
**Brain Health Education which facilitates
integration and understanding**

促進跨代共融—腦伴同行教育計劃分享



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CHARLES K KAO FOUNDATION
for ALZHEIMER'S DISEASE

May 2014

Top 10 killers in the world

Ranking	High-income countries	Deaths in millions
1	Ischaemic heart disease	1.42
2	Stroke and other cerebrovascular disease	0.79
3	Trachea, bronchus, lung cancers	0.54
4	Alzheimer and other dementias	0.37
5	Lower respiratory infections	0.35
6	Chronic obstructive pulmonary disease	0.32
7	Colon and rectum cancers	0.30
8	Diabetes mellitus	0.24
9	Hypertensive heart disease	0.21
10	Breast cancer	0.17

* World Health Organization, 2011

Top 10 Killers in Hong Kong



Ranking	Leading Causes of Death	Deaths in person
1	Malignant neoplasms	13190
2	Diseases of heart	6254
3	Pneumonia	6866
4	Cerebrovascular	3251
5	Chronic lower respiratory diseases	1980
6	Nephritis, nephrotic syndrome and nephrosis	1617
7	External causes of morbidity and mortality	1580
8	Dementia	895
9	Septicaemia	825
10	Diabetes mellitus	397

* Centre for Health Protection, The Government of HKSAR, 2012
(provisional figures)

The Need to Increase Awareness



- Are we ready for this emerging epidemic?
- In H.K., the number of people aged 60 or above with dementia is projected to increase from **110,000** in 2010 to **273,000** by 2036, with the annual costs of dementia care expected to increase to **HKD 31,216 million** (Yu *et al.*, 2010)*
- A higher degree of dementia awareness and care will be cost effective for the long run

*It is projected that the annual costs of institutional care will increase from **HKD 1,624 million** (2010) to **HKD 4,212 million** (2036), and informal care **HKD10,368 million** (2010) to **HKD 27,004 million** (2036).

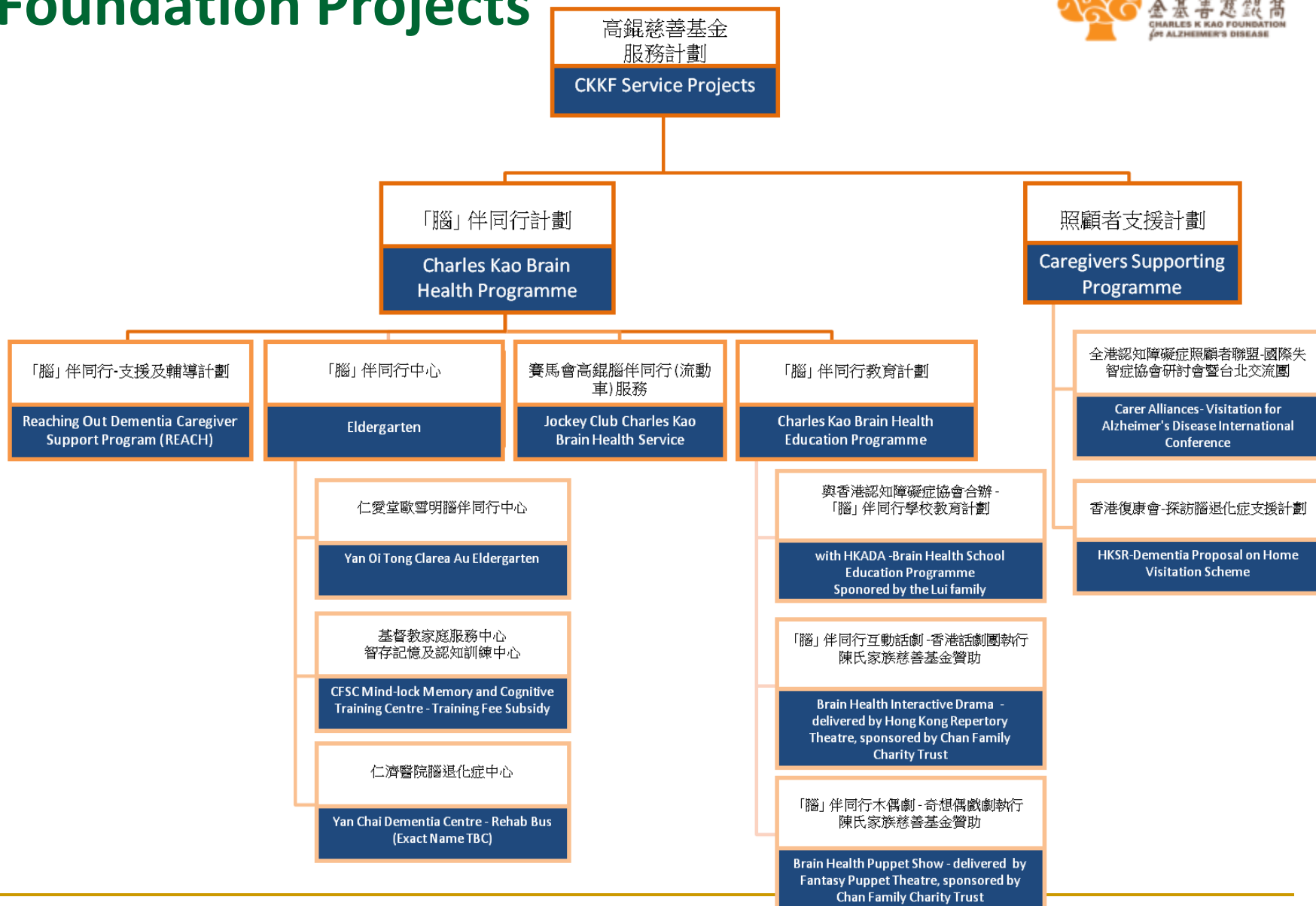
The Work of CKKF



The Foundation aims to:

- Provide **Care and Support** to Alzheimer's patients, their families and caregivers;
- Raise **Public Awareness** of Alzheimer's disease;
- Facilitate **co-operation amongst various organizations**

Foundation Projects



Brain Health Education Program

- The programme started in Sep 2013
- Importance of increasing dementia awareness among youth and children
- Promoting children spend more time with their grandparents with the increasing number of both working parents in the family;
- Facilitating the inter generation understanding and integration



Brain Health Education Program



■ 1 st Series- School Education Programme

- Collaborated with Hong Kong Alzheimer's Disease Association
- Through school talks and educational kits, teach primary students about dementia
- Total 35 schools participated the talk and game booths



Brain Health Education Program

■ 2nd Series-Interactive Drama

- Produced and coordinated by Hong Kong Repertory Theatre
- Enhances primary and secondary students' knowledge on dementia through an interactive and educational drama approach
- Finished 41 shows for secondary students in 2013-14 school year and 59 shows for primary students in 2014-15 school year, total 100 shows



Brain Health Education Program

■ 3rd Series-Puppet Show

- Produced and coordinated by Fantasy Puppet Theatre
- Raises the awareness of primary students on dementia through this unique puppet show
- Finished 30 shows for primary students in 2013-14 school year



Brain Health Education Program



- **3rd Series-Puppet Show**

- Video



Foundation Project

- **Jockey Club Charles Kao Brain Health Service**
 - Co-funded by the Foundation and Hong Kong Jockey Club Charities Trust
 - Operated by St James' Settlement
 - Provides free screening, information and training for people with suspected dementia
 - Aims to visit the 18 districts in Hong Kong and co-organize activities with various social welfare organizations.



Foundation Project

■ Jockey Club Charles Kao Brain Health Services

Waiting Area



Counseling Room




Interactive Computer Exercise

Summary

- The Foundation hope to continue the public education programmes in the coming school year
- The programmes are
 - Increasing the dementia awareness
 - Transforming the public and facilitate better support for the demented and caregiver





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只要...
愛
不退化

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