

Elderly Suicide Prevention Forum

*Suicide Prevention – Reaching out to
at-risk Elderly in Community*

The Application of Mass Media in Promoting Suicide Prevention to Elderly in Community

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Daily living patterns of elderly in Hong Kong

1. **Watching TV programs**
and news (such as news and comedy, drama, etc)
2. **Listening to radio**
(especially the elderly radio program of RTHK – 5 香江暖流, or CR1開心老字號)



Daily living pattern of elderly in Hong Kong

- 3. Reading newspaper – the columns and features, news and the cases
- 4. Reading magazine – health related information, updated finance management knowledge, etc... (長訊)
- 5. Chatting with friends at parks, or during morning exercise (晨運)
- 6. Sitting at home by doing nothing

Questions to ponder

- *How the suicide prevention message can be preached to the elderly in Hong Kong more effectively and broadly ?*
- *Can it be possible by having the best use of the electronic mass media, the captioned message can be strategically and successfully transmitted to the elderly audience?*

Why we need to make the best use of mass media for elderly?

- **A. Massive impact**
- **B. Easy accessible by the elders**
- **C. Free of charge**
- **D. More dynamic**
- **E. More interesting & attractive**
- **F. Provide means for participation**
- **G. No formal requirement on entrance to**
■ **or exit from the program**

All the electronic mass media are requested to

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

Hence, suicide prevention message can be channeled to the elderly audiences accordingly



The Media provides effective Platform for suicide prevention

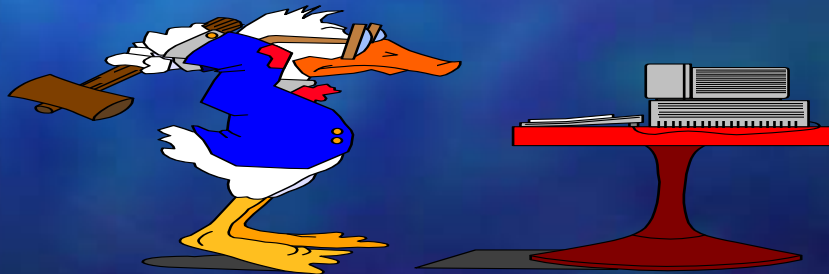
Table presenting the list of elderly programs that
provided by the Electronic Mass Media in HK

Commercial Radio 1 Every Sun. 7:30 pm 開心老字號

Radio Hong Kong 5 Mon – Sat. 9:00 – 1:00 香江暖流

TVB Jade (翠台) Every Sun. 8:00 – 8:30 開心老友記

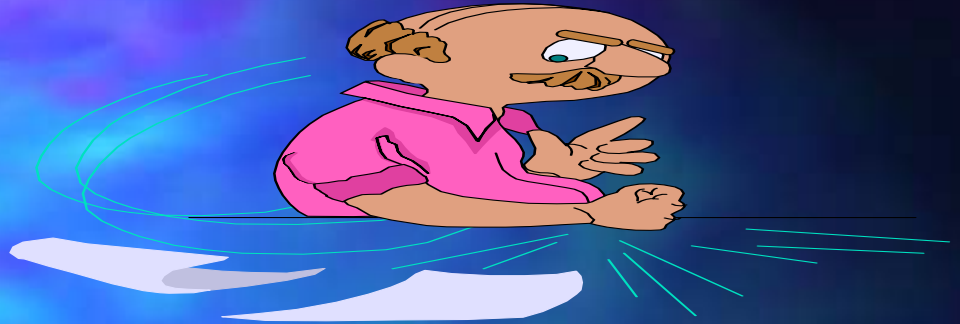
ATV Home (本港台) Every Sat. 8:30 – 9:00 耆英樂無窮



Most elderly in HK are

- Except the 150,000 active members of elderly service centres, most of the elderly are passive,
- They do not want to join in service of elderly centres
- At their aging lives, their social network also tend to be narrower, keeping them away from having support from others

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 about what should be done, and /or*
- d. Adopt or think of attempting suicide*
- e. Seldom share or speak out to others*

Need of providing 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 with their difficulties*

Concept of A Radio Program – Live Life (珍愛生命)

- 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*

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**
- D. Prompt follow-up to the phone-in callers**
- E. Involving multi-professions (GP, Nutritionist, Social Workers.....)**
- F. Program reproduced to CD for sustainable & continuous education at elderly service centres**

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.*

A Glance at the 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**

有困擾, 就要講

A Glance at the 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

A Glance at the 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

A Glance at the 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

A Glance at the 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 at daily lives

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

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)

Evaluation & Measurement

3. Contents of phone-in sharing -- 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)

Effectiveness of listening & viewing

Findings revealed that:

The effect of memory varies due to different medium of instruction:

One-way Lecturing ----- 15 %

Listening with drama / cases – 40%

Viewing / Watching ----- 70%

Episode at Road Show (路訊通)

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

Insight Learnt from radio program

- 1. Ready for very positive response, more telephone lines for phone in and more supportive workers for answering the phones are needed**
- 2. Arrange adequate time to talk to the phone-in audience, so as to render immediate counseling**

Recommendations

- 1. We need to be creative, active and ready to identify the strength of mass media**
- 2. We can try all types of mass media to promote suicide prevention for elderly by making the best use of media**
- 3. We also need to create interactive means for encouraging the participation of the elderly audience so as to deepen the impact of educational programs**

Recommendations

- 4. All suicide prevention / educational program should involve multi-disciplinary professionals in responding to the multi-facets / causes of suicidal idea**
- 5. A more integrative approach should be adopted as to bring the suicide prevention program to be more media sensible**
- 6. Involvement of mass media people would also broaden their perspective, and willing to include such message at their media production**

Sustaining the Impact of the Program

In order to make the best use of mass media, the radio program (*Live life*) was reproduced into CDs and distributed to all elderly service centres for suicide prevention educational programs at the centre for the elderly participants

Indeed, all multi-media program should be made to sustain its educational effect / impact by reproducing to elderly –friendly media, such as cassette tapes, VCDs and DVDs, CDs, or even readings etc...

Question and Answer

Thanks for your Attention to this sharing

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