

Strategies to boost initiative and competency of elderly participants

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## 提升長者能力及主動參與的策略

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### Overview

- Introduction to National Seniors
- Changing role of elders
- Capturing knowledge and promoting elder views in Australia
- Participation and elders
- Segmentation and targeting
- Developing new skills

### 概要

- 介紹澳洲國家長者協會
- 長者角色的轉變
- 澳洲推動長者意見經驗之談
- 參與及長者
- 分割市場及特定目標
- 發展新技巧

### National Seniors

- There are many groups that represent elders for different issues (eg Grandparenting groups)
- National Seniors Australia is the biggest of these groups
- Founded in 1976
- Membership based organisation with 280,000 members nation wide in 170 branches
- Provides services for members such as travel, insurance et cetera but also has an important role in promoting the needs of seniors to government

### 團體介紹

- 不同團體關注長者的不同議題，例如(祖父母小組)
- 國家長者協會是澳洲最大的長者團體
- 創立於1976
- 會員人數280,000，有170分會，分布於澳洲
- 提供的會員服務包括旅遊，保險、更重要的角色是向政府表達長者的需要

## Changing role of elders

- Better medicine and improved living conditions mean that people are living longer than ever before
- Changing economic and social structures mean that traditional families with elders living with children is not as common as in the past
- This means that institutions have an increased role in caring for older people
- Older people's interests need to be effectively represented to ensure the appropriate programs are in place

## 長者角色的轉變

- 先進醫藥及改善了的生活條件，令人類較以前長壽
- 轉變中的社會經濟結構影響傳統家庭模式，長者與子女同住已不大普通
- 院舍逐漸肩負起照顧長者的責任
- 必須充分表達長者的關注，確保有相應的計劃推行

## Changing role of elders

- Specific issues and problems vary across different countries
- Common problems include
  - Health
  - Money
  - Living conditions
  - Social isolation / loneliness
- These problems are made worse by changing social conditions

## 轉變中的長者角色

- 不同國家有不同的長者需要和問題
- 共同問題包括：
  - 健康
  - 金錢
  - 居住情況
  - 社會隔離 / 孤單

## Policy and services in Australia

- Rely on a combination of government services, private organisations and family/community assistance for older Australians
- Role of family not as strong as in previous generations and most older people live away from their children
- Single person households represent the largest growth in household style especially amongst elderly women
- Increase in the amount of commercially provided services and government sponsored services

## 澳洲的政策及服務

- 依賴政府服務、私人機構、家庭和社區的集體支援
- 家庭作為照顧長者的角色較上一代薄弱，較多長者不是與子女同住
- 獨居家庭漸多，其中大多是獨居的女性長者
- 商營服務及政府資助的服務增加

## Policy and services in Australia

- Aged care services, including private and commercial services, are strongly regulated by government legislation
- Australia is a democratic federation with age related services and policies being in place at both national and state level
- National government role includes pensions and access to medical services; states have more general lifestyle programs

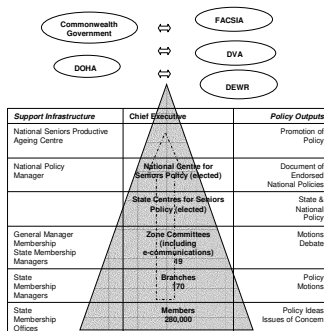
## 澳洲的政策及服務

- 政府立法嚴格規管長者照顧服務，包括私人及商營服務
- 澳洲是一個民主聯邦政府，在國家及州政府均有與年齡相關的服務及政策
- 國家提供養老金及醫療服務，州政府則提供一般與生活相關的服務

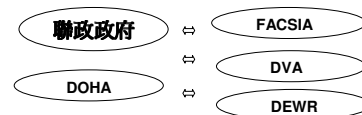
National Seniors focuses representation of seniors issues at both national and state level

國家長者協會在國家及州政府層面表達長者關注的議題

## NSA policy process



## 政策過程



支援基礎	主要執行	政策產生
國際年老中心		政策推廣
國際政策經理	國際老人政策中心 (選舉產生)	通過國家政策文件
國家會員	老人政策國家中心 (選舉產生)	國家政策
國家會員經理	分區委員 (包括電子溝通)	動議辯論
國家會員	170分部	政策動議
國家會員	280,000會員	政策構思 關心事項

## Participation and elders

- Many elders are not comfortable with taking the lead
- Need to develop some supported structure to help them organise their activities
- NSA branches and zones supported / assisted by membership officers (staff)

## 參與及長者

- 很多長者不習慣走在最前頭
- 需要建立可提供援手的結構協助他們組織活動
- **NSA**分部及地區均有會員事務主任協助組織

## Participation and elders

- Even if we think we know what should be done, it is best for the client group to develop their own solutions
- Need to identify the issues and concerns from the perspective of the elderly
- Encourage discussion on issues through techniques like focus groups and directed discussion

## 參與及長者

- 縱使組織者明瞭什麼應做，最好還是讓長者自行發展解決方案
- 需要從長者的觀點識別有關議題及關注點
- 透過聚集小組及引導討論等技巧，鼓勵長者討論議題

## Identify the issues

- People are more likely to get involved if they believe they are being listened to
- Often the solutions that people come up with are less expensive and simpler than the solutions of the 'experts'
- Role of social workers can be to support and facilitate

## 識別議題

- 當人認為自己的意見被受落，便樂於參與其中
- 通常大伙兒提出的解決方案會較“專家”提出的方案便宜及簡單
- 社工的角色是支援及促進

## Segmentation and targeting

- Not all elders are the same or have the same needs so we need to recognise diversity
- NSA members start at 50
- Many differences in the needs of a 50 year person still at work and a frail 80 year old in residential care
- Seniors market must be segmented and programs must be targeted

## 分割市場及特定目標

- 認同差異：不是所有長者都是一樣或有共同需要
- NSA會員入會年齡為50歲
- 50歲在職人士與80歲住院人士的需要大有不同
- 長者的“市場”必須分割，活動 / 服務必須針對特定組群

## Segmentation

- Segmentation means dividing the overall seniors market into viable smaller groups with similar needs
- The groups that individuals belong to will vary depending on the issue
- Some policies impact on all seniors, some will only impact on a particular group

## 分割

- “分割”指將整體的長者市場，按具有類近需要的小組來劃分
- 小組的組成會因應不同議題而改變
- 部分政策會影響所有長者，部分只會影響特定群體

## Segmentation

- Divisions can be based on any of the following (or some combinations)
  - Age
  - Sex
  - Health status
  - Financial status
  - Geographic location
  - Hobbies or interests etc

## 分割

- 分組原則基於下列一項 / 多項因素：
  - 年齡
  - 性別
  - 健康狀況
  - 財政狀況
  - 地域
  - 興趣及嗜好等

## Examples

- Instead of promoting 'health improvement' for elders, focused strategy would promote
  - Walking club 3 days a week for active seniors at neighbourhood level; or
  - Delivery of nutritious meals made by volunteers at a community centre for frail elders etc

## 例子

- 與其推廣「改善長者健康」，聚焦策略應提倡：
  - 在鄰舍層面為活躍長者舉辦每週三日的走路班
  - 社區義工為體弱長者提供營養餐

## Types of segmentation

- Undifferentiated
  - this is when the needs of all people are so similar that a single policy or program (eg pensions) impacts on all equally
- Targeted (niche)
  - this is where a clearly defined small group has a specific problem that needs a specific solution (eg improving lighting in a neighbourhood)
- Multiple segmentation
  - this is when several groups have the same need and one policy can influence several different groups (eg changing requirements for buses to be more age friendly)

## 分割的種類

1. 不能區分
  - 該政策及計劃 (如退休金)對所有人都有同樣影響
2. 特定目標
  - 清楚界定特定群體有特定問題，需要特定的解決方案 (如改善某一地區的燈光問題)
3. 複合性分割
  - 多個群體有同樣需要，而政策對多個不同群體產生影響 (如改變巴士規定必須照顧不同年齡人士的需要)

## Which approach?

- Easiest approach is to focus on a single issue
- This is the least expensive and because it is clearly defined, is easiest to promote and measure if it is implemented
- People identify more easily with smaller local issues than big policy issues
- The more relevant the program is considered the more likely people are to participate

## 採取什麼方法？

- 最容易的方法便是專注單一議題
- 由於界定清晰，付出的代價最少，較易推廣，以及量度推行後的成果
- 人較容易發掘地區化的小議題，對於政策議題較難掌握
- 計劃愈息息相關，便有愈多人參與

## Which approach?

- Multiple segmentation is an opportunity for several groups to get together on a single issue
- Needs good communication between Centres and Homes - social workers can help make the links and build networks
- Bringing different groups together helps to refine advice, increase total resources and show the importance of the issue

## 採取什麼方法？

- 複合性分割凝聚多個團體共同關注單一議題
- 需要建立服務中心與院舍的良好溝通、社工可協助建立連結及網絡
- 結集不同團體一起能夠精鍊意見、增加整體資源及展示議題的重要性

## Getting involved

- First act of participation is the hardest
- Once someone is involved in one issue or activity it becomes easier for them to be involved in others
- First act is usually due to family or friends involvement and personal invitation (word of mouth)
- Need to target people through family and friends to take the first step

## 參與其中

- 踏出第一步是最難的
- 當人參與了一項議題或活動後，參與其他項目時便容易得多了
- 踏出第一步通常因為家人或朋友亦有參與其中，以及個別邀請 (口碑)
- 需要透過家庭、朋友絡網吸納新人踏出第一步

## Developing new skills

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|---|--|
| <ul style="list-style-type: none"><li>• Elders<ul style="list-style-type: none"><li>- communication: promoting ideas rather than accepting</li><li>- meeting management &amp; committees</li><li>- build confidence</li><li>- learn how to use networks</li><li>- mentoring: inter and intra generational</li></ul></li></ul> | <ul style="list-style-type: none"><li>• Social Workers<ul style="list-style-type: none"><li>- communication: listening rather than directing</li><li>- develop frameworks and guidance</li><li>- help develop networks across different groups and facilities</li><li>- provide infrastructure support</li></ul></li></ul> |
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## 發展新技巧

- |   |  |
|---|--|
| <p><u>長者</u></p> <ul style="list-style-type: none"><li>• 溝通：提出意見多於被動接納<ul style="list-style-type: none"><li>- 會議及委員會事務管理</li><li>- 建立信心</li><li>- 善用網絡</li><li>- 同代及跨代的師友指導</li></ul></li></ul> | <p><u>社工</u></p> <ul style="list-style-type: none"><li>• 溝通：聆聽多於帶領<ul style="list-style-type: none"><li>- 建立架構及指引</li><li>- 協助建立橫跨不同群體及設施的網絡</li><li>- 提供基礎建設的支援</li></ul></li></ul> |
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## Conclusion

- Many differences between Australia and China but there are also many similarities
- Involvement of elders requires a combination of building skills and building confidence
- NSA has clear processes in place to facilitate both social and policy input of seniors through the branch and zone system
- Some of these ideas can be adapted to suit the special needs of Hong Kong elders and social workers

## 總結

- 由澳洲和中國的情況有很多不同但亦有很多相同之處
- 鼓勵長者參與需要同時建立技巧及信心
- **NSA**有清晰的過程及透過分區及分部的系統，促進長者參與社會層面及政策層面的推動
- 其中有些概念適合香港的長者及社工採用