

SWD cordially invites residential property management companies to join hand in supporting elderly persons

The Social Welfare Department (SWD) today (August 28) issued invitation letters to 65 residential property management companies to invite their participation in a territory-wide campaign to support elderly persons (including those suffering from dementia and hidden elders) and their needy carers by releasing their front-line property management staff to receive training so that they can render assistance to elderly persons and their carers.

Hong Kong, with a population of elderly persons aged above 65 exceeding 1.1 million, is moving towards an era of ageing population. In the foreseeable future, the ageing trend will continue. In this regard, the SWD is going to launch in October a territory-wide campaign featuring a series of activities and publicity events. The campaign aims to raise public awareness and enlist community support to needy elders and their carers so as to help them age in place and relieve their carers' stress.

One of the major target groups of the campaign is the front-line staff of residential property management companies, who have frequent contacts with elderly persons and their carers. They would be able to observe elderly residents' daily routine and easily identify changes in their physical condition. To encourage property management companies to fulfil their corporate social responsibility by actively participating in the campaign, the SWD issued invitation letters to 65 residential property management companies today to seek their support by releasing their front-line staff to receive training so that they can identify the needs of elderly persons and their carers and offer suitable assistance.

The training course will be provided by non-governmental organisations commissioned by the SWD. Each training session of around 20 to 45 minutes is free of charge. The training covers knowledge about dementia, symptoms of hidden elders and information of community support services.