

***Live Life! Joint Project on  
Prevention of Elderly Suicide***

**The Application of Mass Media in  
Promoting Prevention of Elderly Suicide in  
Hong Kong**

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***How HK elderly be connected with  
the Society ?***

1. Watching TV programs  
and news
2. Listening to radio  
(especially the elderly radio  
program of RTHK – 5 香江  
暖流, or CR1老朋友時間)



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## *How the elderly be connected with the society ?*

- 3. Reading newspaper , magazine (長訊)
- 4. Attending the community education programs of the elderly service centre
- 5. Spread by mouth from others

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## *What the electronic media are requested?*

*In According to Broadcasting Ordinance '03 , All electronic mass media have to produce elderly related program at least an hour per week*



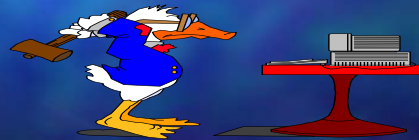
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## *Electronic Media Providing Platform for Community Education*

Table shows the list of elderly related programs that provided by the Electronic Media in HK

Commercial Radio 1	Every Sat.	7:30 pm	老朋友時間
Radio Hong Kong 5	Mon – Sat.	9:00 – 1:00	香江暖流
TVB Jade	Every Sun.	8:30 am	開心老友記
ATV Local	Every Sat.	8:30 am	耆英樂無貧窮



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## *Elderly in HK*



When facing with stress or emotional depression, or daily difficulties, or prolonged pain from chronic illness, they would

- a. Keep beneath their heart, and /or*
- b. Wander, and / or*
- c. Worry what should be done, and /or*
- d. Adopt or think of attempting suicide*
- e. Seldom share or speak out to others*

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## ***Need of providing ample and hands-on resources to help***

To positively prevent them from committing or even considering attempting suicide, we should provide:

- a. Hands-on resources, information for problem solving*
- b. Immediate emotional support*
- c. Reference that they are not the only one*
- d. Providing channel for them to share*
- e. Support & encouragement for them to walk along their difficulties*

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## ***珍愛生命面面觀***

*By means of a 13 episodes series radio program to cultivate and encourage the audience to:*

- Be aware of personal difficulties throughout the life*
- Be supported to go through the difficulties*
- Be provided with channel for seeking help*
- Be willing to care for the neighbouring elders who may be in need of immediate support*

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## ***Concept of the Radio Program***

- A. Bi-weekly radio program***
- B. Key messages with different themes delivered by different professionals***
- C. Real cases in drama form to attract and enhance understanding***
- D. Phone-in calls received by professional social workers and views / advices being given immediately***
- E. Quiz with prize to deepen memory***
- F. Follow-up to those who are in need***

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## ***Special Features of the Program***

- A. Directly promoting positive living concepts**
- B. Encouraging elderly to seek help whenever they need by means of the stories**
- C. Audience participation to create we-feeling in coping with daily difficulties by means of phone-in to the program**

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## *Special Features of the Program*

- D. Prompt follow-up to the phone-in callers
- E. Involving multi-professionals (such as GP, Nutritians, Social Workers, etc...)
- F. Program reproduced to CD for sustainable and continuous education at elderly service centes.

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## *Target Audience & program*

Audience of the elderly radio program of  
Radio Television Hong Kong

**香江暖流——香港電台第五台**

*The only radio program lasts 4 hours a day catering for all aging population. It has been operated for 15 years and have the rating of more than 600,000 audiences. It is also one of the most effective educational radio program in Hong Kong.*

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## *Program Contents*

Understanding the daily lives and their  
difficulties encountered of elderly

**香港長者生活的困難**

Way of seeking help - encouraging help  
seeking behaviour

**有困難, 就要講**

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## *Program Contents*

Way of seeking help -- express your  
difficulties with others

**有心事, 找人傾**

Introducing self-relaxing exercise to help  
look forward and farther

**看遠些, 看得開**

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## *Program Contents*

Multi-generation inclusion -- building a harmony home

多代共融, 一家和氣

Active aging -- active participation

活躍參與, 投入社會

Removing primacy effect to prevent from misunderstanding

你以為, 他不是

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## *Program Contents*

Seeking help from doctors when you feel sick

有病就要醫 -- 病向淺中醫

Treasure yourself - retrospective review on past contribution

珍愛自己 -- 欣賞自己往日的貢獻與價值

Loving your elderly -- the way of tender care

愛老之道 -- 如何了解他們

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## *Program Contents*

Enjoy Your Daily Lives -- the way of  
appreciating your life

**開心生活的方式 -- 積極生活**

The vivid and success examples of coping  
difficulties

**生命因你動聽 -- 面對逆境的成功例子**

Caring your elderly neighbours

**關心你的鄰舍長者 -- 多關心多注意**

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## *Let's listen to one of the 13 Episodes*

Episode No. 7

**Removing primacy effect to prevent from  
misunderstanding**

**你以為, 他不是**

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## ***Evaluation & Measurement***

1. No. of audience phone-in -- measure the involvement of the audiences  
*(95 in 13 episodes, average got 7 phone-in, even some lost due to engaged lines)*
2. No. of participants on the program quiz  
*(63 in 13 episodes, average got 4.8, reflect their deep understanding on the topic shared )*

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## ***Evaluation & Measurement***

3. Contents of phone-in sharing to see how in-depth the message presented in the programs are well received by the audiences  
*(The 95 phone-in sharing by the audiences reflected the echoing effect raised among the audiences who are willing to share with others, and learn from other's positive experience as well)*

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## *Episode at Road Show (路訊通)*

- To further deepen the message of prevention of elderly suicide, two episodes were produced and shown to the 3 m passengers of the KMB & City Bus
- It includes a short story reminding the audience to pay attention and care for your neighbour, and encourage those in need to seek help

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## *Have a look at one of the episode !*

- *Episode shown at bus....*

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## ***Insight Learnt***

- 1. Need to be creative in adopting the electronic mass media to help promoting the message**
- 2. More hardware (phone lines) and software (social workers) to support the media**
- 3. Arrange adequate time to talk to the phone-in audience, so as to render immediate counseling**
- 4. Think about the appropriate way to extend and sustain its impact**

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## ***Recommendations***

- 1. Can try all types of media to promote the concept of Live Life!**
- 2. Better to have more multi-professionals in planning and exploring the most creative means to promote the message**

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## ***Sustaining the Impact of the Program***

**Radio Program was reproduced into CDs and distributed to all elderly service centres for educational programs at the centre for the participants**

**Hence, you also get one upon the end of this presentation**

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**thanks.....**

***Thanks for your Attention to this sharing***

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or call by 2338 8312**

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