

Challenges and Opportunities for Volunteer Service Development of Older People

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Outline

- Background
- Opportunities
- Challenges



Population

- 2015 : 65 years old or above 1 in 7 (about 1 million)

- 2030 : 65 years old or above 1 in 3

Life expectancy :

- 2014 Male : 81.2 Female : 86.9

- 2041 Male : 85 Female : 91

Future generations of the elderly are

better educated, healthier and financially more independent

Participation

Active ageing is the process of optimizing opportunities for health, **participation** and security in order to enhance **quality of life** as people age. It applies to both individuals and population groups.



- World Health Organization

Policy

Population Policy

Elderly Service Policy



Elderly Service Policy

Policy Objective :

- Ageing in place as the core, institutional care as back up
- > help the **elderly stay, healthy & active in our community**
- To improve the quality of life of our elders (a sense of security, a sense of belonging, and a feeling of health and worthiness)

Advocate **Active Ageing** :

- **building an age-friendly environment**
- **promoting active ageing**
- **developing silver hair market**

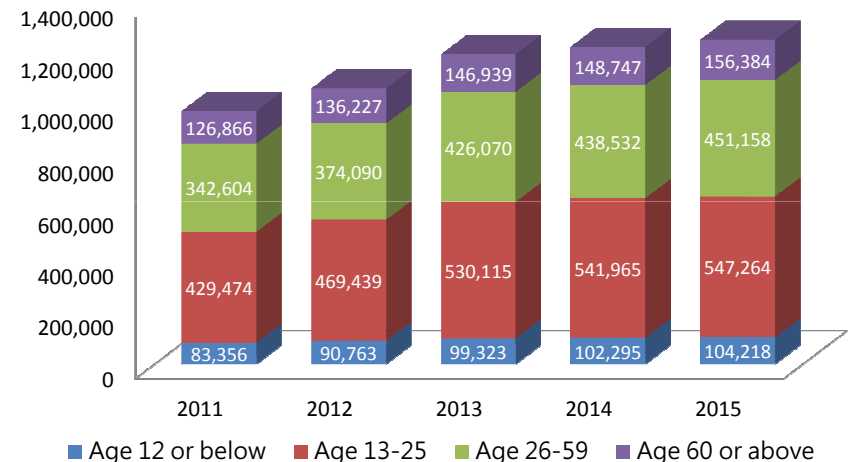


Embracing Opportunities in an Ageing Society

An ageing population will present both **challenges** and **opportunities** to our society. Growing old does not mean getting feeble. As a matter of fact, most elderly people are **healthy, active and better educated**. We will make the best efforts to promote active ageing to unleash and harness the **social capital** of our senior citizens and help the elderly maintain an active and productive life. **(Population Policy)**

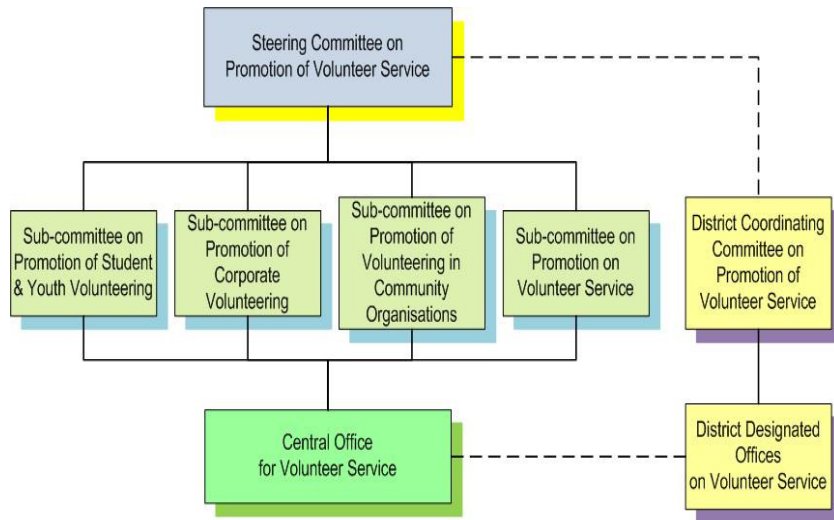


Age Distribution of Registered Volunteers



Source: Volunteer Movement (SWD)

SWD – volunteer movement



Government Budget

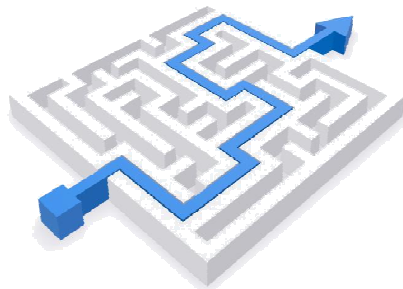
- 2012 :\$900 million to 237 elderly centres to upgrade their physical set-up
- 2014-15 : \$160 million to upgrade Social Centres for the Elderly to Neighbourhood Elderly Centres to **strengthen volunteer mobilisation**, counselling service and carer support.
- 2015-16 : \$6.8 billion (11.5 % of total recurrent social welfare expenses) recurrent expenditure on elderly care services

Plan

- Elderly Service Program Plan (ESPP)

The Consultancy study :

- Manpower shortage issues
- Volunteers



Opportunities

- 4 “S”



Social inclusion

- Identity – role and responsibility
- Productive ageing – ability , capacity etc
- Meaningful relationship
- Better self –cohesion, quality of life
- Build a caring community



Social capital

- Assets,
(tangible and intangible assets,
especially in human resource)
- Knowledge, skills, expertise, network etc



Socialization

- Benefits to both individual, family and community with positive impacts, eg foster intergenerational harmony via different intergenerational programs or projects



Strategy on social services

- **5 “I”**
 - 1/ Interesting
 - 2/ Innovation
 - 3/ Interactive
 - 4/ Integration
 - 5/ Impact



Strategy on social services

For examples :

- HKCSS and HK Electricity
U3 A -10th Anniversary



- HKCSS - Caring Companies
eg CSR, retired staff



- Intergenerational services by NGOs ,universities,
primary and secondary schools

Challenges



Proactive social policy ?

- Holistic and integrated
- Supportive & Recognition



Effective strategy ?

- engagement, retainment, development,
eg Quality : recruitment, training, development
and management of volunteers
- Public engagement , public perception and
change mind-set, culture etc



More evidence-based study ?



How to develop a **win-win** situation for the elderly volunteers and the rest of the society?



*Thank
you*