策劃及捐助 Initiated and funded by

賽馬會齡活城市
Jockey Club Age-friendly City

香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

玩轉「腦」朋友
長者數碼共融在社區
"Brain GO" Digital Inclusion Elderly Community

主辦 Organised by

仁愛堂
YAN OI TONG

計劃主要元素
Key components

舉辦社區宣傳活動，推廣長者及年齡友善社區訊息，並招募及培訓長者成為資訊科技方面的「腦」朋友齡活大使，促進區內「數碼共融」。

Organise community promotional activities to promote age-friendly city concept, recruit and provide training to older people as "AFC Ambassador", specialising in information and technology, to help promote and support the transformation of "digital inclusion" in the district.

齡活大使訓練
Training for AFC Ambassadors

提供不同主題的培訓課程，以教授長者使用創新科技 (例如運用手機應用程式到醫院取藥、網上購物等)，令更多長者懂得運用數碼科技，提升他們的生活質素。

Provide I.T. training courses on different themes to enable the older people to use innovative technology (For example, using mobile applications to collect drugs at hospital and shop online) and to enhance their quality of life.

推廣活動
Promotion Activities

舉辦「長者數碼共融在社區推廣」嘉年華，向不同社區階層人士推廣長者社區數碼共融及長者及年齡友善社區，並進行長者網絡常態社區調查，了解區內長者對數碼科技應用的狀況，關注相關服務或產品是否達致長者及年齡友善。

Organise "Brain GO Digital Inclusion Elderly Community" carnival to promote digital inclusion and age-friendly city concept to different people in the community. Also, conduct research on the use of technology by the elderly to understand the technology adoption and assess the age-friendliness of related products or services.

推行日期：2019年04月 - 2020年8月
Implementation date: April 2019 – August 2020

長者及年齡友善社區範疇
Domains of Age-friendly City

信息交流
Communication & Information

交通
Transportation

尊重和社會包容
Respect and Social Inclusion

社區與健康服務
Community Support & Health Services

社會參與
Social Participation