The Chinese University of Hong Kong
The Nethersole School of Nursing
CADENZA Training Programme

Module II

CTP002:Promoting Psychosocial and Spiritual Well-being of Older People

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Chapter Two

Promoting Social Well-being in Old People: The Social Inclusion in Micro and Macro Perspectives

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Content

- Defining social well-being
- Definitions and explanations: social inclusion and social exclusion
- The effects of social exclusion
- Factors promoting the social inclusion of older people
- Strategies to promote the social inclusion of older people
- The Social Inclusion Project in Hong Kong

Social Well-being & Social Inclusion

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What is social well-being?

"Social well-being is a sense of involvement with other people and with our communities."

(HALCyon Healthy Ageing across the Life Course, 2012)

Definitions

- Based on existing theory and concepts, social well-being is composed of the following five elements: (Keyes, 1998)

  1.social integration

  2.social acceptance

  3.social contribution

  4.social actualisation

  5.social coherence

What is Social Inclusion?

"can be defined as the process by which efforts are made to ensure that everyone, regardless of their background, experiences and circumstances, can gain access to the services and facilities they need to achieve their own potential in life. A socially inclusive society embraces and promotes diversity." (P.3)

(Social Inclusion Handbook, 2010)

What is Social Exclusion?

*"the process whereby certain **individuals, groups or communities** are pushed to the edge of society and cannot participate fully because of poverty, inadequate education or underdeveloped life skills. This distances them from jobs, income and education opportunities as well as from social and community networks, and often limits their access to power and decision-making bodies."*
(P.3)

(Social Inclusion Handbook, 2010)

Definitions and Explanations

- Social exclusion affects everybody.
- Social inclusion
  - is a process whereby the varying needs of a community are recognized, prioritized and met.
  - means breaking the cycle of social exclusion.
  - affects all areas of a person's life and the wider society.

(Salford Compact, 2007)

What are the effects of social exclusion?

The Effects of Social Exclusion

- According to the *Social Inclusion Handbook*, some of the main effects of social exclusion are as follows:
  - *low income, debt or poverty*
  - *discrimination*
  - *lack of education, poor skills and employment opportunities*
  - *a sense of lack of power, influence or control*
  - *low self-esteem and/or poor psychological health*
  - *poor diet and/or poor physical health*
  - *crime and anti-social behaviour*

(Social Inclusion Handbook, 2010)

Social Inclusion / Social Exclusion & Older People

Dimensions of Social Exclusion

1. *Exclusion from social relationships*
2. *Exclusion from cultural activities*
3. *Exclusion from civic activities*
4. *Exclusion from access to basic services*
5. *Neighbourhood exclusion*
6. *Exclusion from financial products*
7. *Exclusion from material goods*

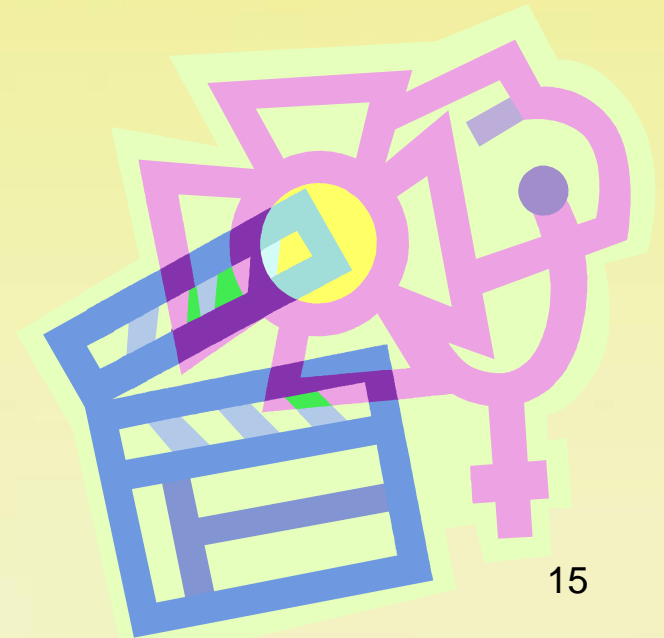**(Barnes, Blom, Cox, Lessof & Walker, 2006)**

Social Relationships

- Refers to the frequency of contact with family and friends and the density of these relationships.

(Barnes et al., 2006)

Cultural Activities

- Refers to the notion of exclusion from cultural activities for which older people have to leave their homes.

(Barnes et al., 2006)

Civic Activities

- Refers to the participation in activities that contribute to a healthy civil society.
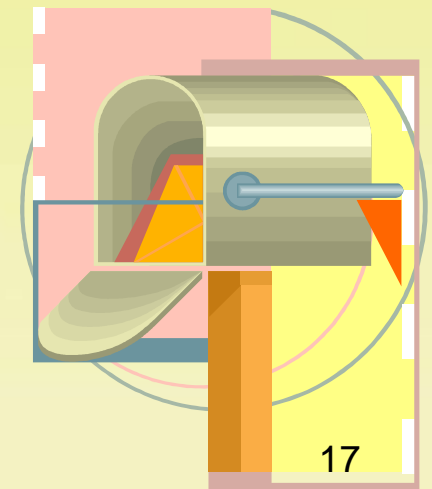
(Barnes et al., 2006)

Access to Basic Services

- Assess whether older people can access certain services that provide basic provisions.

(Barnes et al., 2006)

Neighbourhood Exclusion

- Refers to older people's feelings about the area surrounding where they live, and their ability to converse with people living close to them.

(Barnes et al., 2006)

Financial Products

- Consideration of how older people manage their finances.

(Barnes et al., 2006)

Material Goods

- Measures the ownership of common consumer goods.

(Barnes et al., 2006)
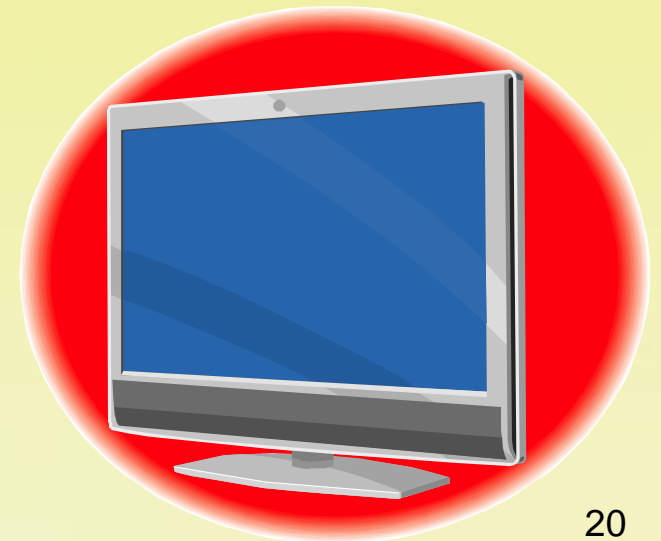
Profile of typical excluded elder

- *Age: 80 or over*
- *Family type: living alone, no living children*
- *Health: poor mental/ physical health*
- *Mobility: no access to a private car and never uses public transport*
- *Housing tenure: rented accommodation*
- *Income: low income, benefits as main source of income*
- *Telephone: those without access to a telephone*

(Barnes et al., 2006)

Pathways into social inclusion in later life

Community Cohesion

- – is an outcome of addressing social inclusion.
- – refers to the ability of communities to function and grow in harmony together rather than in conflict.
- – is strongest when people have chances to engage and participate as they wish and on an equal basis with others.
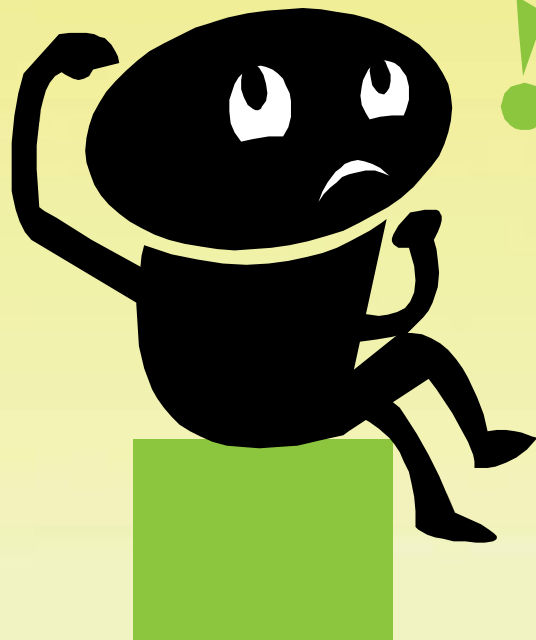
(Harborough District Council , 2007)

Addressing social inclusion ⟶ Community cohesion

What contributes to building community cohesion?

Race Equality & Social Inclusion

Communication & Access to Technology

Health Improvement Initiative

Economic Development & Regeneration

Community Cohesion

Improving the Environment

Work with Families & Young People

Community Safety

Community Planning

Fair Access & Equal Opportunities

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(Harborough District Council 2007)

How to actively support the social and economic inclusion of older people and promote ageing well?

Strategies to promote the social inclusion of older people

- ***Treat all older people in a respectful manner.***

- ***Promote understanding of and respect for their diversity, needs, preferences and aspirations.***
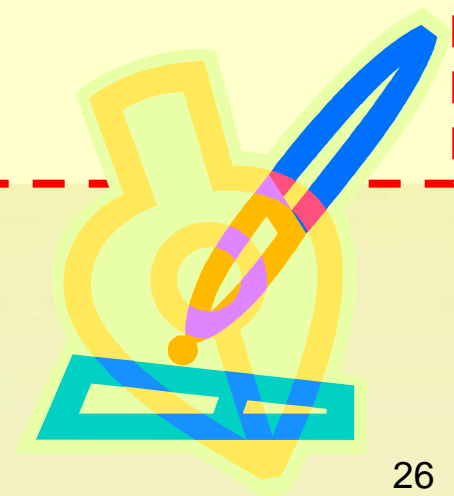
Strategies to promote the social inclusion of older people

- ***Provide high quality services to support frail older people, so as to maximising their independence, autonomy and dignity.***

Strategies to promote the social inclusion of older people

- ***Involve older people, their carers and families in decision-making regarding service provision.***

- ***Involve older people in the design and delivery of services and programmes.***
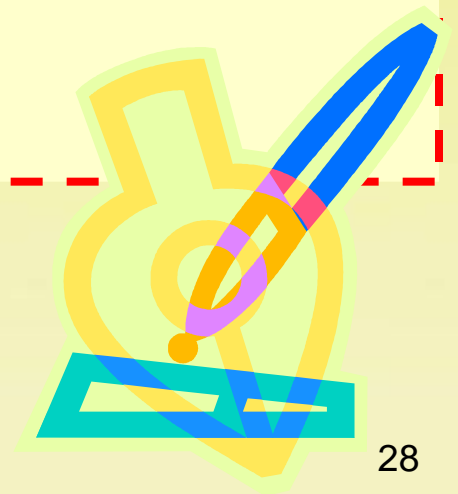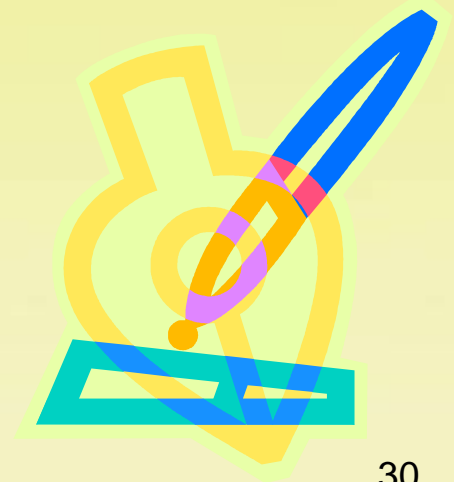
Strategies to promote the social inclusion of older people

- *Recognize that some groups of older people are particularly dependant on supportive services.*

- *Promote community connectedness and social networks while delivering service*
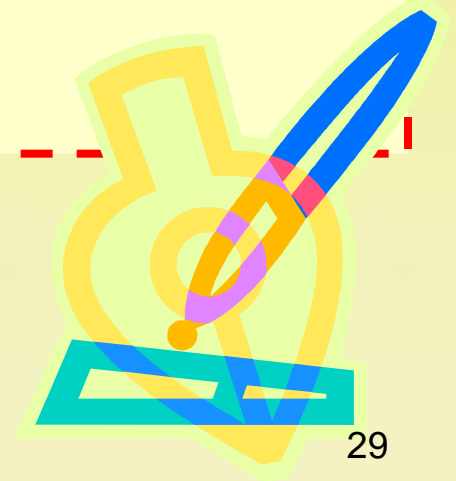
Strategies to promote the social inclusion of older people

- *Provide a range of opportunities for older people to participate in the community according to their interests and capacities.*
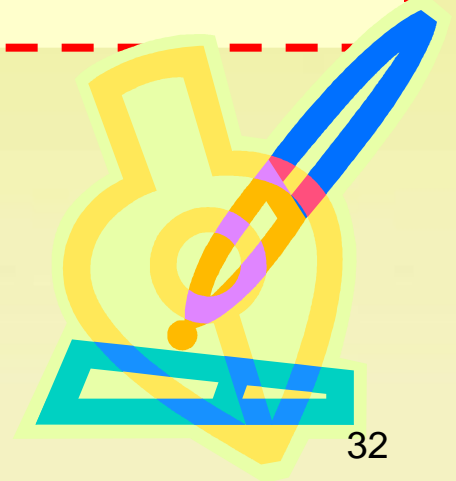
Strategies to promote the social inclusion of older people

- *Develop resources and strategies to support older people to plan ahead and make decisions which will enhance their well-being and autonomy.*
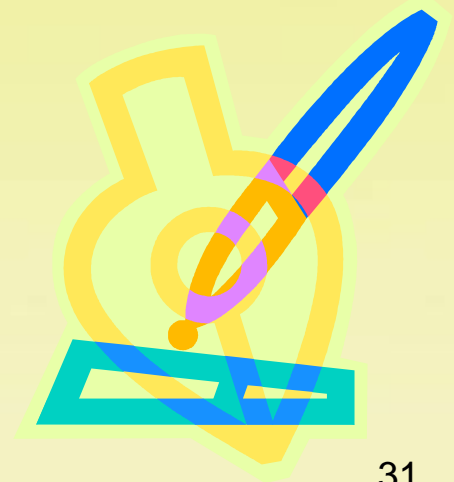
# Strategies to promote the social inclusion of older people

- ***Develop and trial new service models for helping older people remain in their own homes and communities as long as possible.***

Strategies to promote the social inclusion of older people

- *Work in partnership with different organizations to advocate for policy and practice changes so as to enhance the social inclusion of older people.*

(Benevolent Society, 2008)
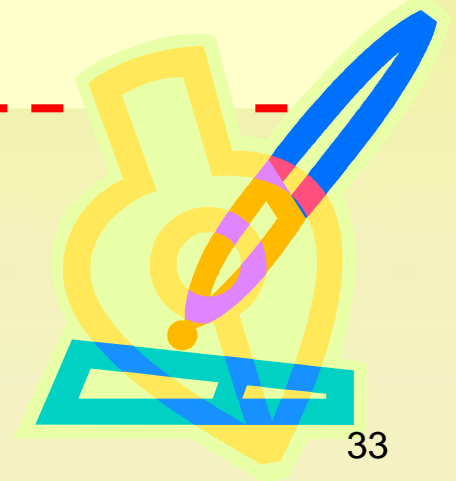
Age-friendly respect and social inclusion checklist

Respectful and inclusive services

- *Serve older people better by involving them in consultation with public, voluntary and commercial services.*

- *Provide services and products to meet the older people's needs.*

- *Helpful and courteous staff to respond to older people.*

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(World Health Organization, 2007)

Age-friendly respect and social inclusion checklist

Public images of ageing

- *Promote the images of ageing positively and without stereotypes.*

(World Health Organization, 2007)

Age-friendly respect and social inclusion checklist

Intergenerational and family interactions

- *Community-wide settings, activities and events attract people of all ages.*

- *Involve older people in community activities for families.*

- *Regularly hold activities that can bring generations together for mutual enjoyment and enrichment.*

(World Health Organization, 2007)

Age-friendly respect and social inclusion checklist

Public education

- *Include the topic of ageing and older people in primary and secondary school learning.*

- *Involve older people in local school activities with children and teachers.*

- *Allow older people to share their knowledge, history and expertise with other generations.*

(World Health Organization, 2007)

Age-friendly respect and social inclusion checklist

Community inclusion

- *Involve older people in community decision-making affecting them.*

- *Recognize older people for their past as well as their contributions to the community.*

- *Community action to strengthen neighbourhood ties and support.*

Age-friendly respect and social inclusion checklist

Economic inclusion

- *Ensure economically disadvantaged older people can access the public, voluntary and private services and events easily.*

(World Health Organization, 2007)
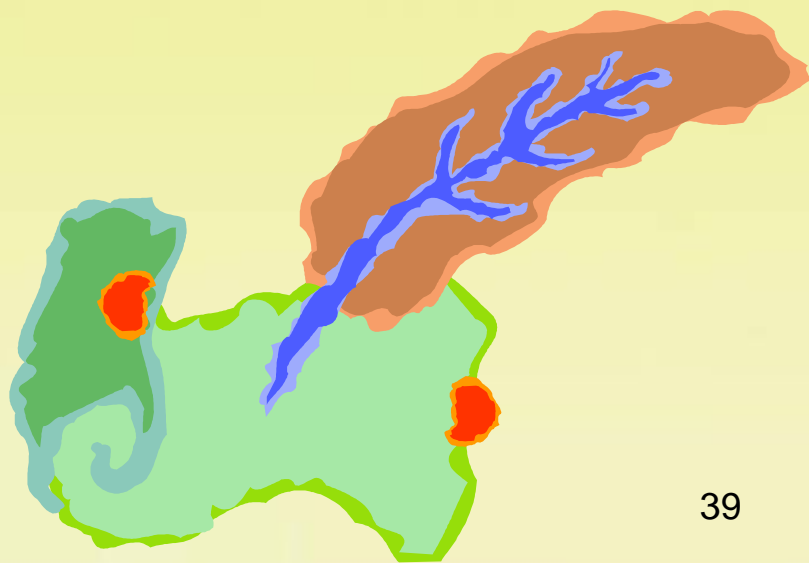
Promoting Social Inclusion among Older People in Hong Kong
~ Some Local Examples

District Elderly Community Centre

- a type of community support service provided at district level

- enable elders to remain in the community

  (Social welfare Department, 2005b)
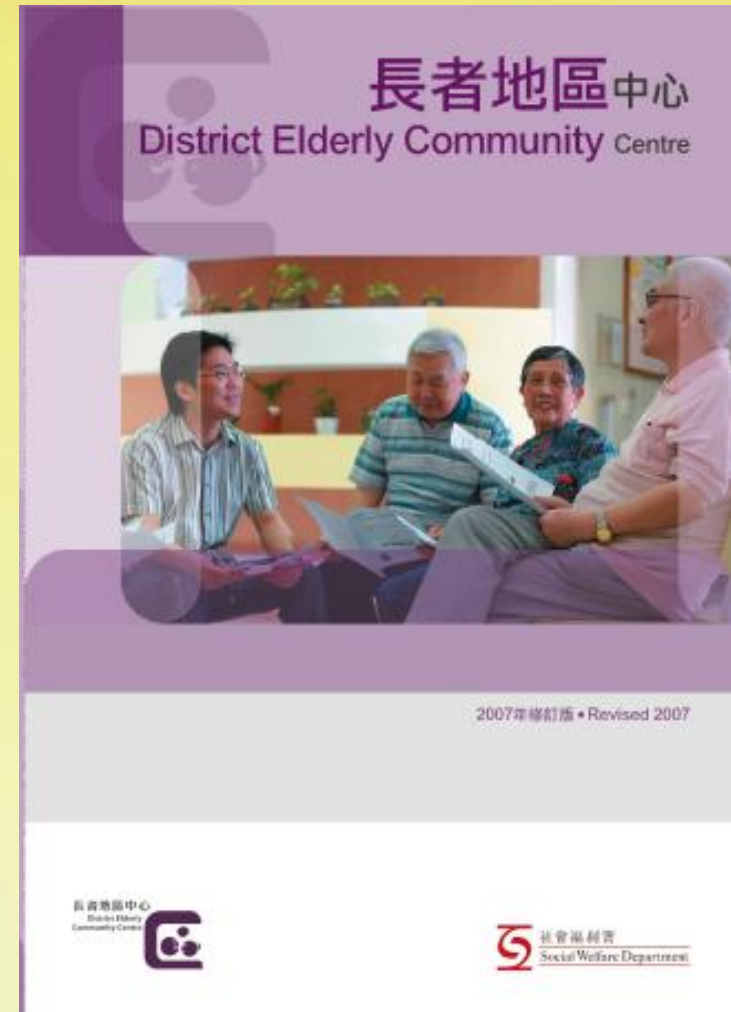
Integrated Home Care Services

- Provide care and support to the elders according to their individual needs and actualize the concepts of 'Ageing in Place' and 'Continuum of Care' to enable the service users to continue living in the community.

(Social welfare Department, 2005c)

綜合**家居照顧**服務

Integrated **Home Care** Services

Opportunities for the Elderly Project

• To take forward the government's policy objective of 'Promoting a sense of worthiness among the elders.'

• Since April 2003, OEP has become a regular service of SWD and subsidises various social service agencies, district organizations, volunteer groups and educational agencies, etc., for carrying out a wide range of programmes in order to promote a sense of worthiness among the elders and to advocate a community spirit of care for the elders.

(Social welfare Department, 2005d)

跨代共融添魄力
銀華參與媲風采

老有所為活動計劃
2011-12

歡迎各界人士參加「老有所為活動計劃」
Your participation in the Opportunities for the Elderly Project is most welcome
查詢 Enquiry: 3183 9099
網址 Website: http://www.swd.gov.hk

Senior Citizen Card Scheme

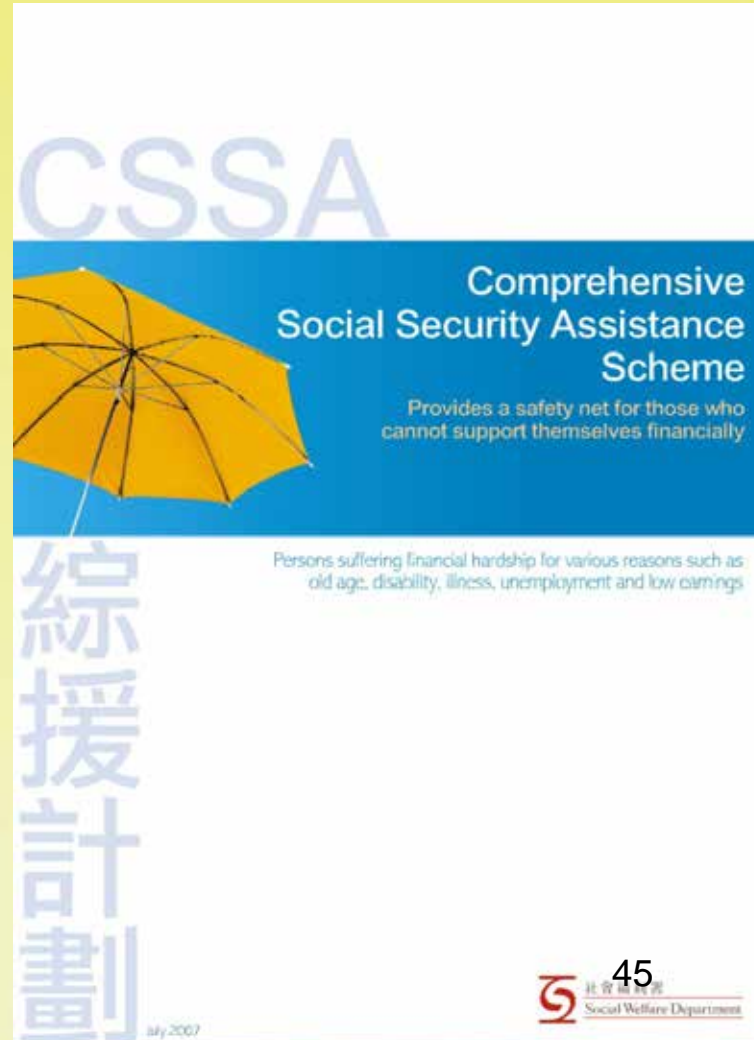The Scheme aims at promoting a spirit of respect for the senior citizens.

(Social welfare Department, 2005e)
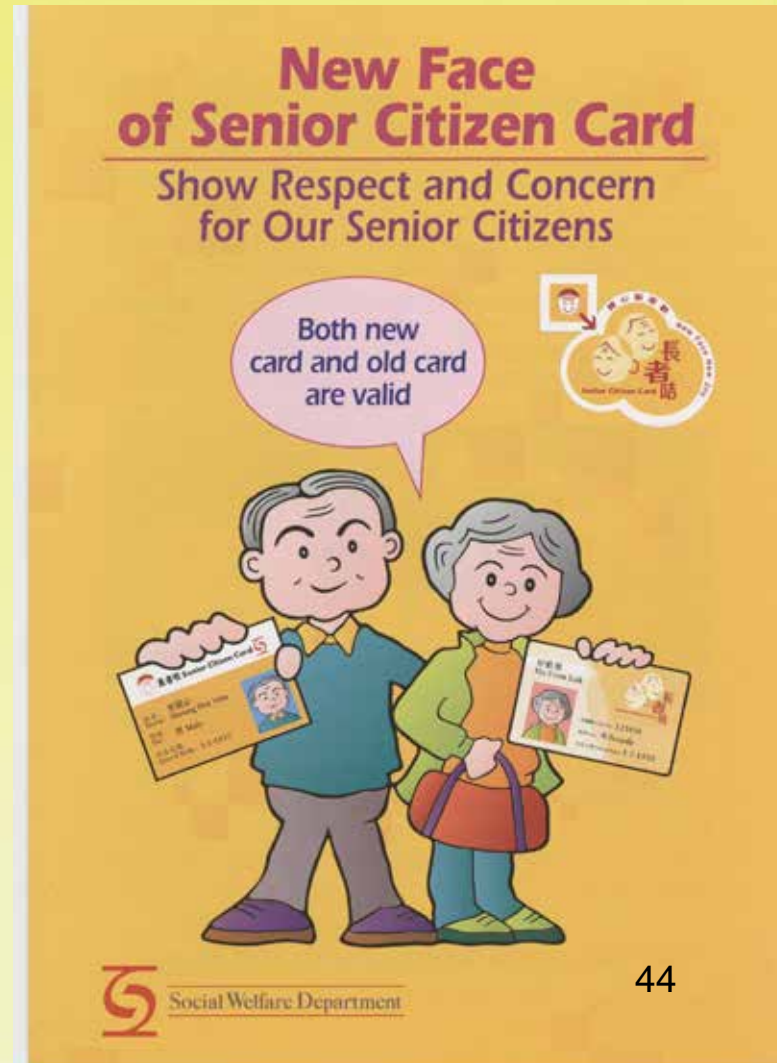
Comprehensive Social Security Assistance (CSSA) Scheme

To provide a safety net for those who cannot support themselves financially and bring their income up to a prescribed level to meet their basic needs.

(Social welfare Department, 2005a)

The Elderly Health Service

•The Department of Health set up the Elderly Health Services to commence a new mode of service delivery in July 1998.

•Aims to enhance primary health care for the elderly, improve their self-care ability, encourage healthy living and strengthen family and carers support so as to minimize illness and disability.

(The Department of Health, 2011)

Community Investment and Inclusion Fund (CIIF)

- In the 2001 Policy Address, the Chief Executive announced the setting up of a $300 million CIIF.

- The Fund seeks to accomplish the objectives below:

  "*To promote community participation, mutual assistance, support and social inclusion provided through strengthened community networks in the community…*"

Community Investment and Inclusion Fund (CIIF)

- Since August 2002 until now:
  - funded around 200 projects
  - engaged over 530,000 participants in the projects
  - transformed 20,000 people from recipients to providers of assistance
  - formed over 440 mutual support networks

Community Investment and Inclusion Fund (CIIF)

- Some of the projects promote the social inclusion of older people in Hong Kong.

- For details of the projects, please visit the following link:

  http://www.ciif.gov.hk/en/appproj/index_e.html

(Labour and Welfare Bureau, 2012)

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Social welfare Department. (2005c). Integrated Home Care Services. Retrieved from http://www.swd.gov.hk/en/index/site_pubsvc/page_elderly/sub_csselderly/id_618/

Social welfare Department. (2005d). Opportunities for the Elderly Project. Retrieved from http://www.swd.gov.hk/en/index/site_pubsvc/page_elderly/sub_csselderly/id_opportunit/

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