



Cadenza
流金頌 賽馬會長者計劃新里程
A Jockey Club Initiative for Seniors

CADENZA Press Conference
 jointly organised with
the Faculty of Social Sciences, HKU
 「流金頌」及香港大學社會科學學院
 聯合舉辦
 新聞發佈會

Funded by: 捐助機構:  香港賽馬會慈善信託基金
 The Hong Kong Jockey Club Charities Trust

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Project Partners: 計劃夥伴:  Faculty of Social Sciences
 The University of Hong Kong



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CADENZA: A Jockey Club Initiative for Seniors
流金頌：賽馬會長者計劃新里程

**New Attitude and New Direction
 in Elderly Care**

護老新思維與方向

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Introduction 簡介

- **The Hong Kong Jockey Club CADENZA project aims to provide an elder-friendly environment in Hong Kong.**
「流金頌」計劃致力在香港建立一個善待長者的環境
- **Research:**
研究
 - **Focus group study**
焦點小組
 - **To identify service needs from the users' perspective.**
從使用者的角度考慮實際的服務需要
 - **Survey**
問卷調查
 - **To identify knowledge and attitudes towards ageing.**
分析公眾對年老的認識和態度

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Focus Group 焦點小組研究

- **A wide variety of health and social services have been provided to meet the needs of elderly people.**
各項醫護及社會服務照顧了長者不同的需要
- **There has been little evaluation from the users' perspective regarding what the needs are and how well current service provisions match their needs.**
這些服務能否配合長者實際需要的評估寥寥可數
- **Aim: To identify service needs from the user's perspective.**
研究目的：從使用者的角度看長者服務的實際需要

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Focus Group 焦點小組研究

- **Method**

研究方式

- **Participants** 參加者
 - **24 Elderly people** 長者
 - **24 Service providers** 服務提供者
- **Eight focus group discussions**
從八次討論小組中收集意見
 - **4 groups: health care and social workers**
4 組醫護人員及社工
 - **4 groups: elderly people aged over 65**
4 組65 歲以上的長者

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Focus Group Findings 焦點小組研究結果

- **What the elderly want of their health services:**

長者期望的醫護服務：

- **Fast access**
毋須長期輪候
- **Affordability**
可以負擔的費用
- **Provision of information of available services**
服務的資訊要充足
- **Continuity of care and smooth transition**
服務供應者之間要有良好的配合，令護理過程不致斷斷續續

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Focus Group Findings 焦點小組研究結果

- **Areas for improvement:**
需要改善之處：
 - **Adequacy and accessibility of medical services**
提供充足及便於使用的醫療服務
 - **Co-ordination of health and social care**
加強醫護與社會服務的配合
 - **Negative perceptions**
改變對長者的負面印象
 - **Training needs for the general public and health professionals**
增加對公眾及醫護人員的訓練

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Survey: Understanding of Elderly Issues

問卷調查：對年老的認識和理解

- **There is a pervasive negative image of ageing and knowledge gap among the general public and health professionals.**
不論公眾或醫護人員，不少人都對長者態度負面及存有誤解。
- **Aim: To determine education needs.**
研究目的：有關長者的知識方面需要加強教育之處

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Survey: Understanding of Elderly Issues 問卷調查：對年老的認識和理解

- **Method**

研究方式

- **Questionnaire**

問卷

- **Face-to-face interview**

面對面訪問

- **Self-administer (web-based, paper and pencil)**

自行填報 (網上版、印刷版)

- **Participants**

參加者人數

- **N = 2,694**

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Survey Findings: Image of the Elderly 問卷調查研究結果：對長者的印象

Questions 問題	% "Agree" 「贊成」比率			
	Elderly Age 65+ 長者 年齡 65+ n=580	Soon-to-be old Age 50-64 中年人 年齡 50-64 n=348	Adult Age 18-49 成人 年齡 18-49 n=1564	Healthcare Professionals 醫護人員 n=275
• Most elderly people are unhappy. 大多數長者經常感到悶悶不樂	71	71	54	51
• Most elderly people drop out of the society. 大多數長者與社會脫節	68	59	48	50
• Except labour work, most elderly people can work like a young person. 除咗體力勞動為主嘅工，大多數長者嘅工作能力唔低得過年青人	33	50	55	57
• Older people should give way to younger workers. 為咗俾機會年青一輩，長者應該將份工讓俾佢地	76	44	14	16

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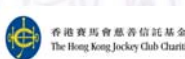


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Health Literacy 健康知識

Questions 問題	% "Agree" 「贊成」比率				Healthcare Professionals 醫護人員
	Elderly Age 65+ 長者 年齡 65+ n=580	Soon-to-be old Age 50-64 中年人 年齡 50-64 n=348	Adult Age 18-49 成人 年齡 18-49 n=1564		
• Most elderly people are healthy. 大多數長者都身體健康	37	21	21	17	
• Most elderly people's teeth would fall out. 大多數長者會用牙	95	89	70	78	
• If my family member becomes demented, I know how to take care of him/her. 如果我有家人患上「老人痴呆」症，我識得點樣照顧佢	24	25	16	43	
• Regarding health, only the doctor will be able to tell elderly people what to do. 關於健康問題，淨係得醫生能夠話俾長者聽可以點做	60	32	13	11	

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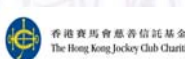


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Living Environment 生活環境

Questions 問題	% "Agree" 「贊成」比率				Healthcare Professionals 醫護人員
	Elderly Age 65+ 長者 年齡 65+ n=580	Soon-to-be old Age 50-64 中年人 年齡 50-64 n=348	Adult Age 18-49 成人 年齡 18-49 n=1564		
• I am not familiar with the household aids available for elderly people. (e.g. installing handrail at home) 我唔知道有咩家居輔助儀器可以幫助長者(例如安啲屋企嘅扶手)	96	92	70	81	
• Compared with younger people, older people are more likely to be hit by a car while crossing the road when the pedestrian red light is on. 與年青人相比，長者衝紅燈較易比車撞倒	96	92	70	81	
• When crossing the road: If the pedestrian light is about to change to red, most elderly people can get to the other side before it changes. 如果綠燈開始閃閃吓吓嘅時候長者先至過馬路，佢哋大多數都過得切	38	21	17	17	

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End-of-Life Care and Legal & Financial Issues 臨終照顧及法律和財政事項

Questions 問題	% "Agree" 「贊成」比率			Healthcare Professionals 醫護人員 n=275
	Elderly Age 65+ 長者 年齡 65+ n=580	Soon-to-be old Age 50-64 中年人 年齡 50-64 n=348	Adult Age 18-49 成人 年齡 18-49 n=1564	
<ul style="list-style-type: none"> Elderly people with terminal illness should discuss with hospital staff on how to provide support to them and their family. 末期病患嘅長者應該同醫護人員商量點樣為佢同佢嘅家人提供照顧同支援服務 	97	96	94	96
<ul style="list-style-type: none"> Resuscitation procedures in the hospital can make an older person live longer. 醫院嘅急救方法可以延長長者嘅生命 	87	81	69	56
<ul style="list-style-type: none"> If my family member becomes demented, I do not know how to look after the finances for him/her. (e.g., drawing money from his/her bank account) 如果我有家人患上「老人痴呆」症，我唔識點樣同佢地處理錢銀上嘅嘢(例如喺戶口攞錢) 	59	43	58	47

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Survey Findings: Summary 問卷調查研究結果：總結

- The results showed significant knowledge gaps and misconceptions relating to ageing**
公眾普遍對長者存在誤解，有關年老的知識明顯不足
 - Negative perceptions**
對長者態度負面
 - Poor health literacy**
健康知識不足
 - Dependence on others for health matters**
處理健康事宜時須倚靠他人
 - Lack of knowledge regarding home aids**
不懂得如何佈置家居以配合長者生活需要
 - Unrealistic expectations of prolongation of life**
對延長臨終長者的壽命有不合理的期望
 - Lack of knowledge about Enduring Powers of Attorney**
不了解何謂持久授權書

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Survey Findings: Summary

問卷調查研究結果：總結

- **These can be grouped into six major areas:**
總括而言，對長者的理解及有關知識可分為六個範疇：
 - 1) **Ageism and age disparity**
年齡歧視
 - 2) **Optimising mental and physical function**
促進長者的精神和身體健康
 - 3) **Knowledge of services and self-help**
認識服務及照顧長者的方法
 - 4) **Living environment**
生活環境
 - 5) **Quality of dying**
臨終長者的生命質素
 - 6) **Legal and financial issues**
法律和財政事項

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The role of CADENZA Project in response to these findings

基於上述研究結果
「流金頌」計劃的工作方向

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CADENZA Training Programme

「流金頌」培訓計劃

- **Organized by The Nethersole School of Nursing, CUHK, since 2008**

由香港中文大學那打素護理學院於2008年開始舉辦

- **A 5-year interdisciplinary training program designed to provide general and professional education in gerontology.**

為期五年跨學科的專職訓練課程，提供一般性及專業性的老年學教育

- **Target groups: general public, informal & family caregivers, professional healthcare and social workers**

對象：市民大眾、非正規及家庭照顧者、從事護老工作之醫護及社福界專業人員

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CADENZA Training Programme

「流金頌」培訓計劃

- **Five major themes of the CADENZA Training Programme**

五個「流金頌」培訓計劃主題課程

- **Successful aging & intergenerational solidarity**

健康老齡化及代際關係之凝聚

- **Psychosocial & Spiritual Care**

長者的心社靈照顧

- **Chronic disease management & end-of-life care**

慢性疾病處理及臨終關懷

- **Dementia: preventive & supportive care**

老人痴呆症之預防及照顧

- **Community & residential care for older people**

社區及院舍的長者照顧

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CADENZA Training Programme

「流金頌」培訓計劃

• Teaching and learning methods 教學模式

General public 公眾人士	Public seminars 公眾講座 Monthly roadshows 每月路訊通 Carnivals 嘉年華會
Informal and family caregivers 非正規及家庭照顧者	Workshops 工作坊
Professional healthcare and social workers 醫療及社福界專業人員	Self-directed web-based courses 網上自修課程 Face-to-face seminars 專題討論會 Clinical placement or visits 臨床實習或參觀

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CADENZA Training Programme

「流金頌」培訓計劃

• Upcoming training activities 即將舉辦的訓練課程

- **Public seminars 公眾講座**
 - Say goodbye to insomnia (25/ 2/ 2009)
與失眠說“再見”(25/ 2/ 2009)
 - Psychosocial adaptation to major life events in old age (6/3/2009)
老年期重要生活事件的適應 (6/3/2009)
- **Workshop 工作講座**
 - Organizing activities to promote successful aging (5/3/2009 -2/4/2009)
促進豐盛晚年的活動 (5/3/2009 -2/4/2009)
- **Roadshow 路訊通**
 - What is dementia? (Shum Shui Po: 24/4/2009)
甚麼是老人痴呆症 (深水埗: 24/4/2009)
- **Carnival 嘉年華會**
 - Theme: Promoting intergenerational solidarity (16 May 2009)
主題: 提倡代際關係之凝聚 (16 May 2009)

{Please refer to the booklet for other upcoming training activities}
有關其他即將舉辦的訓練課程，請參閱課程小冊子

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CADENZA Training Programme 「流金頌」培訓計劃

- **Free of charge**
費用全免
- **Title awards: CADENZA Practitioner/ CADENZA Ambassador**
頒發以下專業名銜：「流金頌專師」及「流金頌大使」
- **Course information & enrolment**
課程資料及報名方式
 - Telephone : 2696 1249
可致電：2696 1249
 - Website : www.cadenza.hk/training
網址：www.cadenza.hk/training

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Public Awareness & Education 公眾教育

- **Major theme: Empowerment**
 - Acquiring knowledge and skills to help ourselves, targeting the areas identified in the survey主題：增強自理能力
針對調查結果，加強公眾的知識和技巧，以增強他們自助的能力
- **Strategy for knowledge and skill diffusion:**
 - Radio, TV, newspaper, public education fair, exhibitions, school events透過電台、電視、報紙、公共教育嘉年華會、展覽、學校活動，將知識和技巧滲入社區

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CADENZA 18-District Programme

光輝歲月流金頌

- CADENZA has begun a series of interactive public education events across 18 districts in Hong Kong from Jan 2009 to Jun 2010, in collaboration with RTHK5.

「流金頌」於二零零九年一月至二零一零年六月，與香港電台第五台合辦巡迴十八區互動式公眾教育活動

- Jan 2009: **Winning the 2nd Half of Life**
贏得人生下半場
- Feb 2009: **The Exercise Pattern for Older Persons**
怎樣做運動才可以保健又防跌？
- Mar 2009: **Eye Protection**
護眼有良方
- Apr 2009: **Healthy Lifestyle and Diet**
食得好開心又健康

- Website 網址: www.rthk.org.hk/special/cadenza

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Integrated Service

綜合服務

- **Conceptualising a user-oriented integrated service centre for the elderly to provide a seamless one stop service in a trans-disciplinary manner, using a case management approach**

正構思一個以個案管理方法，為長者提供跨界別的一站式服務的社區中心

- **Designed from the user's perspective**
設計由使用者的角度出發
- **Covers health maintenance; how to cope with living with various chronic diseases; mental health support**
涵蓋如何保持健康、生活上如何應付不同的長期疾病、精神健康支援
- **Cost effectiveness and cost benefit analysis**
成本效能和成本效益分析

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Further information about CADENZA can be obtained via:

有關「流金頌」的詳細資料可經下列途徑索取：

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Q & A

歡迎提問

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