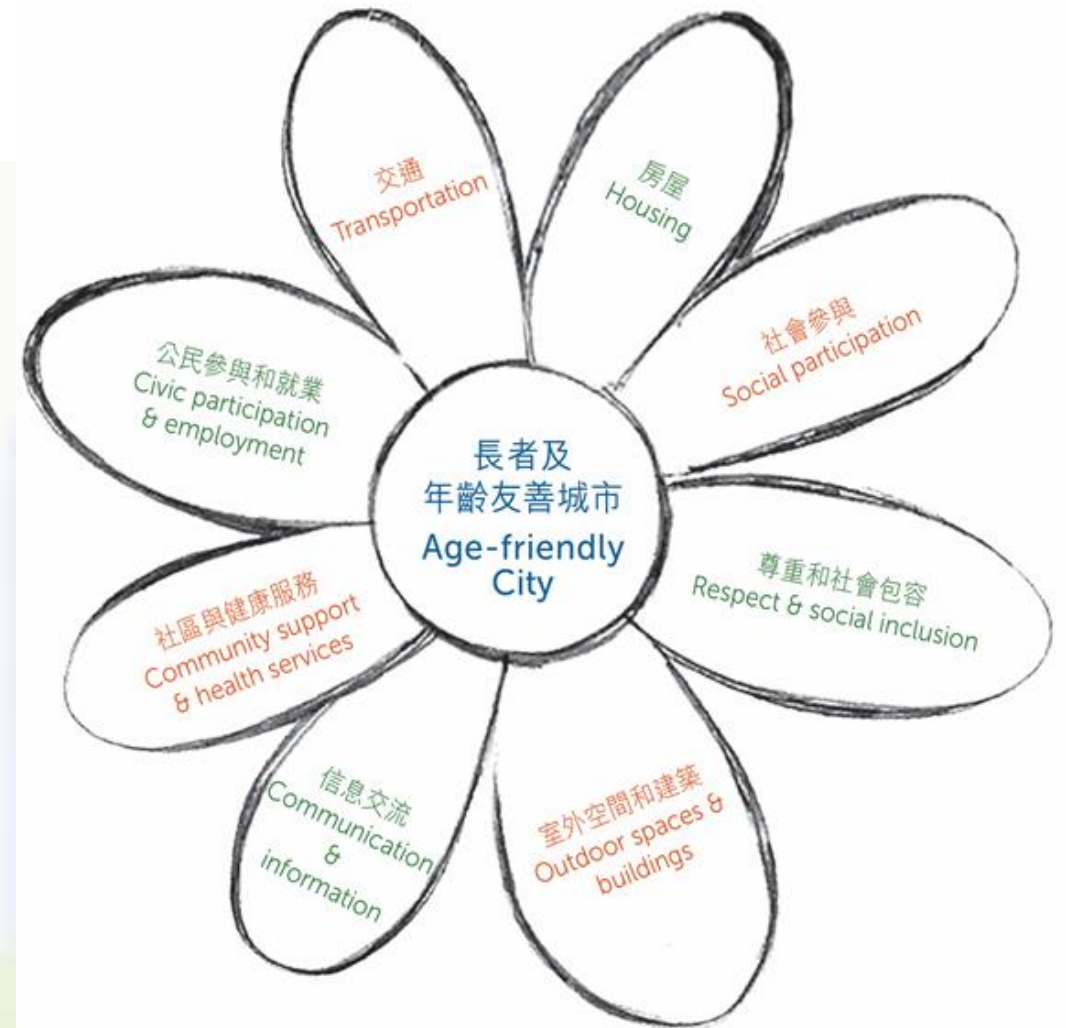**Respect and Social Inclusion: Building Community Capacity to Generate Age-friendly Resources for Supporting both Older Adults in General and Vulnerable Groups**

賽馬會齡活城市
Jockey Club Age-friendly City

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Eight Domains of Age-friendly City

In **2006**, the World Health Organization (WHO) invited representatives from **33** cities in **22** countries for participating in a focus group research project in the discussion of the major concerns of age-friendly. The research identified the main elements of promoting active and healthy ageing in the urban environment. It covers **eight domains (picture on right side)**

According to WHO's definition, "Respect and Social Inclusion":

➢ *Refers to the attitudes, behaviours and messages of the community towards older people.*

➢ *Appreciates and shows respect for the elderly*

➢ *Encourages older people to participate more in their city's social, civic and economic activities.*

Respect and Social Inclusion

"Respect and Social Inclusion" of Age-friendly

Service for elderly care

- Public and commercial services for caring elderly's needs
- Service staff are kind and courteous to the elderly

Public image of ageing

- Positive description of image of the elderly by media

Elderly, children and family interaction

- The activities covers the needs and preferences for people of different age groups, especially family activities for the elderly participation. It increases opportunities for mutual learning and respect between intergeneration.

Economic inclusion

- Elderly with financial difficulties can also enjoy and participate in public and private services and activities

Community inclusion

- Can have full participation and direct expression of opinions in decision-making on issues related to the elderly
- Social recognition of the contributions of the elderly
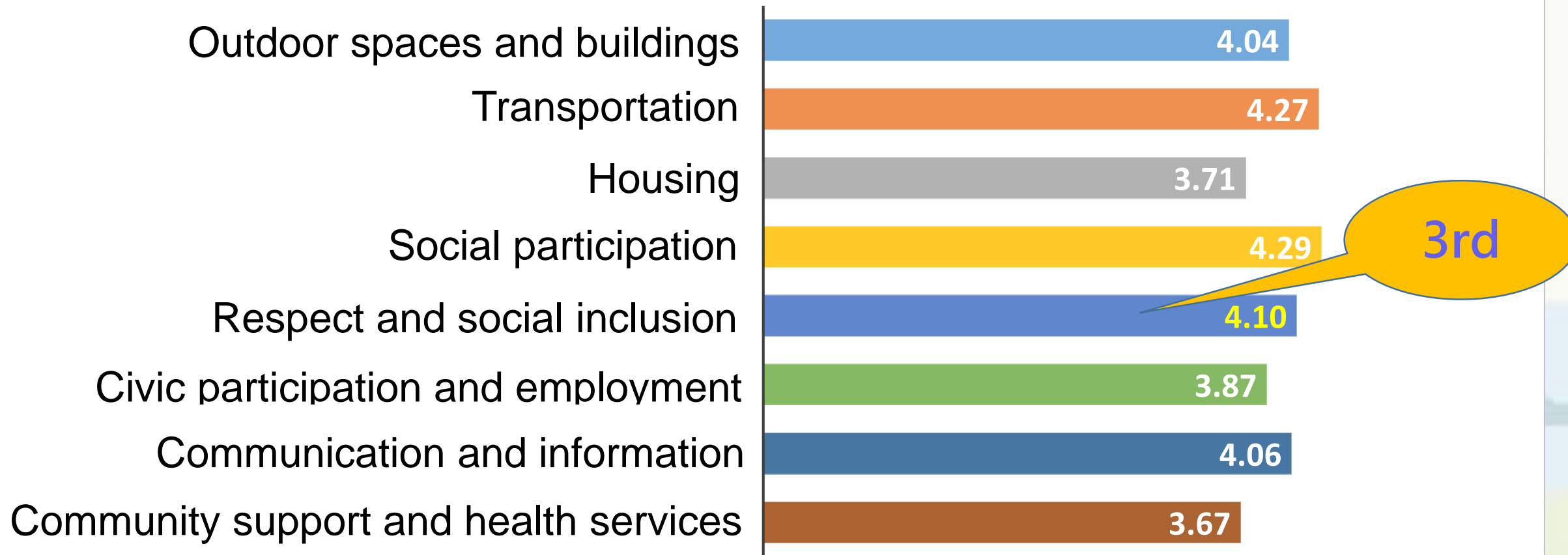- Actively encourage and accept the elderly to participate in various aspects when promoting neighbor relationship

Public education

- The curriculum of primary and secondary schools includes knowledge about ageing and understanding of elderly, sharing their knowledge and experience by the elderly

2017 Result of Baseline Assessment Report – Questionnaire (18 Districts)

9785 Questionnaires

"Age-friendliness " scores of eight domains (1-6 points)

Domain	Score
Outdoor spaces and buildings	4.04
Transportation	4.27
Housing	3.71
Social participation	4.29
Respect and social inclusion	4.10
Civic participation and employment	3.87
Communication and information	4.06
Community support and health services	3.67

3rd

2017 Result of Baseline Assessment Report – Questionnaire (18 Districts)

Questions related to "Respect and Social Inclusion"	Mean score	Rank of 53 age-friendly items
1. Service Staff are courteous and helpful.	4.55	5th
2. Social recognition of the past and present contributions of the elderly.	4.31	18th
3. The description of the elderly is positive and no prejudice by media.	4.19	25th
4. Provide different services and goods to meet the needs and preferences of different age groups.	3.90	41st
5. School provides opportunities to learn about knowledge of the elderly and ageing, and provides opportunities for the elderly to participate in school activities.	3.84	45th
6. Various regular consultation services for the elderly in order to provide better service.	3.78	46th

2017 Findings of Baseline Assessment Report – Focus Group Interview (18 Districts)

(91 groups. 739 participants) Examples for common strengths:

Treating older people with respect and friendliness

- Offering priority seats to older people
- Friendly attitude of service providers

Close neighborhood Intergenerational relationships

- Strong sense of community
- Mutual help in the neighborhood
- Intergenerational activities available

Age-friendly services in the community

- Discounts for older people offered by shops
- Priority banking counters for older people
- Priority seats on public transport

Available channels to express opinions

- Frequent consultation with older people on their opinions (Elderly community centers, Community organizations, Government departments and District councils)

Focus Group – Suggestions for Improvement

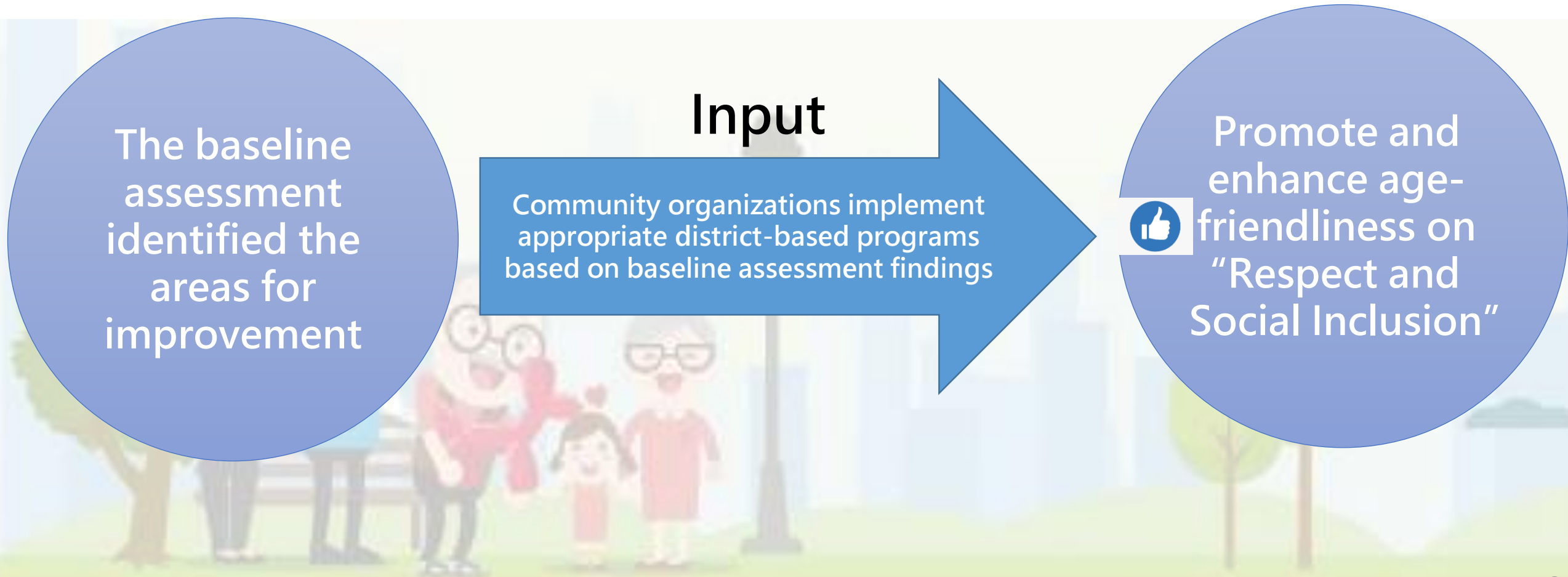**Launch public education activities to promote a culture of respect and community inclusion**

- Invite and collaborate with different parties including schools, elderly community centers and NGOs to launch public education activities on topics such as respect to older people, active ageing, older people's healthy image and intergenerational and intercultural understanding

Expand the scope of Age-friendly services

- Provide personalized banking services to older people living in remote areas
- Discounted/free services to older people provided by business sector
- Increase the number of priority seats
- Involve older people in elderly service design and

Implications of the baseline assessment on "Respect and Social Inclusion"

The baseline assessment identified the areas for improvement

Input

Community organizations implement appropriate district-based programs based on baseline assessment findings

Promote and enhance age-friendliness on "Respect and Social Inclusion"

Jockey Club Age friendly City Project – Capacity Building for Older People through Photovoice

About the project:	- Photovoice was used as a bottom-up approach to empower older adults to identify, assess, and voice out their opinion over the strengths and concerns of their neighbourhood environment (e.g. physical environment and age-friendly services) - The voices of older adults over the neighbourhood environment was recorded in the group discussion, and compiled into district community maps and booklets to raise public awareness
Organiser:	The Institute of Active Ageing, PolyU
Co-organiser:	Eldpathy
Implementation period:	May 2018 – January 2019
Target participants:	Older adults living in Sham Shui Po and Yau Tsim Mong districts

Jockey Club Age friendly City Project – Capacity Building for Older People through Photovoice

Part One: Ambassador training

- In the training, ambassadors get familiar with the concept of age-friendliness, the skills to assess physical environment and age-friendly shops, the rationales and techniques of "Photovoice", as well as the interviewing skills with shop staff through role play

Part Two: Community visit and group discussion

- Community visit: Ambassadors explore and identify age-friendly shops in the community through interviews and use their mobile phones to record the physical environment
- Group discussion: Ambassadors share their views on the strengths and concerns on their physical environment and age-friendly services

Jockey Club Age friendly City Project –
Capacity Building for Older People through Photovoice

Part Three: Community Talk and exhibition

- Organise community talk and exhibition to promote the age-friendly messages and showcase the observations of the community visit conducted by ambassadors

Part Four: Production of community maps and booklets

- The photos taken and opinions voiced out by participants were compiled into district community maps and booklets to enhance general public awareness of older peoples' concerns on age-friendly physical environments and services

Results: There is a significant increase in sense of community score among ambassadors before and after the intervention.

Jockey Club Age-friendly City Project
Territory–wide Program: Walk the City for Active Ageing

About the project:

❑ Aiming at improving health of the older people through walking exercise, walk leaders and route designers were trained on multi-aspect leading skills and developing sense of community.

• Walk leaders undertook the missions of guiding, rapport building and monitoring to ensure the participants could join the activities with fun and safety

Organiser:

Christian Family Service Centre

Partners:

10 organizations : 8 district NGOs, APP & Map company, IAA of Polyu

Implementation period:

Oct 2019 – April 2021 *(originally Oct 2020, extended due to the pandemic problem)*

Walk leaders : 50 yrs and above

Target participants:

Route designers : 50 yrs and above

Participants (walkers) : 55 yrs and above living in 10 districts in Hong Kong

Jockey Club Age-friendly City Project
Territory – wide Program ~ Walk the City for Active Ageing

❖ **Territory-wide partnership**
Joint effort with elderly service NGOs in 10 districts/localities to reinforce community capacity

❖ **Input and commitment for different targets**

Target	Training content	Mission
Walk leader	• age-friendly concept, • group relationship building, • walking method, • tour guiding, • coaching, • first-aid	• To lead walkers by demonstrating warm-up exercises, providing safety guide, consultation, and monitor physical exercise during implementation (*both modes of face-to-face activities and remote coaching*)
Route designer	• concepts of walkability, • route themes elements, • needs of older people	• To assess the walkability and features of the catchment area, • To finalise the route through discussion
Walker	• walking method, • scheduled & guided walk • using mobile device to search information	• To govern oneself to attend and participate well in the activities, • To maintain exercise habits besides the scheduled activities

❖ Accomplishment

Walk leaders and route designers :

- Knowledge and experience specialised in empathy with older people, exercise and health
- Self efficacy in contributing
- Social image enhanced in community
- Sense of community in term of walkability

Walkers :

- Knowledge and skills in walking for health
- Walking habit established
- Enhanced self-esteem
- Opinion of walkability recognised and reflected

Programme co-organisers :

- Practised capacity building through community collaboration
- Developed a programme model for elderly contribution
- Aroused preventive (instead of remedial) support for the health needs of older people

Jockey Club Age-friendly City Project: Elderly's Living Environment Improvement Project

Organisation: Hong Kong Family Welfare Society (Kowloon City) Senior Citizen Centre

Project period: Sep 2017 to Sep 2018

Project scope:

- Increase **intergeneration communication** by pairing up younger and older generation as ambassadors.

- **Encouraging the hidden elderly** to increase their engagement with the community.

- Engaging **different generations and professions** to support elderly service. For example, the students who were studying nursing course at PolyU were arranged to assist the elderly to learn fall prevention exercise.

- Home modification for elderly **to improve their living environment**. For example, installing the lights and doorbells.

Improving the environment and health status of elderly

Home modification programme

- The living environment of elderly had been improved by the home modification programme in this project.

- Professionals such as occupational therapists were involved to assess participants' physical health and home environment and suggested suitable equipment (e.g. walking aids)and the correct ways to use those.

- Elderly could understand better their home and reduce the hazard at home.

→**The physical environment improved was improved.**

Fall prevention programme

- Elderly volunteers were taught a set of fall prevention exercise that was designed by a physiotherapist.

- They were then required to teach the exercise to the members of the elderly centre (Train-the-trainer).

- Results from the frail older adults decreased level of frailty, less fear of fall, increased confidence to taking risk and increased social connectedness.

→**Health condition of elderly was improved.**

Providing an enabling environment for elderly to achieve productive aging
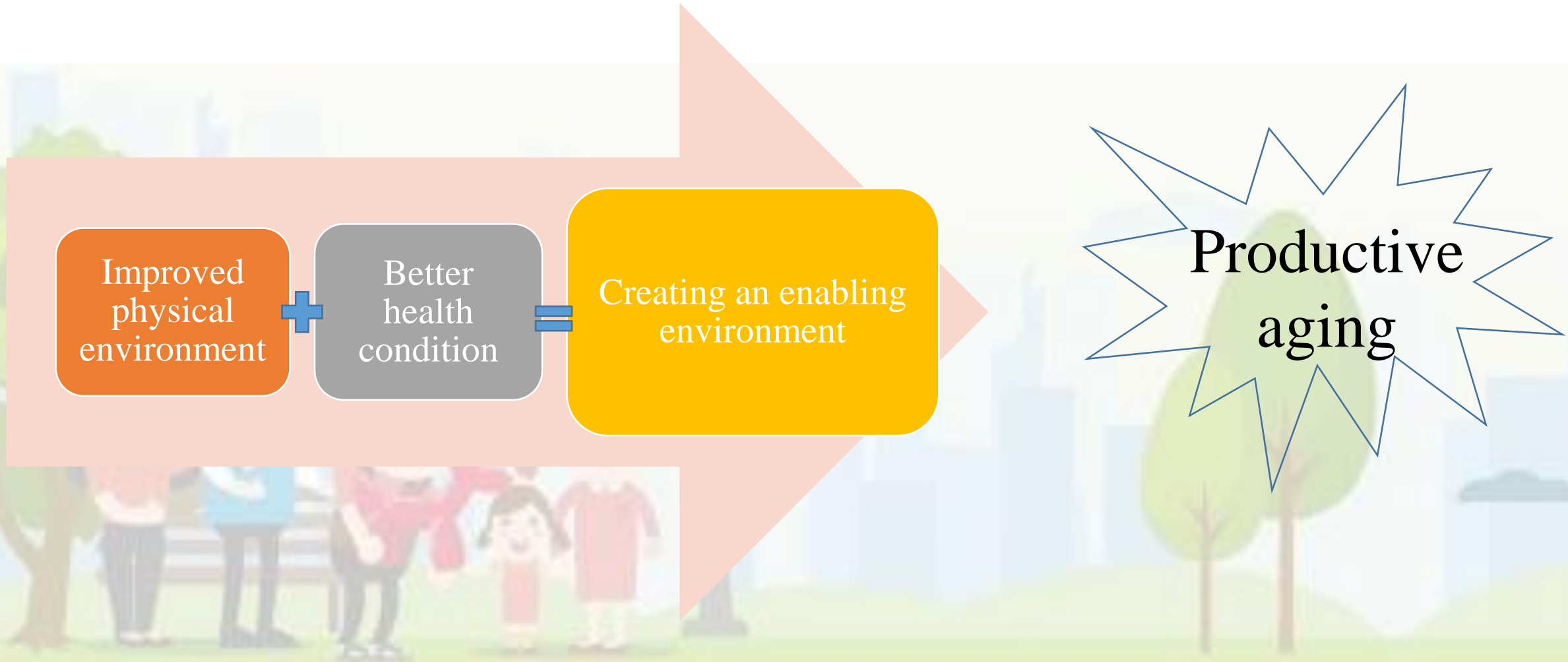
Jockey Club Age-friendly City Project Senior Buddies! How Are You?

- Organizer: The Mental Health Association of Hong Kong Integrated Community Centre for Mental Wellness Jockey Club Amity Place (Kwun Tong South) (MHAHK)

- Implementation Period: May 2018 – Dec 2018

- Program Content:

1. Ambassador Training
   e.g., communication skills with elderly with mental of physical health problems

2. Visits for 80 families

3. Community Promotion Kiosks

4. Elderly Workshops
   e.g., Sewing & Gardening

5. Closing Ceremony

Jockey Club Age-friendly City Project Senior Buddies! How Are You?

- Improvements noted in the ambassador included gains in life satisfaction, self-efficacy, and sense of community. In addition, they also demonstrated more knowledge of positive ageing and positive changes on attitude towards mental illness and person affected.

- Qualitatively, ambassadors gained sense of achievement and reward in experiencing changes of the people with mental illness served, while empowered to serve the community onward

HKJC Intergeneration Learning Experience Project
Involving Older Adults
and Secondary School Students

From Individual to Community

- The growth of age-friendly community initiatives underscores a paradigmatic shift from the individual to the community, addressing dynamic transactions between people and the environment they are living in. Sense of community was found to mediate between these various AFC domains and life satisfaction. (Au et al., 2020)

- The study highlights the relevance of making socially inclusive and supportive environments to enable older adults to meet age-related requirements in order to continue living in their homes and communities for as long as they choose to. These enhancements should therefore involve sustaining opportunities for developing and maintaining significant relationships, participating in the community

Importance of Achievement Goal Attainment for Older Adults

Generativity, the concern for guiding the next generation, is associated with both agentic (self-orientated) and communal (others-orientated) motives. However, the role of agency-communion goal attainment has not been studied with reference to positive emotion across cultures. The present study examined the mediation effects of achievement and altruism goal attainment between generative concern and positive emotion across three diverse cultures.

We used achievement goal attainment to measure agentic goal fulfillment and altruism goal attainment to measure communal goal fulfillment. We tested the mediation effects of achievement and altruism goal attainment were tested with a total of six hundred and twenty-three older adults from the Czech Republic, Germany and Hong Kong. Findings suggested that achievement goal attainment mediated between generative concern and positive emotion for all three countries.

Effects of Negative Age Stereotype

- The purpose of this study was to examine the effects of negative age stereotype priming on episodic memory and the moderating role of social participation in the priming effect. The group that received negative age stereotype priming performed significantly worse than the group that received neutral words in their episodic memory test. Additional analyses showed that socially active individuals might be less prone to the effects of negative age stereotypes for the recognition task only.

- Older adults who are more socially active might be more immune to the effects of negative age stereotype priming on episodic memory. These results provide initial support for the hypothesis that social participation might act as an effective strategy to ward against negative age stereotype priming. (Chan, Au & Lai, 2020)

Older Adults as Valued and Effective Volunteers

- This study tested whether telephone-delivered psychoeducation combined with an enhanced behavioral activation (BA) module had a better effect on the well-being of Alzheimer's caregivers than psychoeducation alone. The focus is on enhancing the competent use of coping skills via BA. The program is delivered by telephone to increase accessibility and sustainability for caregivers. Senior citizens are trained as paraprofessionals to deliver the BA module to increase the potential for sustainability of the program

- Results suggested that competence-based training could be effectively administered through the telephone with the help of senior citizens trained and engaged as paraprofessionals. Results contribute to the present literature by offering some framework for developing effective, accessible, sustainable, and less costly interventions.

Older Adults Helping Vulnerable Groups

- Dementia caregiving is often associated with increase in depressive symptoms and strained relationships. This study tested whether telephone-delivered psychoeducation combined with an enhanced behavioral activation (BA) module had a better effect on the well-being of Alzheimer's caregivers than psychoeducation alone. The focus is on enhancing the competent use of coping skills via BA.

- The program is delivered by telephone to increase accessibility and sustainability for caregivers. Senior citizens are trained as paraprofessionals to deliver the BA module to increase the potential for sustainability of the program (Au et al, 2015: Au et al. 2020)

Common elements of these programs

- Platform for voicing opinions and experiences

- Participation

- Empowerment/ Training

- Involvement of various representative parties

- Intergeneration collaboration

- Collaboration between university and community stakeholders

Sustaining the AFC Impact…

1) Training of ambassadors and participants before the start of the program;
2) Active participation sustained offer a period of timeachieved more impact;
3) Ambassadors served as a role model for social involvement to others who were less connected to their community;
4) Networking of community stakeholders, including peer support, neighbours, intergeneration partners, schools, community-based practitioners, NGO and local business
5) Mutual learning among relevant parties created a feedback system to support the programs

6) The AFC network continues to facilitate further collaboration of the University and the community to develop health projects and support for diverse needs of older adults and their families and caregivers

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