Healthy Ageing Campaign  
Report of Overall Evaluation  
(May 2001 – April 2004)

INTRODUCTION

The Healthy Ageing Campaign (HAC) was a three-year project developed by the Elderly Commission (EC) in 2001 to promote the concept of healthy ageing. It was supported by a $21 million grant from the Hong Kong Jockey Club Charities Trust (HKJCCT) and was scheduled to run from May 2001 to April 2004. It aimed to promote healthy ageing along four strategic directions:

(a) promote personal responsibility;
(b) strengthen community action;
(c) create a supportive environment; and
(d) improve the image of ageing.

Structure of HAC

2. The Campaign was steered by the Steering Group on Healthy Ageing (SGHA) of the Elderly Commission, which was supported by two committees, namely the Public Education and Publicity Committee (PEPC) and Community Partnership Committee (CPC). The two committees comprised EC members as well as co-opted members who were professionals working in the elderly service sector and other sectors such as mass media and education. The membership list of SGHA is attached at Annex I.

3. PEPC was responsible for the coordination and implementation of public education and publicity programmes for the promotion of healthy ageing. CPC, on the other hand, oversaw and administered the Community Partnership Scheme (CPS) which had been set up to engage various sectors in the community to organize innovative healthy ageing programmes. The mode of operation of CPS was to subvent community projects, particularly those from outside the health and welfare sectors, to promote healthy ageing along the four strategic directions.

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1 Some projects may run beyond April 2004 to October 2005.
Objectives of the evaluation

4. To gain a better understanding of the effectiveness of the HAC, an overall evaluation has been conducted, which comprised a review of evaluations that have been conducted for some of the projects and activities, self-evaluation by supported projects, and central evaluation of selected CPS projects.

5. The objectives of the overall evaluation of HAC were as follows:

(a) To assess the results and effectiveness of the Healthy Ageing Campaign
(b) To assess the strengths and weaknesses of the Campaign;
(c) To synthesize the evaluations that have been conducted for individual components of the Campaign; and
(d) To document the implementation process of the Campaign.

METHODOLOGY

6. As HAC was a complex pilot project comprising various components with a long-term goal of institutionalizing the concept of healthy ageing in the community, which was a long and continuous process, some of the effects of the Campaign might not be seen for some years. Therefore, when conducting the overall evaluation of the work of HAC over the past three years, we have focused on the following areas of process and outcome evaluation:

(a) Inter-sectoral collaboration
(b) Impact on project organizers
(c) Impact on project participants
(d) Strengths and weaknesses of HAC

7. In this respect, the overall evaluation consisted of two major parts:

(a) A process evaluation to document and analyse the implementation process of HAC, with special focus on inter-sectoral collaboration and the identification of the strengths and weaknesses of the Campaign.
(b) An evaluation of projects under the CPS in order to assess its outcomes, particularly its impact on project organizers and participants.
Process Evaluation

8. The evaluation was conducted mainly through a review of documents and previous evaluation reports of some of the projects or activities. Documents that were reviewed included minutes of meetings, discussion papers submitted to meetings, and information and programme materials of the various components of the Campaign.

Evaluation of CPS projects

Self-evaluation

9. As a funding requirement, all organizers of CPS projects had to submit a self-evaluation report to the CPC upon completion of the projects. Up to end April 2004, 38 projects were completed and 36 self-evaluation reports had been received. A copy of the self-evaluation questionnaire is given in Annex II. Content analysis has been carried out on these self-evaluation reports as part of the process evaluation.

Site visits

10. Site visits by CPC members were arranged to the supported projects to discuss with the project organizers to see whether the projects were proceeding according to plan, to reinforce the wide perspectives of healthy ageing, and to receive feedback from participants. Visiting members were also asked to feedback observations in a pre-set form. Altogether 12 site visits were made to 10 projects from June to September 2003.

Central evaluation of selected projects

11. In addition, a central evaluation was conducted for 12 CPS projects selected on the basis of the size of the grant received, the number of project participants and novelty. The methodology included structured interview discussions with project organizers and quantitative questionnaire survey of project participants including elders, workers and volunteers. Questionnaires for activity organizers’ interviews and survey of elder participants and other participants are enclosed at Annexes III – V.

12. The structured interviews with organizers of the 12 selected projects were conducted in September and October 2003 to obtain in-depth understanding of the projects, their perception about elders and their experience of organizing the CPS project.
13. The survey of project participants, on the other hand, was carried out between October and December 2003. Structured questionnaires were provided to the organizers of the 12 selected CPS projects for distribution to individual project participants who attended the last session of the respective project during the survey period. The questionnaires were self-administered. However, if the participants had problems in completing the questionnaires by themselves, the questionnaires would be administered by the project workers. Altogether, 1030 questionnaires were distributed and 802 completed questionnaires had been received, with a return rate of 78%. Among the 802 questionnaires received, 562 were from elder participants while 240 were from other participants including service workers, carers and volunteers.

FINDINGS OF PROCESS EVALUATION

Conceptual Framework of HAC

14. During the conception of the Healthy Ageing Campaign, EC recognized that most of society’s reactions to population ageing in Hong Kong had so far focused on the greater demands an older population would place on our healthcare, elderly services and social security. While there are a number of serious challenges brought about by an ageing population, it was recognized that poor health and dependency should not be regarded as a natural consequence of old age.

15. EC had carried out literature reviews and found that overseas research findings have shown that it is possible to experience healthy and active ageing if people start early in life to foster a healthy lifestyle. In fact, the majority of the older people are healthy and independent. Only a small proportion of older people, about 10%, are frail and in need of special care. Therefore, EC decided that it was important to foster an awareness of healthy ageing among the population, and to encourage them to take personal responsibility to adopt a healthy lifestyle from young.

16. Furthermore, it was recognized that ageing is as much a social construct as a physical one. The manner in which modern societies are structured and organized may have amplified dependency amongst older people. For example, an environment that does not easily accommodate changes in physical ability may accelerate the vulnerability and frailty of people with some disabilities. Therefore, the consensus in EC was that healthy ageing is not just a health and welfare issue. It permeates across all sectors of our community, and requires the awareness and collaboration of
every individual and different sectors in order to create a supportive environment that enables elders to lead an active and interesting life.

17. It was the opinion of the EC members that, for the community to play its part, there must be a proper understanding across all ages of ageing and of old people, with the awareness that ageing is a natural, continuous and positive process. There is a need to re-position older persons in society, not primarily as individuals needing help, but as people having much to offer and wanting to give. The community should be encouraged to regard older people as active participants of our society and to provide opportunity for elder participation. There is also a need to remove unfounded bias against older people, and promote a realistic and positive image of ageing that highlights the capability and contribution of older persons.

Overall Programming Strategy

18. It was in respect of the conceptual framework that the four strategic directions of HAC were outlined: promote personal responsibility, strengthen community action, create a supportive environment, and improve the image of ageing.

19. Since the purpose of HAC was to promote the healthy ageing concept and practices to the general public and different sectors of the community, the two major arms of HAC were therefore (1) public education programmes and (2) the Community Partnership Scheme (CPS). Rather than designing concrete programmes, HAC had targeted potential partners and service providers through the provision of opportunity for collaboration, and the necessary infrastructure (mainly funding and programme support). In other words, HAC had taken a collaborative and evolutionary approach in its programming and was flexible enough to take on board a variety of activities and projects.

Programming of Public Education and Publicity

20. Throughout the past 3 years, a series of central public education and publicity programmes had been launched by HAC, which are summarized as follows:
Healthy Ageing Convention

(a) To launch the HAC, a Healthy Ageing Convention, attended by 700 people from various sectors such as the welfare sector, education sector, private sector and Government agencies, was held in May 2001 to coincide with the publication of the Report on Healthy Ageing by the EC. The proceedings of the Convention were recorded in a CD-Rom and distributed to all participants after the event.

Symposium cum Exhibitions

(b) A Symposium cum Exhibitions on “Challenges and Opportunities of an Ageing Population” was held in June 2002 with the objective of raising public awareness of and initiating public discussion on issues related to ageing. The Symposium was the first of its kind in Hong Kong, bringing together different sectors, disciplines and age groups to discuss the implications of population ageing. Over 800 participants came from a wide spectrum of the community, including public and private sector policy makers, academics, experts in various fields from Hong Kong and around the world to share their experiences and ideas. Apart from local speakers, there were also speakers from Beijing, Australia, Israel, Japan, Switzerland and the United States. The proceedings of the Symposium were published and uploaded onto the Government website for the information of the general public. The 5 roving exhibitions held during June and July in various districts had an attendance of 68 000.

Television Series “Golden Ages”

(c) The television medium was used to depict the positive aspects of ageing when 20 episodes of the television series “Golden Age” were broadcast in 2002 and 2003. The series, partly sponsored by the HAC and based on various real life characters, was produced by Radio Television Hong Kong (RTHK) in response to the Symposium cum Exhibitions on “Challenges and Opportunities of an Ageing Population”.

Collaboration with Financial and Business Sectors

(d) Since February 2003, the Hong Kong Retirement Schemes
Association (HKRSA) and the Hong Kong General Chamber of Commerce (HKGCC) have been organizing a series of seminars on retirement and financial protection that were co-sponsored by HAC.

(e) The Mandatory Provident Fund Schemes Authority (MPFA) initiated a web page design contest on population ageing for secondary school students in March 2003. A total of 89 teams from 42 schools participated in the contest.

Sharing sessions on Lifelong Learning

(f) HAC organized sharing sessions on continuing education for older persons in Hong Kong in October 2002, August 2003 and March 2004. The aims of these sessions were to enhance the awareness of stakeholders on the situation regarding continuing education for elders, to collect views from stakeholders and to allow experience sharing among stakeholders. The events were attended by representatives from the Education Commission’s Working Group on Continuing Education, various Government departments, NGOs, academic institutions, elder groups and retirees organizations.

Mass Media Publicity

(g) A television announcement of public interest (TV API) “Adopt a Healthy Lifestyle” was produced in November 2001 for broadcasting on the three TV stations to promote personal responsibility. Other publicity materials included slogans on healthy ageing printed on public buses, promotional posters and publicity leaflets, and newspaper supplements on topics such as healthy lifestyle, disease prevention and proper nutrition.

(h) Educational material such as a Healthy Ageing Promotion Kit with material on healthy ageing messages was also produced for use by Government departments and Non-Government Organizations (NGOs) which have regular contact with older persons to promote healthy ageing. Contents of the promotion kit included powerpoint presentation slides, soft copy of the Report on Healthy Ageing by the EC, clip of the TV API, jingles on healthy ageing, an HAC Internet portal that provides information and hyper-linkages to selected web sites promoting healthy ageing, and screen savers. 3,000 copies of the
promotion kit have been issued.

Supporting Initiatives of Government Departments and Organizations

21. HAC had received strong support from a number of government departments and organizations, such as the Department of Health (DH), Social Welfare Department (SWD), the Hospital Authority and the Hong Kong Council of Social Services (HKCSS).

22. Prior to HAC, most of them were already carrying out some programmes to promote healthy ageing. Under the umbrella of HAC, many of these programmes were expanded or new programmes created. HAC has also provided a common platform or anchoring point to consolidate these projects, bringing about a synergy among them.

(a) Structured exercise
DH had devised a composite programme of structured exercise aimed at increasing the level of physical activity of community-dwelling elders through emphasizing the benefits of exercise, correcting misconceptions and advocating a structured exercise regime. It included health talks, video show, demonstration and practical sessions of specially designed structured exercises for elders, including frail elders. The programme was actively promoted to all elder service organizations.

(b) Dietetic support
DH had provided dietetic support services aimed at improving the nutrition and food hygiene of private and self-financing residential care homes of the elderly through the provision of health talk and tailored health advice by dietitians. The HKCSS produced and printed 120,000 copies of “recipe for elders” in June 2002.

(c) Psychosocial health
DH had produced a leaflet and resource book on psychosocial health and a video on communication skills for carers and launched an e-card competition to promote intergenerational cohesion and mutual care and concern.
Opportunities for the Elderly Project

SWD launched a four-year Opportunities for the Elderly Project (OEP) from 1999 to 2002 with a grant of $15 million from the Lotteries Fund. The project provided subsidies to community organizations to implement innovative programmes to promote a sense of worthiness among elders and to promote caring for elders. To dovetail with HAC, SWD had decided to finance OEP on a regular basis starting from April 2003.

Elders and carers empowerment

The Hospital Authority, in collaboration with 13 hospitals, had organized a series of carer empowerment activities and workshops under its Carers Empowerment Programme and Smart Elderly Programme to promulgate personal responsibility among elders towards healthy ageing as well as to equip elders and their carers with the necessary skills in the caring process.

Programming of the Community Partnership Scheme (CPS)

23. The other major arm of the Campaign, the CPS, had aimed to institutionalize healthy ageing concept and practices in different sectors of the community. This was done through the disbursement of grants to support worthwhile and innovative community projects initiated and organized by different organizations to promote healthy ageing along the 4 strategic directions of HAC.

24. In vetting the applications, the CPC had adopted an interactive approach. Discussion sessions were held with short-listed applicants to clarify the intentions of the proposals, and to explore with them room for fine-tuning of the proposed projects such as coordinating the timing and publicity of district-based projects, consolidating common budget items, refocusing target clients, etc. Among other things, the applicants were encouraged to take steps to cover vulnerable elders and those who have not been receiving mainstream social services.

25. A total of 53 projects have been supported using the grant from the HKJCCT. 38 projects were completed. The rest were still continuing at April 2004. The projects’ duration ranged from a few months to over two years. They were very varied in nature. Apart from the more traditional health promotion projects, other projects like organic farming by older persons and their families, star observing, bird watching, sex education for the older persons, internet projects involving old and young, etc. have also
been supported. Many of the projects advocated positive ageing and inter-generational interaction to strengthen understanding of ageing.

**Critical component of HAC**

26. A particularly useful and “productive” component of the HAC was identified to be the Symposium cum Exhibitions held in June 2002. It has served to broaden inter-sectoral collaboration in the promotion of healthy ageing as evidenced by the following developments:

(a) The “Golden Ages” series was initiated by RTHK after the producer attended the EC Symposium and was inspired by the positive message about ageing. The first series was rated in 2003 as the 17th most appreciated local TV programme among 100 programmes surveyed by HKU. Given the popularity of the first series, RTHK produced the 2nd series in collaboration with HAC. The series were well-received, achieving 7-8 points rating in the AC Neilsen rating reports against the highest rating of 9 points for ATV programmes. Apart from the TV series, RTHK also took the initiative to set up a Golden Age Club to network elderly audience of the programme and organized an essay writing competition in 2003 for people aged 50 and over.

(b) TVB-Jade was also inspired by the Symposium cum Exhibitions to produce two episodes of documentary in January 2003 featuring the emerging “silver market” powered by the increasing purchasing power of older persons in Hong Kong.

(c) The Symposium cum Exhibitions had brought into the HAC network professionals in the financial and human resource sector, such as the HKRSA, the HKGCC, and the MPFA. The series of seminars on retirement and financial protection by HKRSA and HKGCC as well as the web page design contest on population ageing for secondary school students organized by MPFA were motivated through their participation in the Symposium cum Exhibitions.

(d) Also participating in the event as one of advocates for the creation of supportive environment, the Buildings Department

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2 “電視節目欣賞指數調查” conducted between 7 and 14 July 2003, through phone interviews of 2,105 Cantonese-speaking Hong Kong residents aged 9 or above.
launched a consultancy study in October 2002 to review the current provisions of barrier-free access buildings in Hong Kong and to draft a new Design Manual on Barrier Free Access and Facilities for Persons with a Disability and for the Elderly.

(e) The publicity of the event has also brought about an increased interest in the mass media in reporting positive aspects of ageing. After the event, the secretariat of HAC had received numerous requests from journalists for more information about active and healthy ageing. However, the interest seemed to have been short-lived.

27. Analysis has shown that the success of the Symposium cum Exhibitions might have been due to three major reasons. Firstly, the timing of the event coincided with the release of the population projection by the Census and Statistics Department which had significantly raised the awareness of population ageing in the community. Secondly, prior to the event, the HAC secretariat conducted an intensive media briefing of journalists and TV producers by talking to them individually about the concept of active and healthy ageing and providing them with resource materials. Thirdly, the secretariat and many EC members had carried out much behind-the-scene lobbying to liaise with sectors which have little experience with elderly issues to recruit speakers and participants among these sectors.

‘Bonus’ component of HAC: Arts Promotion Programme for Elders

28. To promote wider collaboration in the community on healthy ageing, an Arts Promotion Programme for Elders (APP) was launched under the HAC in 2003 in all the 18 districts in Hong Kong with the aim of helping elders to increase their appreciation of arts.

29. This collaborative effort of HAC, Hong Kong Arts Development Council (HKADC), District Councils and SWD was in fact an initiative proposed by the HKADC. To implement this programme, each district had, through the relevant District Social Welfare Office, set up its own District Coordinating Committee or Working Group involving the District Council, the HKADC and other local organisations to implement the programme locally. About 130 programmes had been organised under the APP with the support of a grant of $100,000 per district from the HAC. Painting, dancing, drama, and music were among the more popular programmes being organised. All programmes were completed by April 2004.
30. An evaluation mechanism has been built into the APP. However, its evaluation findings are not ready to be included in this report because most of the APP projects have only been completed recently.

**Inter-sectoral collaboration**

31. The work of HAC was aimed at arousing general awareness about healthy ageing, especially among sectors in the community which are less familiar with ageing issues, and to gradually establish healthy ageing practices as community-wide, daily living consideration whether in societal or personal activities. In going about its work, HAC had deliberately adopted a more targeted approach in supporting some experimental projects from sectors which are outside the traditional health and welfare sectors, and taken a more interactive approach in discussing and developing proposals from project organizers so that the outcomes would be more in accord with the strategic directions of the Campaign.

32. The Campaign avoided a top-down approach in promoting healthy lifestyle and community partnership. From the outset, it also purposely stayed clear of the provision of direct service as far as possible. Rather than designing concrete programmes, it had targeted potential partners and service providers through the provision of opportunity for collaboration, and the necessary infrastructure (mainly funding and programme support). The bottom-up approach has encouraged different sectors and organizations to come forward with a variety of different initiatives and projects to enhance the community participation of elders.

33. Our observation has found HAC to be successful in making connections and partnership with different sectors that have been less involved in elder or ageing issues, such as the financial services sector. There are evidences of ripple effects radiating from its liaison with new partners. A case in point is that although some of the initial contact was made by the HAC, the collaborations subsequently take on a momentum of its own. Examples include RTHK’s commitment in producing the “Golden Age” series drawing inspirations from the 2002 EC Symposium, the initiative taken by the HKRSA to organize seminars on retirement and financial protection issues, and the innovative project spearheaded by the MPFA of a web page design contest on population ageing for secondary school students. It is also noted that the APP, which is a collaborative effort of EC, HKADC, District Councils and SWD to promote arts among elders was in fact an initiative of the HKADC. There were also indications of a positive change in the perception by HKADC of the capability and potential
of elders.

**Other Achievements**

34. It is noted that over 1 200 elders have been trained as health or IT envoys under the CPS projects, which would enhance their volunteering opportunity and community participation. However, a strategy would be needed to sustain and tap into this useful pool of resource.

35. To some extent, HAC has been successful in mainstreaming healthy ageing in policy agendas. The importance of developing programmes that promote active and healthy ageing was reinforced by the Task Force on Population Policy which stated in its report published in February 2003 that such promotion would increase the productivity of the elderly. Given the emphasis of the HAC in helping the elderly to achieve healthy ageing through personal and community action, the Campaign also accords with the idea of developing social capital and enhancing social cohesion in the community.

**Weak Component: Publicity Materials**

36. A more noticeable weakness identified in the HAC is its impact on the mass media. In this respect, it is noted that direct reporting of the HAC and its major activities in the mass media has not been frequent, despite efforts made to publicise the events, or engage the mass media in e.g. the CPS. This may be because the concept of healthy ageing is rather wide-ranging, and some of the intended messages are quite abstract (e.g., personal responsibility) and difficult to translate into publicity materials.

37. It is also observed that most of the publicity materials produced by the HAC seemed to lack a coherent and clear identity. For example, the jingles, TV API, leaflets, posters, bus advertisement, resource materials, and internet portal seemed to have been produced individually without an overall design. This may also have reduced the publicity impact of the HAC on the target populations.

*Evaluation of TV API “Adopt a Healthy Lifestyle”*

38. A survey was commissioned by the Information Services Department (ISD) in 2001/02 on the effectiveness of government publicity campaigns covering specific TV API. The survey indicated that the TV

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3 The survey was conducted between August 2001 and July 2002, with a total sample of 3,413 individuals aged 12 or above.
API “Adopt a Healthy Lifestyle” did not seem to have effectively raised the public awareness towards healthy ageing in that there were no major differences between the group who recalled seeing the API and the group who did not recall seeing it, in terms of the two key parameters studied, namely the recognition of self-determination as the most essential element for the elderly to actualize a healthy lifestyle, and the areas to pay attention to in order to stay healthy.

39. After the launch of the TV API, only about 43% of the respondents could recall seeing the API. The recognition level was considered relatively low. However, among those who recalled seeing the TV API, the majority were aware of the two messages conveyed, ie. “one can choose to adopt a healthy lifestyle, it is within his/her control (83%) and “it is never too late to change one’s lifestyle and to enjoy a healthy and meaningful lifestyle” (81%).

40. It was commented that the API demanded a higher level of comprehension power and attention from the audience and was therefore relatively less effective in boosting public awareness on the topic and getting the message across.

41. Despite the abstractness of the TV API, it was nevertheless a resource sought after as a teaching material, possibly because an API on such a topic was rare. For example, a local publisher has approached ISD for permission to include the API in a teaching aid (CD-Rom) that the company was developing and would be distributing free-of-charge to secondary school teachers. A teacher-in-training from the Hong Kong Institute of Education has also requested permission to use the API as part of his teaching materials for arousing his students’ awareness to a healthy lifestyle.

Evaluation of the Healthy Ageing Promotion Kit

42. A simple self-administered questionnaire survey was conducted to collect feedback regarding the usefulness of the kit. Nearly 200 questionnaires were distributed but the response rate was only around 58%. Most of the respondents found the promotion kit user-friendly in navigating and useful in understanding the message of HAC. However, most of them did not or seldom used the resource. For those who used the resource materials, they were mainly as a teaching aid or for personal reference.
FINDINGS OF EVALUATION OF CPS PROJECTS

Results of Self-evaluation

43. Out of the 38 completed CPS projects, 36 completed self-evaluation reports were received and content analysis carried out. These 36 projects were organized between November 2001 and March 2004. The majority of them (24) were district based health promotion projects for elders, and usually took the form of health talks, training courses, exhibitions, etc. The remaining 12 were projects with specific themes, e.g. gardening, job matching, building health network, etc. Over 257,000 persons, including elders and other age groups, participated in these projects. The total expenditure was approximately $3.70 million, making these projects quite cost-effective in financial terms.

44. The self-reported results show that 16 projects have achieved their own pre-set targets, whereas 20 have varied results, e.g. over-achievement in some targets and under-achievement in others. The under-achievements were reportedly mainly due to elder participants not turning up for the activities, the SARS outbreak, inadequate incentives for participants, etc.

45. The projects included IT activities: one of them encouraged elders to communicate with their grandchildren through e-mail, and another trained elders as IT envoys. In fact, over 1,200 elders were trained as health or IT envoys in the 31 projects. NGOs or other appropriate organizations should be encouraged to tap into this useful pool of resource.

46. Under the CPS projects, organizers were required to recruit vulnerable elders or elders not in touch with mainstream social services as participants. Many have not met the pre-set target of 40% of project participants, although some organizers did try to recruit elders through setting up publicity counters at various locations, putting up posters, and announcement in radio programmes, etc. This corroborates with the findings of the questionnaire survey that the majority of participants were members of elder service centers.

47. CPS may also have served the purpose of piloting new programmes for some project organizers, e.g. two organizations have decided to continue with their projects after the CPS funding has ended.
**Results of Central Evaluation of Selected Projects**

48. The following table is a summary of the 12 CPS projects selected for central evaluation.

**Summary of 12 CPS projects selected for the central evaluation**

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Organizer</th>
<th>Activity nature</th>
<th>Approved Funding ($)</th>
<th>Participation rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academy of Multiple Intelligences for Senior Citizens</td>
<td>Hong Kong PHAB Association</td>
<td>Training courses/ Small class learning</td>
<td>100,000</td>
<td></td>
</tr>
<tr>
<td>Talks on Legal Matters</td>
<td>Hong Kong Aged Concern Ltd.</td>
<td>Talks</td>
<td>26,600</td>
<td>Expected participation rate : 7,000</td>
</tr>
<tr>
<td>Project on Sex Education for the Elderly*</td>
<td>Christian Family Service Centre</td>
<td>Talks</td>
<td>251,610</td>
<td>7,531</td>
</tr>
<tr>
<td>Health Promotion for Elderly Clients of Private Medical Practitioners *</td>
<td>Department of Social Work &amp; Administration, HKU</td>
<td>Services to elders</td>
<td>240,650</td>
<td>95</td>
</tr>
<tr>
<td>A Community Garden for the Elderly</td>
<td>Produce Green Foundation</td>
<td>Interest group outing</td>
<td>588,802</td>
<td>Expected participation rate : 1,200</td>
</tr>
<tr>
<td>Star-observing Activities for the Elders</td>
<td>St. James’ Settlement &amp; Sky Observers’ Association</td>
<td>Interest group outing</td>
<td>153,200</td>
<td>Expected participation rate : 480</td>
</tr>
<tr>
<td>Healthy Smile for the Elderly *</td>
<td>Hong Kong Dental Association</td>
<td>Talks</td>
<td>328,992</td>
<td>1,586</td>
</tr>
<tr>
<td>“We have a Say” Training Project on Community Studies for the Elderly</td>
<td>ELCHK, Lutheran Senior Citizen Club</td>
<td>Training courses/ Small class learning</td>
<td>200,000</td>
<td>Expected participation rate : 40</td>
</tr>
<tr>
<td>Elderly Enjoyment</td>
<td>Wen Wei Po</td>
<td>Training courses/ Small class learning</td>
<td>363,880</td>
<td>Expected participation rate : 600</td>
</tr>
<tr>
<td>Friends of Private Home Elderly</td>
<td>Senior Citizen Home Safety Association</td>
<td>Services to elders</td>
<td>396,370</td>
<td>Expected participation rate : 500</td>
</tr>
</tbody>
</table>
Major findings of structured interviews with Project Organizers

49. It is observed that among the 12 CPS projects selected for central evaluation, most of them involved some inter-sectoral collaboration. Apart from those initiated by social service organizations and with collaboration from medical, legal services and educational organizations, there were also projects initiated by the mass media, dental services, environmental protection and interest groups.

Impact on organizers

50. Most project organizers, including those that are familiar with ageing issues, have reported that through the projects, they have strengthened their understanding and belief that elders are capable of learning and responding to new things. They also acknowledged that they have acquired a more positive attitude towards elders and gained useful experience in working with them. Most of them also indicated that their interactions with the elders have helped them to gain a better understanding of the physical and psychological needs of older persons.

Perceived impact on elderly participants

51. Some project organizers indicated that through participating in the projects, elders were exposed to new experiences and subjects. Other perceived impact on participants included: enhanced self-confidence, appreciated own value and responsibilities, felt happier and had higher self-esteem.

Reaching out to elders not in mainstream social services

52. Most of the project organizers had not adopted special plan or strategy to recruit elders not in touch with mainstream social services. This tallied with the survey findings that most participants were actually members
of elderly social centers. However, some organizers did try to recruit elders not in mainstream social services through setting up publicity counters, publishing posters and advertising in radio programmes.

_Sustainability of the projects_

53. Many of the project organizers interviewed have expressed that EC’s sponsorship of the CPS projects and continual assistance had been useful in seeking cooperation and assistance from third parties. Most of them expressed concerns about continuing the projects after the CPS funding ended. Many had expressed the intention to search for sponsors or support from other organizations such as the collaborating organizations or request the participants to share part of the cost involved. The resource requirement depended very much on the operating costs which were related to the project nature. Among these 12 selected CPS projects, the funding received ranged from $26,600 to $604,500. Only three of them have funding less than $200,000. Only one organizer who had received a relatively small amount of CPS funding indicated that the organization was willing to bear the financial cost to continue with the project. In view of the response, there may be difficulty in sustaining the impact of some of these projects after the CPS funding has ended.

_Self-perceived project weaknesses_

54. Weaknesses of the respective project identified by the project organizers included: insufficient manpower resources in organizing activities or taking care of the elder participants, limited scope of the project and insufficient publicity due to limited resources (including insufficient space and facilities for activities), difficulty in searching for partners with experience in organizing activities for elders with respect to some specific topic, and constraints in project design which rendered some activities were only suitable for healthy elders.

55. Due to the lack of experience in serving older persons, many organizers not in the elder service sector indicated that their contribution was constrained by their limited understanding of elders’ needs.

_Self-perceived project strength_

56. Strength of the respective project identified by the project organizers included: providing useful service or advice to the project participants in areas that were specialties of the organizations, project design could help motivate elders to develop various interests, training components
of the projects could empower the participants. Some projects had involved participants’ family members in the activity. Some service providers not in the elder service sector were encouraged to care more about elders in their districts.

**Major findings of questionnaire survey of elder participants**

57. A summary of the major findings of the questionnaire survey of elder participants is given below. Detailed breakdown of the results according to the 12 individual projects is in Annex VI.

*Participation*

58. About three quarters of the surveyed elder participants were members of elderly service centres. Although the percentage of non-member participants was low on average, their proportion was quite high in three of the selected projects. These projects were Sex Education for Elders (40%), A Community Garden for the Elderly (45%), and Bird Watching (71%).

59. Over 40% of the surveyed elder participants participated in the activity on their own, while about 30% participated with their spouses and another 27% with their friends.

60. About 74% of the elder participants indicated that prior to the activity, they had not participated in similar activities in the past one year. It seems that most of the selected projects were new to the elder participants.

*Attitude of project staff*

61. The majority (96%) of the elder participants agreed (with 41% strongly agreed and 55% agreed) that the working staff’s attitude made them feel respected. The majority (about 82%) considered that the staff had provided appropriate assistance during the activity. About 4% considered that too little assistance had been provided, another 12% considered that too much assistance had been provided.

*Impact on elders*

62. The majority (83%) of the elder participants agreed (with 27% strongly agreed and 56% agreed) that the activity helped them to understand more about their own abilities.
63. The majority (about 81%) of the respondents indicated that the activity made them feel more energetic (28.5% strongly agreed and 52.5% agreed).

64. 79% of elder participants indicated that they made new friends through participating in this activity (31% strongly agreed and 48% agreed).

65. The majority (82%) of elder participants agreed that the activity made them feel relaxed (38% strongly agreed and 45% agreed).

66. The majority (93%) of elder participants agreed that they could learn new knowledge through participating in the activity (40% strongly agreed and 53% agreed).

67. 56% of the elder participants indicated that the experience of participating in this activity had increase their interest to participate in activities while another 38% indicated there was not much change in their interest. Only a very small proportion (about 1%) indicated that their interest of participating in activities was reduced. About 69% of the elder participants indicated that they were interested to help in organizing similar activities.

68. Many elder participants (42%) indicated that they were very interested and another 50% were somewhat interested to join similar activities in future. Some 6% indicated they were not interested to join similar activities, giving reasons that they were too busy or did not see the need to participate.

Volunteer opportunities

69. Some 20% of the elder participants indicated they had participated as volunteer helpers in the activity. Among them, about 70% had prior experience of being a volunteer worker. Some 20% of the elder volunteer helpers started their volunteer experience in this project.

70. Over 50% of the elder volunteer helpers volunteered because they considered volunteer work to be meaningful or as a good learning opportunity. More than 30% of them had volunteered as a result of encouragement from project staff or because they could demonstrate their abilities through volunteering.
71. Over 85% of the elder volunteer helpers considered that the activity organizer had provided sufficient guidance and support to them. The same proportion of the volunteer helpers were willing to take up other volunteer work in future.

Major findings of questionnaire survey of non-elder project participants

72. A summary of the major findings of the questionnaire survey of other project participants is given below. Detailed breakdown of the results is in Annex VII.

Profile of non-elder participants

73. Apart from the elders, other persons who had participated in some of the activities included elders’ carers, elderly services or health services workers and volunteers. Among the 12 selected projects, 5 projects involved non-elder participants. About 30% of the non-elder participants in these projects were elders’ carers.

Impact on non-elder participants

74. Almost all (over 95%) of the surveyed non-elder participants agreed that the activities could help them understand elders’ needs. Over 70% considered that the elders could remain active in the community. On the other hand, about 24% considered that elders were rather dependent on others.

Views about the projects

75. More than 90% of non-elder participants considered that the projects could meet the needs of the participants. About 70% considered that the project could motivate elders to adopt healthy lifestyles. 92% of the non-elder participants were interested to join similar activities in future, with about 37% expressing a strong interest in doing so.

SUMMARY AND CONCLUSION

Intersectoral Collaboration

76. In going about its work, HAC has made efforts to solicit partnerships with sectors which are outside the traditional health and welfare sectors. It has also deliberately adopted a more targeted and interactive
approach in supporting projects from different sectors. The interactive and targeted approach taken by HAC seems to have taken effect, so much so that an important outcome for the Campaign is the impact it has on its partners. It is observed that HAC has been successful in making connections and partnership with different sectors that have been less involved in elder or ageing issues, such as the financial services sector. There are also evidences of ripple effects radiating from its liaison with new partners in that although some of the initial contact was made by the HAC, the collaborations subsequently take on a momentum of its own with the new partners initiating new projects on their own accord.

77. Among the 12 CPS projects selected for central evaluation, most of them involved some inter-sectoral cooperation. Apart from those initiated by social service organizations and with collaboration from medical, legal services and educational organizations, there were also projects initiated by the mass media, dental services, environmental protection and interest groups. The involvement of non-social service sectors in targeting elders as their main concern group surely had an effect in promoting the concept of healthy ageing in wider perspectives. The collaboration from non-social service sector also served to expand elders’ exposure to different areas of interest. For instance, without the involvement of interest groups themselves, such groups would probably seldom think about encouraging elders to participate in activities like bird watching, star observing or studying and conducting social research.

78. To some extent, HAC has also been successful in mainstreaming healthy ageing in policy agendas. The importance of developing programmes that promote active and healthy ageing was reinforced by the Task Force on Population Policy which stated in its report published in February 2003 that such promotion would increase the productivity of the elderly.

Impact on Project Organizers

79. Most project organizers, including those that are familiar with ageing issues, have reported that through the projects, they have strengthened their understanding and belief that elders are capable of learning and responding to new things. They also acknowledged that they have acquired a more positive attitude towards elders and gained useful experience in working with them. Most of them also indicated that their interactions with the elders have helped them to gain a better understanding of the physical and psychological needs of older persons.
Impact on Participants

80. The majority of the surveyed elder participants agreed that they could learn new knowledge through participating in the activities. Many of them also indicated that they felt energized by the activities, made new friends and gained a better appreciation of their own ability. The experience of participating in the activity had increased their interest to participate in other activities. It is noted that over 1200 elders have been trained as health or IT envoys under the CPS projects, which would enhance their volunteering opportunity and community participation. However, a strategy would be needed to sustain and tap into this useful pool of resource.

Strengths and Weaknesses

81. The HAC is unique in that it is the first and only large-scale, comprehensive programme that aims to promote the concept of healthy ageing from a wide perspective. From the outset, there was recognition of the multi-faceted nature of healthy ageing and that what the Campaign aimed to achieve would require sustained promotional and educational efforts, covering many aspects of community and daily lives.

82. It appears that the strength of the HAC lies in its collaborative, evolving and flexible approach. It has served as a focal point for coordinating and anchoring different initiatives (new or existing) related to the promotion of healthy ageing. Instead of prescribing concrete programmes, its bottom-up approach of providing opportunity for collaboration and the necessary infrastructure (mainly funding and programme support) has encouraged different sectors and organizations to come forward with a variety of different initiatives and projects to enhance the community participation of elders. The efforts made by the HAC hold promise in making a difference, and institutionalizing the concept of healthy ageing in the community.

83. Many of the project organizers interviewed have expressed that EC’s sponsorship of the CPS projects and continual assistance has been useful in seeking cooperation and assistance from third parties. However, not many project organizers have expressed the confidence to continue the programmes when CPS funding is over, although some have expressed that they are prepared to find outside/commercial sponsorship. In other words, there may be difficulty in sustaining the impact of some of these projects.
It appears that most elder participants of the CPS projects have hitherto been confined to members of social centres of the elderly, who are already users of mainstream social services. It is also observed that most of the project organizers have not adopted a special plan or strategy to outreach to vulnerable elders, or elders who are not already users of social services. Further efforts have to be made to reach those elders who do not make regular use of mainstream social services.

A more noticeable weakness identified in the HAC is its impact on and through the mass media. In this respect, it is noted that direct reporting of the HAC and its major activities in the mass media has not been frequent, despite efforts made to publicise the events, or engage the mass media in e.g. the CPS. This may be because the concept of healthy ageing is rather wide-ranging, and some of the intended messages are quite abstract (e.g. personal responsibility) and difficult to translate into publicity materials.

**Conclusion**

Overall, the evaluation shows that the HAC has been successful in enhancing inter-sectoral collaboration in the promotion of healthy ageing. It has also been effective in bringing about positive changes in the perception of the elderly among project organizers and has significant positive impact on the sense of well-being among elder participants of the CPS projects. However, the Campaign’s weakness is in mass media publicity as well as the limited ability of its CPS projects to reach elders who are not already users of mainstream social services.

**Elderly Commission Secretariat**

**May 2004**

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