

A DECADE OF DEDICATION

Positive Ageing Centre sets model for Club's proactive approach

There were no lion dances, balloons or even giant birthday cakes when the Jockey Club Centre for Positive Ageing (JCCPA) celebrated its 10th Anniversary at the end of October 2010 – just a simple but warm ceremony, in keeping with the dignified nature of the establishment. Yet that shouldn't diminish the significance of this event, which marks a notable milestone in the Club's long history of charitable giving.

Built with a donation of HK\$81 million from The Hong Kong Jockey Club Charities

Trust and opened in 2000, the JCCPA has been a pioneering project in several different respects. It was the first centre of its kind in Hong Kong, or even in south-east Asia, to provide integrated support facilities for sufferers of senile dementia, by combining day care, respite and outreach services with training programmes for carers and medical professionals, and research functions to enhance understanding of dementia.

In the ten years since then, the JCCPA's multi-disciplinary team of social workers, nurses, occupational therapists, physiotherapists,

researchers and healthcare workers has brought much-needed relief to more than 20,000 dementia patients, their families and caregivers.

Equally important has been the JCCPA's development under a self-sustaining (but not-for-profit) business model. While the Club's donation covered all the Centre's construction costs and supported its early years of operation, break-even was achieved by 2006 and today the JCCPA is able to support itself through the service fees it charges, thus serving as a valuable template for future such developments.



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And perhaps most significantly of all, the JCCPA broke new ground in terms of the Jockey Club's charitable activities, as for the first time the project was proposed and initiated by the Charities Trust itself, rather than responding to a specific community request for funding.

"Up to this point, our donations had generally been reactive, in that the first approach came from a third party – although we frequently worked with community partners to further develop and enhance their proposals," explains the Club's Executive Director of Charities, Douglas C T So. "This was the first time we actually took a proactive approach and came up with our own proposal to put to our partners."

Having noted Government forecasts of a sharply rising elderly population in the coming decades, coupled with a growth in the number of elderly people suffering from dementia, the Club decided to take a lead in addressing the problem. In 1999 it set up

discussions with concerned Government bodies, medical professionals, academic institutions, non-government organisations and social workers to identify where there were gaps in the existing support services and how those needs could best be met. The JCCPA's establishment was a direct result.

The same proactive approach has since become a cornerstone of the Club's donation policies, with several more major Trust-Initiated Projects, or TIPs, having been launched in subsequent years to address long-term challenges facing Hong Kong. They include P.A.T.H.S. to Adulthood: A Jockey Club Youth Enhancement Scheme, a programme that helps junior secondary students face the challenges of adolescence and develop positive values; and CADENZA: A Jockey Club Initiative for Seniors, another project that responds to the ageing population trend, in this case by pioneering new approaches to elderly care.

Other notable TIPs are FAMILY: A Jockey Club Initiative for a Harmonious Society which is using evidence-based research to identify and address the causes of family problems, so as to help build harmonious families; and the Environment Project, aimed at building public awareness of environmental and sustainability issues and pioneering its own green developments.

Addressing guests at the JCCPA's 10th Anniversary gathering, Club Chairman T Brian Stevenson hailed the pioneering project for not only providing quality services to dementia patients and their families and carers, but also playing a pivotal role in raising public awareness of the disease.

"Like a parent to a child, the Jockey Club has nurtured it, supported it, and been involved in every step it made, holding its hands in the early years," Mr Stevenson commented. "Now our child has turned ten, we can be truly proud of its achievements."

Dementia knows no barriers

Senile dementia – a progressive loss of memory as the years advance – has no readily identifiable cause or cure, and can strike even the sharpest and most active of brains. A poignant reminder of this was the attendance of Professor Charles Kao, the 2009 joint Nobel Laureate for Physics, at the JCCPA's 10th Anniversary celebration.

Professor Kao, who was educated in Hong Kong and is recognised as “the father of fibre-optics” for his groundbreaking work in developing optical fibre cables as a telecommunications medium, has been diagnosed with Alzheimer's Disease – one of several forms of dementia – since 2004. He is now back living in Hong Kong and attends the JCCPA for day care two or three times a week, alongside his supportive wife Gwen.

The three-storey centre is located next to Shatin Hospital at Shek Mun, Sha Tin, and houses a day care centre, a respite or short-stay unit, a memory clinic, a training centre and a dementia garden.

The Chinese University of Hong Kong has been closely involved in the project from its earliest planning stages, and manages the JCCPA on the Club's behalf. Its team is headed by Professor Timothy Kwok, a specialist in Geriatrics at the Faculty of Medicine of CUHK.

The centre's core operation, its day care service, can accommodate up to 45 mild or moderate dementia sufferers a day whilst the respite service offers short-term residential services for 17. The Memory Clinic provides memory, cognitive and rehabilitation assessments, as well as advice on home care and assessment.

An outreach case management service provides home-based training and activities for patients who can be treated at home or are unable to attend the centre, as well as training for their caregivers. Since 2009, the JCCPA has also operated a telephone hotline service offering information on dementia, memory improvement tips and other services.

An important part of the JCCPA's work is public education to raise community awareness and understanding of dementia. It also organises seminars and workshops for welfare and medical practitioners, and training programmes for both formal and informal caregivers.

In addition, the centre conducts evidence-based research on therapies and interventions for dementia care, and provides consultancy services to both local and overseas agencies.



Nobel Laureate Prof Charles Kao, pictured (right) with Club Chairman T Brian Stevenson, is one of the JCCPA's patients.
諾貝爾得獎者高錕教授（右）與馬會主席施文信合照。
高錕教授是馬會耆智園園友。

腦退化症防不勝防 腦退化症是一種令記憶力逐漸衰退的病症，其成因及治療方法至今未明，即使最聰明、腦筋活動最頻繁者也可能罹患此症。出席耆智園十週年慶典的二〇〇九年諾貝爾物理學獎得主高錕教授，就是最好的例證。

高錕教授於香港接受教育，他發展光纖作為電訊媒介的突破性研究成果，為他贏得「光纖之父」的美譽。他於二〇〇四年確診患上阿爾茨海默症（其中一種腦退化症）。現居香港的他，在夫人高黃美芸女士的陪同下，每星期前往耆智園二至三次，接受相關治療。

樓高三層的耆智園，位於沙田石門的沙田醫院旁，設有日間護理中心、短期宿舍、記憶診所、訓練中心，以及耆翠園花園。

由計劃開始，耆智園已邀得香港中文大學緊密合作，現在中大醫學院老年醫學專家郭志銳教授的領導下，代表馬會管理耆智園。

耆智園的日間護理服務，每日可照顧四十五位輕微至中度腦退化症患者；另為十七名患者提供短期住宿服務。中心內的記憶診所提供記憶、認知及復康評估，並就家居護理及評估作出建議。

外展個案管理服務除為在家無法入住中心的患者，提供家居為本的訓練和活動外，更有專為照顧者而設的培訓課程。自二〇〇九年起，耆智園亦設電話熱線服務，提供腦退化症的相關資訊、改善記憶力的心得及其他服務。

鼓勵公眾關注和了解腦退化症，是耆智園另一項重要工作。中心不時為社福同工和醫護人員舉辦講座和工作室；並主辦培訓課程予照顧者。

此外，中心亦就各種腦退化症療法及護理方式進行研究，同時向本地和海外機構提供諮詢服務。

Users of the JCCPA's day care services can participate in exercises that help them maintain their memory and recognition skills.
馬會耆智園為園友提供日間護理服務，包括協助他們維持記憶和認知能力的練習。

Helping families cope with failing memory



“I didn't realise how serious it was until she told me she'd forgotten which elevator to take to her regular tea gathering,” said Angela Ip, recalling her mother, Chau King-ham's first symptom of dementia about four years ago.

Chau, 85, had been an award-winning volunteer with an enormous passion for life. She learned swimming at the age of 50 and took over a failing elderly gathering, organising it weekly for her fellow seniors. But things changed after her memory went downhill. She started confusing and even creating facts, and one occasion even told her daughter she'd been denied booking of the gathering venue.

Chau was soon diagnosed with early dementia and referred to the JCCPA's Memory Clinic. With the centre's help, she and the family learned techniques for getting along together. Chau also enjoys the centre's day care service, giving her family a break from time to time.

In the case of Kwan Fook-yue, 87, her mild dementia came to light when she burst into anger over a trivial detail. Her son Pat said it was startling, given her usual meek temperament, and he later discovered it was a likely dementia symptom.

“I had a hard time looking for a suitable day care centre for her as there aren't many here that specialise in this illness,” he said. “Then two years ago I learned about JCCPA on TV.” Since then, his mother's memory and temper have improved and she can live by herself.

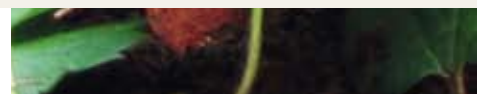
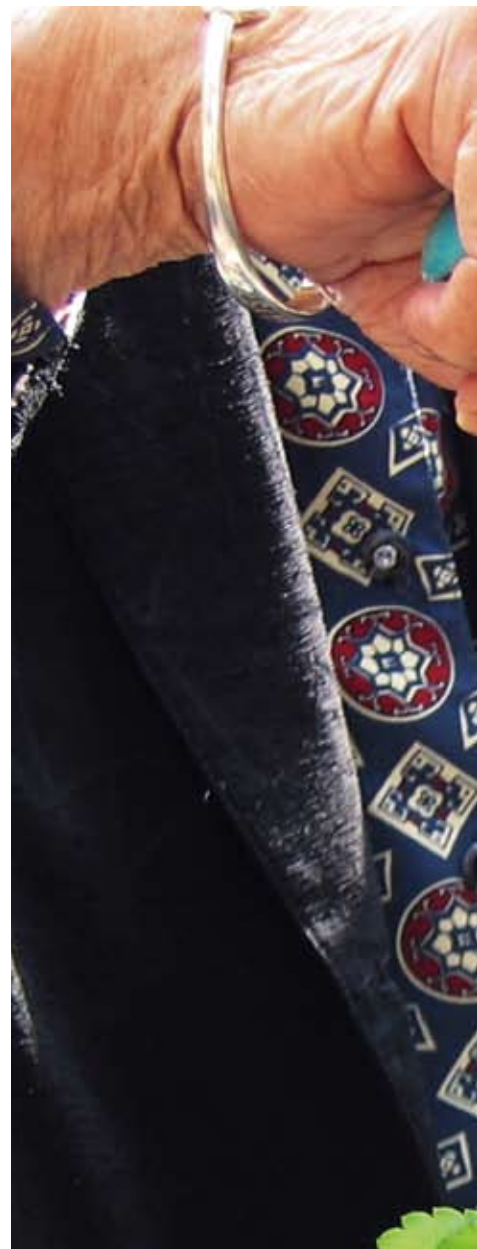
重拾家中長者記憶「直到她說忘了哪部升降機通往茶樓，我才知道事態嚴重。」葉小姐回憶母親周婆婆四年前初現病徵時說。

年屆八十五歲的周婆婆曾是熱心的得獎義工，樂觀積極的她生活充滿生趣。她以五十高齡習泳，並將一個長者定期聚會搞得有聲有色，為朋友圈每星期帶來一次歡樂的時光。但隨著周婆婆記憶力逐漸衰退，昔日的歡欣亦漸漸變色。她的腦筋開始混沌，甚至無中生有。一次，她更向女兒投訴酒樓拒絕讓她訂枱舉行聚會。

不久，周婆婆獲確診患上初期腦退化症，並轉介耆智園記憶診所。在中心的協助下，她和家人學會相處的技巧；周婆婆更接受了中心的日間護理服務，讓家人得以舒緩一下為照顧她而承受的壓力。

另一患者——八十七歲的關婆婆——因小事大發脾氣而令其輕度腦退化症的病情曝光。她的兒子振宙說，平日溫文爾雅的她突然暴跳如雷，令人摸不著頭腦。後來，他開始懷疑母親罹患腦退化症。

振宙說：「我幾經辛苦也找不到合適的日間護理中心，事實上針對這種病症的中心寥寥可數。直至兩年前，我在電視上得知耆智園，情況才一下子扭轉過來。」振宙媽媽的記憶力和脾氣自此日漸改善，現在已可以照顧自己的日常生活了。





十年服務

耆智園—馬會主動捐助社會迫切項目的典範

雖然沒有舞獅、汽球或生日蛋糕，但二〇一〇年十月底舉行的一個簡單而溫馨的十週年誌慶儀式，卻更恰如其份地反映賽馬會耆智園莊敬自強的服務態度，標誌著馬會為公益慈善默默耕耘的另一重要里程碑。

由馬會慈善信託基金撥款八千一百萬港元成立的耆智園，於二〇〇〇年正式投入服務，是馬會推行前瞻性先導項目的典範例子。它是香港以至東南亞首間專為腦退化症患者而設的綜合服務中心，提供日間護理、住宿及上門家居服務，並培訓相關的護理及醫療人員和進行研究工作，提升公眾對此病的認識。

成立至今十年的耆智園，一直透過由社工、護士、職業治療師、物理治療師、研究員和護理人員組成的跨界別團隊，為超過二萬名腦退化症患者及其家人和照顧者提供適當的支援，減輕他們面對的種種壓力。

耆智園採用自負盈虧但非牟利的營運模式，透過馬會捐助中心的建築成本及早期的營運開支，中心的護理服務至二〇〇六年已達至收支平衡。今日，這種用者自付的經營模式，可為同類機構樹立一個寶貴的範例。

耆智園最可貴之處，在於它率先擺脫由個

別團體申請撥款的舊有模式，成為馬會旗下首個由慈善信託基金主動倡議成立的公益項目，為馬會的慈善事業揭開新一頁。

馬會慈善事務執行總監蘇彰德解釋道：「在耆智園之前，我們的捐款都是應第三方要求而撥捐的，雖然我們一直與社區夥伴緊密合作，以推展他們的提案，但由馬會主動倡議公益項目，再交由夥伴推行，這是第一次。」

馬會早已關注政府預測未來數十年人口急速老化，以及隨之而來罹患腦退化症長者增加的問題，決定主動尋求對策。自一九九九年開始，馬會積極與相關的政府部門、醫護界、學術機構、社福機構及社工磋商，找出已有支援服務的不足之處，以及回應需求的最佳方法。耆智園就是經過這個深思熟慮過程後的直接成果。

這種積極主動的方針自此成為馬會捐款政策的重要部分，促成多個由馬會慈善信託基金主

導的重要項目，應付香港面對的長遠挑戰。這些項目包括協助初中學生跨過成長障礙和建立良好價值觀的「共創成長路」計劃；以及將先導手法注入長者服務，回應人口老化趨勢的「流金頌：賽馬會長者計劃新里程」計劃。

其他馬會主導項目還有「愛+人：賽馬會和諧社會計劃」，以實證為本找出家庭問題成因及解決方法，從而有效推動家庭健康、快樂及和諧的訊息；以及旨在鼓勵公眾關注環保及可持續發展議題，並同時倡導綠色發展方向的「環保計劃」。

馬會主席施文信於耆智園十週年慶祝活動中，讚揚該先導項目不僅為腦退化症患者及其家人和照顧者提供優質服務，更喚醒公眾對此病的關注。

施文信稱：「耆智園是馬會的孩子，我們在早年一直守護它，扶助它邁開成長的步伐。現在，孩子已十歲了，我們對它的成就深感自豪。」