Dementia: Action for Global Change (Taipei)
Public Health Initiatives

The Use Of Reach-Out Strategies And Creative Volunteer Management In Awareness, Prevention And Early Detection Of Cognitive Impairment Project (Hong Kong)

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Hong Kong Sheng Kung Hui Welfare Council
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Hong Kong Sheng Kung Hui Welfare Council

- Welfare arm of Hong Kong Sheng Kung Hui (Anglican/Episcopal Church)
- Established in 1966
- Supervise and coordinate more than 200 service units in Hong Kong, Macau & Guangzhou
- With staff team of more than 2,300
Dementia and MCI sufferers in HK

- among the community dwelling seniors, 9.3% aged 70 or above, and 32.1% aged 85 or above, have dementia
  (Elderly Health Service & the Department of Psychiatry of the Chinese University of Hong Kong, 2006)
- 20.1% of community dwelling seniors aged 60 or above have MCI (Lam et al., 2008)

Early detection and intervention will:
- effectively delay the progression of the disease, and
- improve the quality of life of the sufferers and their caregivers
Screen and serve people with cognitive impairment residing in the community

Project duration: 36 months

In collaboration with 2 other NGOs

Objective: Enhance public Awareness, Prevention and Early Detection of Cognitive impairment suffers and their caregivers
Reach-Out Strategies
Reach-Out Strategies

Public media

Printed and audio visual material DVD

Educational and promotional campaign for school and community

Mobile screening centre
Reach-Out Strategies

Public media

- Coordinated by the Funder
- Newspaper columns
- Radio channel
- TV advertisement

HKSCHKWC
- Website
- Caregivers hotline
- +852 8202 8268
Reach-Out Strategies
Printed and audio visual materials

Training Kit
Photography Competition Album
Mind-Body exercise DVD
Caregiver booklet
Brain Gym® Leaflet

Pens with project introduction
Files
Tissue with Dementia ten warning signals
USB
Recycle bags

Hong Kong Sheng Kung Hui Welfare Council
Reach-Out Strategies

Educational and promotional campaign for school and community

- Community educational talks
- School campaign
- Photography Competition
- Rummikub Competition
- Fun fair
Reach-Out Strategies

Educational and promotional campaign for school and community

Community educational talks

School campaign
Reach-Out Strategies

Educational and promotional campaign for school and community

Rummikub Competition

Photography Competition

Champion: ‘the most beautiful taste ... Love’
(最美的味道...人情味)
Reach-Out Strategies

Educational and promotional campaign for school and community

Fun fair

Tangram game

Puzzle game
Reach-Out Strategies

Mobile screening centre

- Uniform for easy recognition
- Held at peak hours
- Coupled with attractive activities, such as screening test and simple health check up
- Make use of the strengths of volunteers:
  - Students: do screening tests
  - Elders: help promotion
Results

- Completed 1,551 screening, referral and follow up actions

- 48,537 people were benefited

Such variety and large number of reach-out services require a large number of stable volunteers!
Creative Volunteer Management
Creative Volunteer Management

VQ Conceptual Framework:

- VQ is Volunteer Quotient (義工智能) & Volunteer Quality (優質義工)
- promoting “Volunteer Quotient towards Volunteer Quality”
- train up volunteers with volunteer quotient elements of better knowledge, attitudes and practice required and to achieve in measures of both training hours and service hours
Creative Volunteer Management
Conceptual Framework of Volunteer Quotient & Volunteer Quality

## Creative Volunteer Management

### Cognitive Learning

<table>
<thead>
<tr>
<th>Concept</th>
<th>Aim</th>
<th>Methodology</th>
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<tbody>
<tr>
<td>Cognitive Learning</td>
<td>• Enhance volunteers’ knowledge and skills on MCI and dementia.</td>
<td>Volunteers training, including:</td>
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<td></td>
<td>➢ Knowledge on MCI and dementia</td>
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<td></td>
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<td>➢ Communication and home visit skills</td>
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<td>➢ Using screening / assessment tools</td>
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<td></td>
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<td>➢ Community resources</td>
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<td></td>
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<td>➢ Brain Gym® exercise</td>
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<td>➢ Individual development</td>
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Games, role-play, video audio, sharing sessions and de-briefing were organized. Volunteers are learning how to use the screening/assessment tools on cognitive impairment.
## Creative Volunteer Management

### Affective Learning

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<tr>
<td><strong>Affective Learning</strong></td>
<td><strong>• Positive change of values and motivations on caring</strong></td>
<td>➢ Formal and informal gathering</td>
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<td><strong>• Volunteer are being respected and supported</strong></td>
<td>➢ Regular contact through discussion, chit chat, telephone contact, email, blog and Facebook</td>
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<td><strong>• To consolidate their learning and follow up their suggestions for service improvement</strong></td>
<td>➢ Affirmative events, verbal or non verbal appreciation</td>
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<td><strong>• Higher cohesion among volunteers</strong></td>
<td>➢ Provision of travel allowance, water and break during services. Insurance for volunteers are included</td>
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Creative Volunteer Management

Affective Learning

Affirmative event & Christmas party

Volunteers’ feedback and reflection sharing board
Creative Volunteer Management
Affective Learning

The Facebook of APEC: kosce@skhwc.org.hk

Volunteers can get regularly updates of APEC project and services opportunities through email and blog.

The blog of APEC:
http://hk.myblog.yahoo.com/chi_lok_volunteer
**Creative Volunteer Management**

**Experiential Learning**

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| Experiential Learning | • Active experience on helping others, self-affirmation  
                     | • Build up confidence and sense of involvement                 | ➢ Arrange services according to volunteers’ interests and strengths |
Creative Volunteer Management

Experiential Learning

In the community campaign, volunteers’ make use of their strengths

Some woman volunteers are managing games and promotional booths on the street.

A social work student is responsible for a mini talk about MCI and dementia.

A nursing student assists in measuring blood pressure.
Results

From July 2008 to July 2011,

- **26 sessions** volunteer training were conducted
- **339 volunteers** were trained
- **2,422.5 service hours**
- **48,537 people** benefited
Blog and Facebook,

The volunteers reflected that it could breakthrough time and space constraints, they could exchange knowledge, opinion, feelings and touching experience freely whenever they want. There were over 10,000 browser to our blog.

Also it had been an excellent platform to disseminate the latest updates and service needs of the project.
Results

According to the volunteers’ evaluation form:

- **86%** of them attained **enhanced knowledge** of MCI and dementia, communication skills and related information after volunteer trainings

- **84%** volunteers believed that the service experience strengthened their awareness of helping, loving and caring elders. Their acceptance towards persons with MCI and dementia were also enhanced

- Around **98%** volunteer found the training useful
Results

‘I am a helper in physical exercise group. Although I can’t speak Cantonese, I believe actions and smiles are better than words. I am very touched when communicating with the seniors. The experience makes me feel I am not alone in Hong Kong. I am glad that I can contribute to the community.’

(Roundy WANG Yuan hui, Mainland student of The Hong Kong University of Science and Technology)

‘Although I assist simple thing as distributing leaflets, I feel happy and satisfy when the elders are willing to take the memory test. Being a volunteer let me feel that I am still useful and able to help others!’

(Ruth Li Yin Fong, elderly volunteer)
Awareness, Prevention and Early Detection of Cognitive Impairment Project (APEC - Hong Kong)

「先知先覺．智樂計劃」
1.7.2008 - 1.7.2012
Many a little makes a mickle

積少成多

We do a little in HK, hoping for an Action for Global Change

Thank you!
Reference

