

Elderly Care System Development Forum

A Case Study of Yichang City and International Experience
Exchange
26–28 September 2022



The Hong Kong Jockey Club Age-Friendly City Project.

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Background

- Hong Kong, China (HK) is aging very fast.
- In 2020, 20% of our population was 65 years or older.
- By 2040, only 18 years from now, one in three people in HK will be older people.
- In 2015, the HKJC, partnered with four universities in HK, initiated the HKJCAFC Project. The objectives of the project are:
 - Assess the age-friendliness of each district and build momentum in developing an age-friendly community
 - Recommend a framework for districts to undertake continual improvement for the well-being of senior citizens
 - Arouse public awareness and encourage community participation in building an age-friendly city



賽馬會齡活城市
Jockey Club Age-friendly City



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Eight domains of Age-friendly City

- The WHO launched the Global Age-friendly Cities Project in 2005.
- According to the WHO, an age-friendly city encourages active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age.
- An age-friendly city is not just "elderly-friendly", but friendly for all ages.
In 2006, the WHO initiated a focus group research project and highlighted older people's concerns on age-friendly features.
- Eight domains summarising factors of the urban environment that support active and healthy ageing were identified.





Project Components

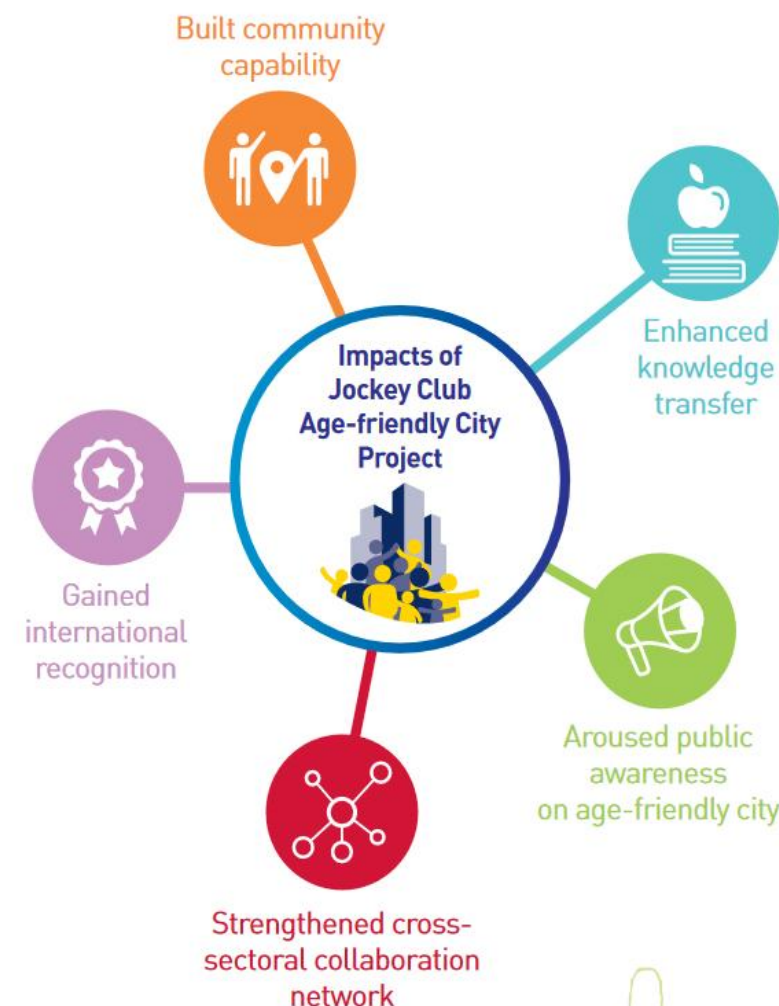
- Comprehensive support scheme for districts.
 - Baseline and final assessments and action plan for each district.
 - Project ambassadors
 - District-based programs
- Publicity and public education.
 - City-wide campaigns.
 - Radio programs.
 - Social medial programs.
- Project evaluation





Project Impacts

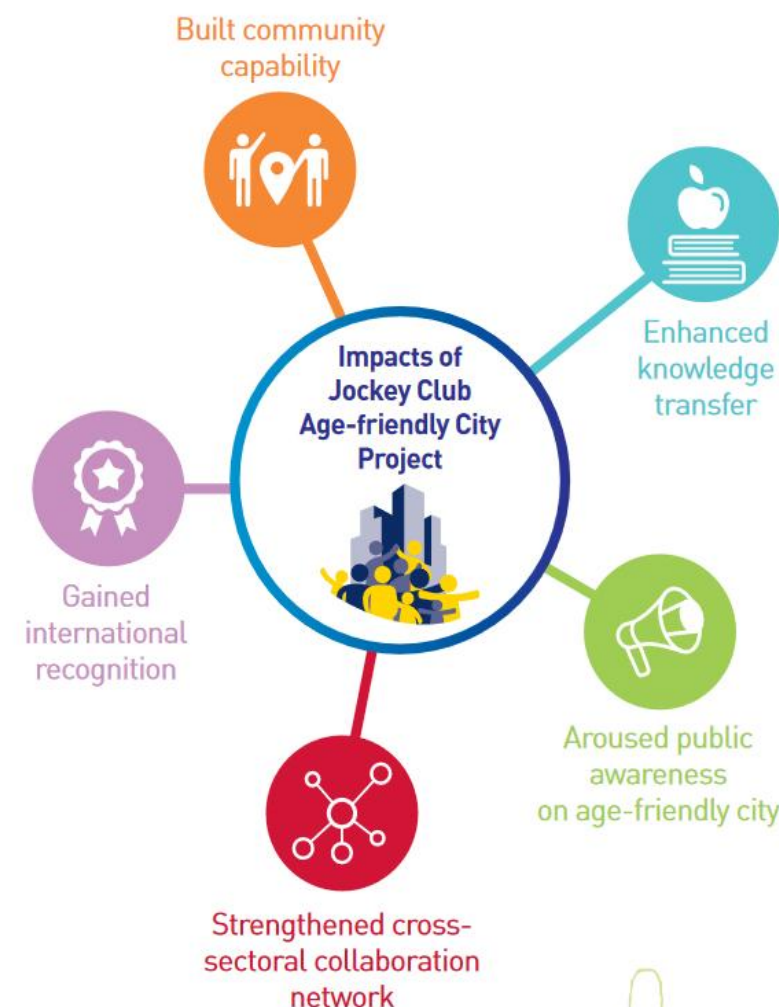
- All 18 districts have become part of the WHO's Global Network for Age-friendly Cities and Communities.
- 140 District-based and territory-wide programs completed.
- The Project has also been selected as one of the eight best solutions in the world to be presented in the Global Solutions Forum 2020 under the United Nations' Sustainable Development Solutions Network.





Project Impacts

- 2,500 Ambassadors were trained with specialised knowledge of AFC and concrete experience in AFC promotion and volunteering participation.
- More than 3,912,000 engagement of general public was reached with AFC messages disseminated through a variety of publicity and public education initiatives.
- Good practices of exemplary AFC programmes, age-friendly products / services / measures as well as policy recommendations were also consolidated for reference by policy makers and





賽馬會齡活城市計劃
長者及年齡友善地區概況

中西區



策劃及協助
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賽馬會齡活城市
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Thematic Report Series on the Concept of
an Age-friendly City in Hong Kong

**Outdoor Spaces
and Buildings**



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Partner institution:



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Transportation



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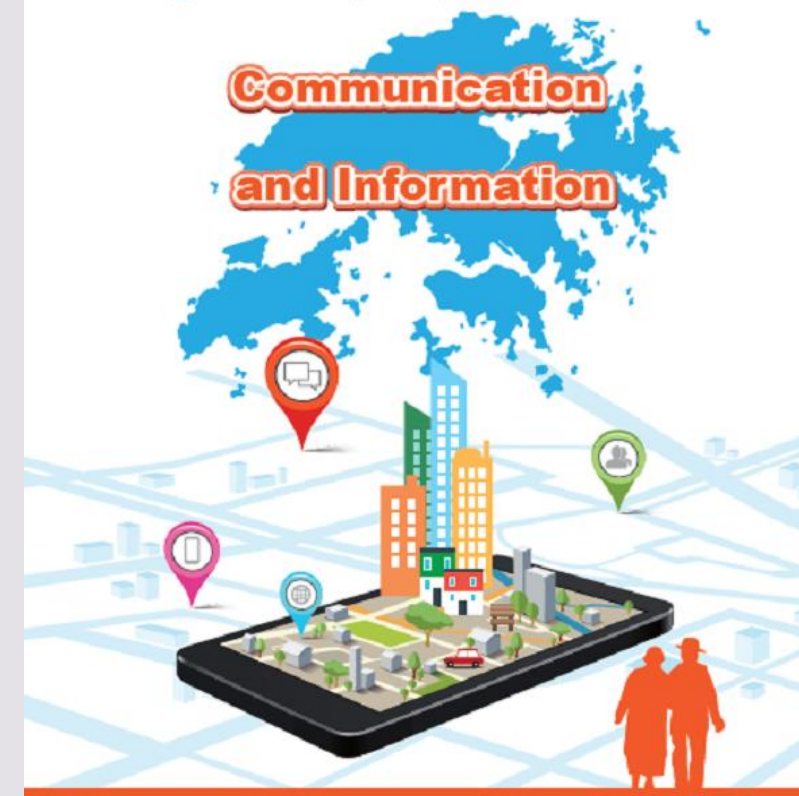
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**Communication
and Information**



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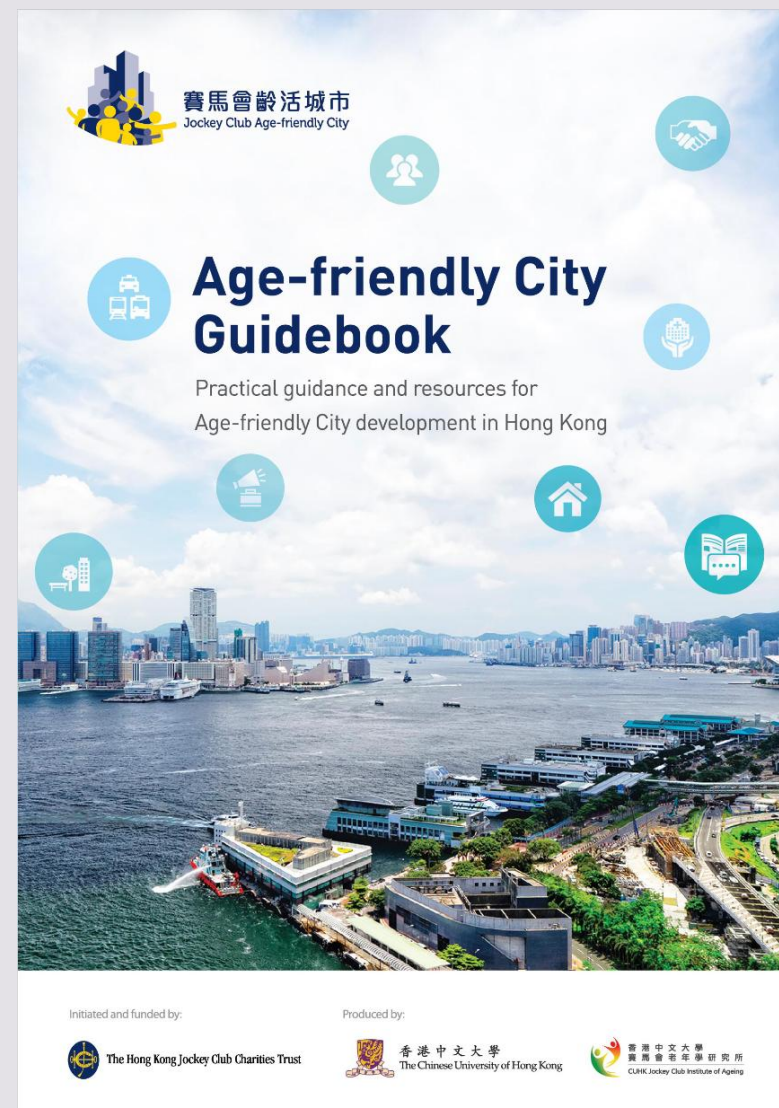
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For more information <https://www.jcafc.hk/tc/index.html>



The screenshot shows the homepage of the Jockey Club Age-friendly City website. The header includes the logo and name '賽馬會齡活城市 Jockey Club Age-friendly City' on the left, and navigation links '主頁', '關於我們', '長者及年齡友善城市', '活動', '計劃進度', and '資源中心' on the right. There are also search, Facebook, and language toggle (ENG/中) buttons. The main banner features an illustration of people in a city setting with a shopping bag icon and the text '齡活共融 締造年齡友善環境及體驗' and '立即參加'. Logos of partners like '香港賽馬會慈善信託基金' and 'ISCM' are visible. To the right of the banner, the title '香港賽馬會 長者及年齡友善城市' is displayed, followed by a paragraph explaining the initiative: '為應對人口老化帶來的挑戰和機遇，香港賽馬會慈善信託基金聯同本地四間老年學研究單位推行「賽馬會齡活城市計劃」，讓香港成為適合不同年齡人士生活的「齡活城市」。'. Below this, there are buttons for '最新活動' and '計劃成效'. The footer contains contact information, a privacy policy link, and copyright notice '©2022 賽馬會齡活城市計劃 版權所有'. Social media sharing icons for Facebook, Twitter, and Weibo are also present.

賽馬會齡活城市
Jockey Club Age-friendly City

主頁 關於我們 長者及年齡友善城市 活動 計劃進度 資源中心

香港賽馬會
長者及年齡友善城市

為應對人口老化帶來的挑戰和機遇，香港賽馬會慈善信託基金聯同本地四間老年學研究單位推行「賽馬會齡活城市計劃」，讓香港成為適合不同年齡人士生活的「齡活城市」。

最新活動
計劃成效

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ADB-PRC Regional Knowledge Sharing Initiative