



中銀香港長者及年齡友善協作措施 Bank of China (Hong Kong) Age-friendly Practices

香港面臨高齡化社會的挑戰，中銀香港關心長者的福祉，透過資助不同社福機構及大學的醫療服務，全方位滿足社會醫療需要。

關注認知障礙症長者

認知障礙症患者要定期覆診，可是交通對他們來說是一個難題，有見及此，中銀香港資助認知障礙流動醫療中心，為居住於新界或偏遠地區如天水圍、屯門、上水、秀茂坪等公共屋邨的基層長者提供服務。除了為他們進行認知功能評估及小組活動，並按需要提供進一步醫療診症，在疫情之下為患者帶來及時便利的服務。

支援身心俱疲的照顧者

照顧者是長者於社區生活的重要支撐，認知障礙患者的照顧者更需要協助，「照顧·無界限-認知障礙症照顧者支援計劃」（又稱「照顧者花園」）提供一個舒適寬敞的空間讓照顧者獲得實用照顧資訊及多元化的減壓活動，亦設有為照顧者而開發的流動應用程式「啱傾」，讓一班照顧者可以「傾吓偈」，互相支持。

曾經有一位照顧者分享，因為要獨力照顧患病丈夫而承受沉重壓力，甚至患上抑鬱，後來參加了中銀香港資助的「照顧者花園」活動，發覺自己對花藝有興趣，找到精神寄託，還經常親手製作花藝品送給其他照顧者以鼓勵他們。



In response to the challenges arising from the ageing population in Hong Kong, Bank of China (Hong Kong) ("BOCHK") is deeply concerned about the welfare of the elderly. Through subsidising the medical services provided by social welfare organisations and universities, it is hoped to meet society's medical needs in all aspects.

Helping the dementia elderly

Patients with dementia need regular medical follow-up, but transportation is often a challenge for them. In view of this, BOCHK funds the Mobile Dementia Clinic which travels to public housing estates in remote districts and the New Territories e.g. Tin Shui Wai, Tuen Mun, Sheung Shui and Sau Mau Ping to conduct detailed cognitive assessment and group activities for elderly people in need, as well as provide further medical consultation support, providing timely and convenient services to patients during the pandemic.

Support the stressed carers

Carers provide important support for elderly people in the community, in particular the dementia patients. The "With You Anywhere – Family Carer Support" (also known as the "Carers Garden") programme offers carers a comfortable and spacious place to receive practical care tips and a wide range of stress relief activities, as well as sets up a mobile application "Carers Chat" for carers to chat and give support to each other.

A caregiver shared that her stress increased and she suffered from depression because of looking after her husband who was sick. After joining the "Carers Garden" activity funded by BOCHK, she developed a new hobby and floristry became her favourite mental comfort. Since then, she had made handmade floral arts for other carers, encouraging them to find their own peace.



友善人情大獎
OUR CITY'S
STORY AWARD

惜、剪
Change

惜、剪 Change

簡單一個剪腳甲的動作，對一般人輕而易舉，但對行動不便、視力衰退或其他身體原因而未能自己剪腳甲的長者來說，卻是十分困難。

社企「惜、剪」由美甲師Cass於2019年成立，義務為有需要長者修甲。義工團隊除了美甲師，也有專業護士。目前已有超過10間機構借出場地，每次大約為30多名長者修剪腳甲，讓他們可以多外出，舒暢身心，毋需要再做隱蔽長者。

長者的腳甲多有嵌甲、厚甲及灰甲問題，不少長者就因為腳甲問題導致走路時感到劇痛，被迫留在家中。要跟長者修甲，亦有些地方需要額外注意，以防令長者流血，因為不少長者都有長期病患，需要長期服藥，當中有些藥物會導致較難止血，所以義工們都會預備止血粉以防萬一。

長者笑容是無價回報

曾經有位衣衫襤褸的伯伯到社區中心排隊剪甲，伯伯雙腳積聚多年的厚繭和污垢，發出惡臭。Cass發現他雙腳已被細菌感染至連腳趾甲都沒有了，最後用了一個多小時處理他的雙腳。之後伯伯每個月都找Cass幫手，約半年後，他的腳甲重新長出來了，伴隨着的更是伯伯的笑容。



A simple action of cutting toenails may be easy for most people, but for elderly people with mobility issues, visual impairments, or other health conditions, it can be very challenging.

The social enterprise "Change" was founded by a nail artist Cass in 2019, providing pedicure services to elderly people in need. The volunteer team includes not only pedicurists, but also professional nurses. Currently, over 10 organisations have provided their premises for the team to carry out pedicure service for over 30 elderly people at a time, in the hope that they can be more active in the community.

Elderly people often have problems with ingrown and thick nails, or fungal nail infections, which can cause severe pain when walking and make them stay at home. During the pedicure treatment, volunteers need to pay extra care to prevent bleeding, as many elderly people have chronic illnesses and the medications they take might make it more difficult to stop bleeding. Therefore, volunteers always bring along hemostatic powder in case of emergency.

The smiles of elderly people are priceless rewards

Once, a shabby uncle came to the community centre for pedicure. His feet were covered with thick calluses and dirt, and stink badly. Cass spent over an hour treating his feet, which were infected with bacteria and his toenails had fallen off. After that, the uncle asked for Cass' help every month. About six months later, his toenails grew back, accompanied by his big smile.



友善人情大獎
OUR CITY'S
STORY AWARD

僱員再培訓局 Employees Retraining Board

「ERB 30人」宣傳系列 "ERB 30ers" Series

人才是社會發展的原動力。僱員再培訓局("ERB")一直致力推動技能培訓,鼓勵「後50」(50歲或以上人士)進修增值,盡展所長,並協助社會釋放潛在勞動力。

為慶祝成立30周年,ERB於2022年推出一系列宣傳項目,加強與社會各界的連繫,其中包括「ERB 30人」宣傳系列,由30位不同年齡界別的ERB學員,親身分享他們透過再培訓,掌握新技能,開展新事業的勵志故事,展現自強不息的精神。

屬於「後50」的故事

在「ERB 30人」中,多位「後50」學員有著不一樣的經歷,卻有著相同的信念,藉著豐富的經驗,與時並進,充分展現「後50」積極學習、優秀多元的特質。他們均透過修讀ERB課程,掌握新知識和新技能,在職場上成功開展第二事業。

多元培訓 增值自強

ERB提供多元化的培訓課程,涵蓋28個行業及通用技能範疇,詳情可瀏覽ERB網站(www.erb.org)。



Human capital is a key driver of economic and social progress. The Employees Retraining Board ("ERB") is committed to promoting vocational training. We provide a range of training courses and encourage the "Post-50" (people aged 50 or above) to pursue skills upgrading with a view to empowering and unleashing the potential of the workforce.

To commemorate its 30th anniversary, ERB launched a series of promotional initiatives in 2022 to strengthen connection with different sectors of the community. The "ERB 30ers" Series featured inspirational stories of 30 ERB trainees of diverse backgrounds who acquired new skills through retraining and developed new careers, exemplifying a spirit of perseverance and self-enhancement.

Stories of the "Post-50" Trainees

In the Series, each of the diverse stories was connected by a shared belief – to grow and make good use of individual experiences to make contributions. All of the "Post-50" trainees acquired new knowledge and skills through enrolling in ERB courses, and successfully embarked on a new career path, showcasing the strengths, enthusiasm and outstanding qualities.

Training Courses for Upgrading and Enhancement

ERB provides diversified training courses straddling 28 industries and generic skills discipline. For details, please visit the ERB website (www.erb.org).



**HONG KONG
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香港房屋協會



友善人情大獎 - 優異獎
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STORY AWARD - MERIT**

香港房屋協會

Hong Kong Housing Society

「開心每一天」長者心靈健康支援項目

Elderly Mental Wellness Support Programmes at Estates

為針對長者的心靈健康需要，香港房屋協會轄下的「房協友里」團隊於荃灣滿樂大廈和寶石大廈，推行一系列「開心每一天」長者心靈健康支援項目，包括「滿樂勁舞團」、「寶石101網台」、「寶石樂團」、「歲月如歌」音樂分享平台等，以協助長者重塑生命故事，並培訓長者運用資訊科技的能力，讓他們即使留在家中，仍能與各方保持聯繫，以不同形式貢獻社區，保持心靈健康。

Hong Kong Housing Society found that elderly residents in Moon Lok Dai Ha and Bo Shek Mansion in Tsuen Wan had a need for mental health support. They launched a series of Elderly Mental Wellness Support Programmes, including the "Moon Lok Dai Ha Dance Club", "Bo Shek 101 Online Radio", "Bo Shek Mini Band", "Songs of the Years" music sharing platform, etc. to help the elderly reshape their life stories and train them to use technology to stay connected with others and contribute to the community in various ways, while maintaining their mental health even if they stay at home.

ICBC  **工銀亞洲**

跨境金融 首選銀行

中國工商銀行(亞洲)有限公司

Industrial and Commercial

Bank of China (Asia) Limited

避免長者遭受詐騙損失

Protect Seniors from Fraudulent Losses

一名非工銀亞洲客戶的長者要求於分行存入現金港幣十萬元到第三方帳戶，銀行業務經理察覺有可疑，經了解後，該名長者收到騙徒電話，假冒其兒子的朋友，訛稱需支付金錢到指定帳戶以作「擔保金」。銀行協助長者聯繫兒子，並由家人親自接送長者離開，同時報警求助。銀行業務經理即時將個案上報至銀行防範金融犯罪部，並成功凍結疑犯的帳戶。

Last year, a non-customer elder requested to deposit HKD100,000 in cash into a third-party account which alerted the bank's business manager. It was found that the elder received a call, from a scammer who pretended to be his son's friend and asked the elder to deposit money to a designated account for "bail money". The branch advised the elder to call his son, who then arranged a family member to pick up the elder and reported to the police. The business manager also reported the case to the bank's Anti-Money Laundering and Financial Crime Prevention Department and successfully froze the suspect's account.