



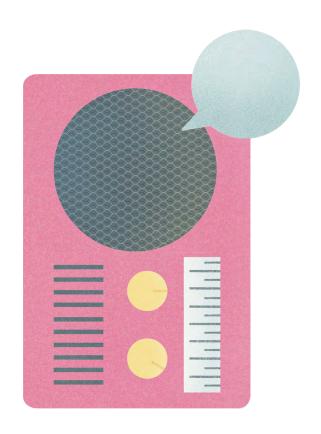






## 銀髮DJ 行動項目報告

**Silver Age DJ Action Project Report** 







## 銀髮 DJ 行動項目報告 Silver Age DJ Action Project Report

## Organiser 主辦機構





## Funded by 捐助機構



## Partner for Action Project 社創行動項目夥伴



Design Consultant for Action Project 社創行動項目設計顧問

wholly.

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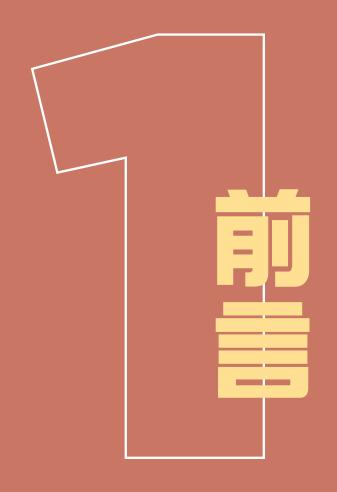


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## 



## **Foreword**

## 前言





所有人都會老去。那麼,當我們年老的時候,想過一個怎 樣的生活呢?

随着戰後出生的「嬰兒潮」世代漸漸踏入老年階段,到2036年,香港的長者人口(65歲或以上)將佔總人口的三分之一;此外,屆時的香港人口中位數更會達50.9歲[1],即全港半數人口在15年後都將成為50+,踏入「初老」的人生階段。「嬰兒潮」世代與其父母輩在身體狀況、教育程度,及科技應用能力上都有很大的差異,對服務的需要和期望亦有所不同。長者服務需要不斷變化以應對兩代長者不同的需要。

香港長者服務發展的 40 多年間,一直積極演進,以滿足長者人口不斷變化的需求。當中的長者地區中心 [2] 和長者鄰舍中心,在推動「積極老齡化」方面,發揮著至關重要的作用。面對長者人口改變、服務種類增加、各項資源未能互相補足等問題,我們更需要提前為長者服務作長遠規劃,思考 20 年後,甚至 50 年後的長者中心,應該要成為怎樣的模樣,才能迎合未來的長者需要。

2019年9月,理大賽馬會社創「騷·In·廬」第五季以「長者中心再想像」為題,召開「十萬分一」社創研討會,並邀請了三間在地理位置、服務人口組成及中心定位各有特色的長者中心作為策略夥伴,一同進行「再想像」。

我們舉辦共創工作坊,與策略夥伴不同層面的持份者,包括長者會員與社工,以及不同領域的公眾人士,以能夠讓長者享受更豐富多姿的生活為目標,針對具體的設計挑戰、回應長者的需要。我們鼓勵各參加者從不同角度,大膽發揮想像,打破傳統模式的局限,以設計思維共創解決方案。

在「行動項目」階段,我們與合作的三間長者中心,從六個共創方案中,挑選了三個來試行,嘗試從不同角度推動「積極老齡化」。當中包括:「香港聖公會麥理浩夫人中心林植宣博士老人綜合服務中心」用以報名及推廣活動的電子平台、「基督教靈實協會靈實長者地區服務」為便利會員自發組織活動的機制,以及「東華三院方肇彝長者鄰舍中心」為促進會員與中心溝通的人工智能機械人。雖然三個項目的出發點有所不同,在設計的過程中均展示了應用科技協助長者中心發展的可能性。

這份報告紀錄了在 2019 年 11 月至 2021 年 1 月期間,我們與基督教靈實協會靈實長者地區服務及設計顧問 Wholly Wholly 合作,試行「銀髮 DJ」項目的過程,以及當中的心得與啟發。透過賦予長者會員活動組織者的新角色,我們希望鼓勵他們退休後繼續建立新的能力和技能,提升自我,開拓更豐盛的生活。過程之中,我們樂見長者在疫情下摒棄了既有對科技保守的態度,開放地接受新發展的網上服務。我們預視未來的長者中心,將需要實體及網上服務相互配合,相輔相成;而是次項目亦展示出長者服務虛擬化的機遇,或能為未來長者中心就體弱及健康長者不同的需要提供相應的服務,作為參考。

儘管受疫情影響,各計劃有所延礙,我們很感恩得到社創 行動項目夥伴「基督教靈實協會靈實長者地區服務」的支 持,積極參與和發展長者線上電台廣播的項目。沒有各中 心同事熱心推動項目試行和長者參與,我們實在難以達至 目前階段性的成果。

最後,我們期望「長者中心再想像」三個社創行動項目的 設計成果可供不同地區長者中心參考,亦能為長者服務的 發展提出新的觀點和角度,促進長者中心的轉型,使服務 內容及操作模式更切合新一代長者的生活需要,更有效地 朝「積極老齡化」的目標進發。

> 香港理工大學 賽馬會社會創新設計院總監 實務教授(規劃) 凌嘉勤 銀紫荊勳賢 2021年10月

<sup>[1]</sup> 香港統計月刊 2017 10 月,2017 年至 2066 年香港人口推算,FA6,香港特別行政區 政府統計處,https://bit.ly/31iiJNx

<sup>[2]</sup> 第一間老人社區服務中心於 1979 年誕生,由耆康會柴灣創辦,提供康樂、社交活動及社區支援。在 2002 年,香港公益金表示 因經濟不景導致善款減少,從 2003 年起不再資助長者中心後,政府增撥資源發展長者服務,並於 2003 年重整長者地區中心及 長者鄰舍中心的服務。(大人雜誌,2018)

Everyone will age. How would you like to live your life when you grow old?

As the "baby boomer" generation gradually enters the old age group, by 2036, elderly population (aged 65 year-old and above) will account for one-third of Hong Kong's total population. In addition, the median age of the Hong Kong population by then will reach 50.9 years old [1], meaning that half of the population in Hong Kong will become 50+ in 15 years. There are considerable differences in the physical condition, educational level, and technological literacy between the "baby boomer" generation and their parents. Their needs and expectations for elderly services are hence very different. Elderly services need to be constantly changing to meet their diverse needs.

Over the past 40 years, elderly services in Hong Kong has been actively evolving to meet the changing needs of the elderly population. Among the services, District Elderly Community Centres (DECCs) and Neighbourhood Elderly Centres (NECs) play a vital role in promoting Active Ageing. In the face of the changing elderly population characteristics, increasing variety of services, and the lack of complementary resources, we need to plan ahead for long-term elderly services and consider what the elderly centres should look like 20 years, or even 50 years, from now, so as to meet the needs of the elderly in the future.

The Season 5 "One from Hundred Thousand" Social Innovation Symposium of PolyU Jockey Club "Operation Solnno" began in September 2019 with the theme "Re-imagine Elderly Centres". We have invited three elderly centres with different characteristics in terms of location, service demographic and positioning to be our strategic partners in the "re-imagination" process.

We organised co-creation workshops with different stakeholders of the elderly centres, including social workers, elderly members, as well as members of the public from diverse sectors with the goal of enabling the elderly to enjoy a richer and colourful life, and to address the physical and mental needs of the elderly. We encouraged participants to boldly use their imaginations, break the boundaries from traditional models of elderly services, and create solutions together using Design Thinking.

During the "Action Project" stage, we worked with the three elderly centres and selected three out of the six solutions generated from co-creation workshops for trial implementation, and promote Active Ageing from different perspectives. These solutions include a digital platform for event registration and promotion for H.K.S.K.H. Lady MacLehose Centre Dr. Lam Chik Suen District Elderly Community Centre, a mechanism that assists members in self-organising activities for Haven of Hope District Elderly Community Service (hereafter HoH DECS), and a communicative AI robot that facilitates information dissemination for TWGHs Fong Shiu Yee Neighbourhood Elderly Centre. Although the starting points of the three projects are different, all the design processes have demonstrated the possibility of using technology to assist the development of elderly centres.

This report records the process of piloting the "Silver Age DJ" programme and the experience and inspiration gathered during our collaboration with HoH DECS and design consultant Wholly Wholly from November 2019 until January 2021. By providing elderly members a new role as activity organiser, we hope to encourage them to keep building new skills and techniques so as to enrich their retired lives. Throughout the process, we were pleased to see the elderly abandoned their conservative attitudes towards technology and openly accepted new online services of the elderly centre. We foresee that online and offline services will be needed and can complement each other at elderly centres in the future. This project also demonstrates the opportunities of virtualisation of elderly services, which may serve as a reference for future elderly centres to provide services that cater the extensive needs of both frail and healthy elders.

- [1] Hong Kong Monthly Digest of Statistics, October 2017, Hong Kong Population Projections 2017-2066, FA6, Census and Statistics Department, Hong Kong SAR, https://bit.ly/31iiJNx
- [2] The first elderly community service centre was established in 1979 by the SAGE Chai Wan providing recreational and social services, as well as community support to the elderly. In 2002, after the Community Chest of Hong Kong indicated that it would no longer subsidise elderly centres from 2003 because of a reduction in donations made by the economic downturn, the government allocated additional resources to develop elderly services and restructured the services of District Elderly Community Centres and Neighbourhood Elderly Centres in 2003. (Adult Magazine, 2018)

Despite the delay of the projects due to the pandemic, we appreciate the support of our Action Project Partner, HoH DECS, to actively participate in the Silver Age DJ programme. Without the enthusiastic support from centre staff and the keen involvement of the elderly, we could hardly achieve current results.

Last but not least, we hope our three design solutions of "Re-imagining Elderly Centres" can serve as a reference for other elderly centres in different districts and provide new perspectives for the development of elderly services, so as to facilitate the transformation of elderly centres and align the service contents and operation model with the practical needs of the new generation elderly, with the wish to facilitate the progress to achieving Active Ageing.

## LING Kar-kan, SBS

Director, Jockey Club Design Institute for Social Innovation Professor of Practice (Planning) The Hong Kong Polytechnic University October 2021 2019年11月,理大賽馬會社會創新設計院舉行理大賽馬會社創「騷·In·廬」第五季:「長者中心再想像」,邀請了公眾、顧問及長者地區中心參與三場共創工作坊。 Wholly Wholly 團隊有幸參與其中,並聯同靈實長者地區服務,探討有關「如何鼓勵長者自發組織活動」以及「如何鼓勵被動長者積極參與活動」兩個命題,嘗試從不同角度推動「積極老齡化」。

在三場工作坊內,參與者與我們積極思考不同的設計方案,而且在討論的過程當中,我們發現靈實長者地區服務對於未來服務發展有著一個前瞻性的想法——長者服務在十年內會很大程度虛擬化,服務營運者不應該逃避這個趨勢,反而要積極面對改變。這個遠見讓團隊感到非常鼓舞,讓我們為整個設計方案設想得更廣、更遠。基於未來的發展假設,我們研究了不少國外的例子,探討了有關「虛擬化」、「去中心化」以及「平台思維」等有關服務發展的理論,作為後續發展的基礎。

可惜,我們為評估和驗證這些理論而設計的一系列活動原型,因著過去兩年的社會事件和疫情而延遲,甚至中斷,使我們不得不轉向一個新的活動提案。可幸的是,疫情除了帶來一些負面影響,也有不少正面的影響。長者普遍在疫情下對科技應用的態度變得開放,加速了長者適應應用網上服務的步伐。故此,我們試行「銀髮 DJ」項目,希望讓長者不但可以參與活動,還能擔當領導的角色,利用科技帶來的便利組織活動。

我們希望「銀髮 DJ」作為「長者中心再想像」的其中一個設計原型,其成果及經驗能夠啟發其他服務提供者,讓大家可以做更好的準備,迎接未來轉型的道路。

圓融有限公司 創意總監 黃雋溢 2021年10月

PolyU Jockey Club Design Institute for Social Innovation brought us the PolyU Jockey Club "Operation Solnno" Season 5: "Re-imagine Elderly Centres" in November 2019. Three workshops were held with the participation of the public, design consultants, as well as the stakeholders from district elderly community centres. We are glad to be in the team with Haven of Hope District Elderly Community Service (HoH DECS). Our team had explored how the centre could encourage members to initiate self-organising activities and the ways to encourage participation of members with low motivation in order to push forward "Active Ageing" with multiple perspectives.

In the three workshops, our team brainstormed with various design prototypes. During the discussion, HoH DECS came up with a very visionary perception for their service in the future. They think that virtualisation of their services is inevitable. It is essential not to neglect the trend, but to embrace it, so as to get service providers better prepared. The vision has been encouraging to our team and enabled us to think broader and further. On this basis, we looked into the possibility of incorporating the heated theories of "decentralisation", "virtualisation" and "platform thinking" as the theoretical frameworks. We believe that these together could be the basis for the project's future development.

It was a pity that the original design prototypes and tests all went down the drain due to social events and pandemic from 2019 to 2021. We have left no option but to switch to other design prototypes. Luckily, the pandemic brought the society not only negative influences, but also positive effects: It is obvious that elderly people became more open to technology as a whole, and that they were more ready for Internet applications. Therefore, we proposed the "Silver Age DJ" programme to encourage the elderly members to take up the roles of facilitators and organisers to provide their peers new activities, with the aid of technology.

As a design prototype in "Re-imagining Elderly Centres", we hope that "Silver Age DJ" programme could be a good example for other elderly centres to take reference to. Transformation is never easy, but it is always good to get service providers well prepared, both mentally and physically.

## Westley WONG

Creative Director, Wholly Wholly Ltd October 2021

# 



## Background

背景





人口老化是全球整體趨勢。根據香港政府統計處在 2020 年發布的《香港人口推算報告》,香港政府預計本港長者 人口將由 2019 年的 132 萬上升至 2039 年的 252 萬;未來 長者人口上升的速度明顯加快,20年後將會升至佔總人口 33%, 而長者人口超過 250 萬的情況預期將維持最少 30 年[3]。另一方面,本港長者的背景亦隨著時代的變遷而 將會有所不同;根據香港政府統計發布的《2016年中期人 口統計》報告,65至74歲組別中擁有專上教育程度的長 者, 將由 2016 年的約 67,000 人, 上升至 2026 年的約 17 萬人[4]。而根據安老事務委員會 2017 年出版的《安老服 務計劃方案》,未來的長者人口特徵將會有更長的預期壽 命、他們將更關注健康、有較高的教育水平、更能掌握資 訊科技的發展,亦有較佳的經濟能力[5]。這些長者對服務 的種類和質素將會有更高的期望,並會希望在選擇服務時 能更自主和有更大彈性。因此,長者服務即將面對使用者 數量急升,以及服務需求轉變的挑戰。



世界各地都有不同的安老政策,積極面對全球人口老化的問題。世界衞生組織早於 2002 年便提出「積極老齡化」(在香港,又名「積極樂頤年」)政策框架,以「健康」、「保障」及「參與」為三大基礎來促進長者生活。自 2005 年起,安老事務委員會成立了「積極樂頤年」工作小組,以推動「積極老齡化」為目標,審視並調整香港安老政策的路線。十數年來,政府推行不少計劃以促進長者融入和參與社區,例如「長者學苑計劃」、「長者數碼外展計劃」、「老有所為活動計劃」、「長者及合資格殘疾人士公共交通票價優惠計劃」及「數碼共融流動應用程式資助計劃」等[6]。雖然政府比以往更著重推行「參與」的政策,但面對長者能力改變,其社會參與度仍有可以提高的空間。

有見及此,香港理工大學賽馬會社會創新設計院(JCDISI)在 2019 年 9 月展開理大賽馬會社創「騷·In·廬」第五季「長者中心再想像」項目,舉辦「十萬分一」共創工作坊及社創研討會。其後,JCDISI 聯同基督教靈實協會靈實長者地區服務及設計顧問 Wholly Wholly 團隊(以下簡稱「設計團隊」)就研討會所得的共創方案開展「銀髮 DJ」社創行動項目。是次項目主要包括兩大活動,分別是《聲聲相識星期二》音樂節目,及《我要做 DJ》廣播技巧訓練班。設計團隊透過建立「促進長者自發組織活動的機制」提升長者的社會參與,並從中得到長者地區中心可以如何演變和發展的啟示。

- [3] 香港特別行政區政府統計處. (2020). 2020-2069 香港人口推算,5. https://www.statistics.gov.hk/pub/B1120015082020XXXXB0100.pdf
- [4] 香港特別行政區政府 2016 年中期人口統計辦事處. (2017). 2016 年中期人口統計,按性別、年齡、年及教育程度(最高就讀程度)劃分的 15 歲及以上人口(不包括外籍家庭傭工). https://www.bycensus2016.gov.hk/tc/bc-mt.html?search=B108b
- [5] 安老服務計劃方案,安老服務計劃方案工作小組,安老事務委員會, https://www.elderlycommission.gov.hk/cn/download/library/ESPP\_Final\_Report\_Chi.pdf
- [6] 香港特別行政區政府新聞處. (2016). 立法會二十一題:推動長者積極樂頤年. https://www.info.gov.hk/gia/general/201606/29/P201606290646.htm

Population ageing is a global trend. According to the "Hong Kong Population Projections Report" issued by the Census and Statistics Department in 2020, the Hong Kong Government estimates that the elderly population in Hong Kong will grow from 1.32 million in 2019 to 2.52 million in 2039. The elderly population is expected to expand faster in the future and will account for 33% of the total population in 20 years. Simultaneously, the elderly population of over 2.5 million is anticipated to last for at least 30 years.[3] On the other hand, the background of the elderly in Hong Kong will also vary over time. Based on the "2016 By-census Report" published by the Census and Statistics Department, the number of elderlies with postsecondary education in the 65-74 age group will increase from about 67,000 to approximately 170,000 in 2026.[4] According to the "Elderly Services Programme Plan" issued by the Elderly Commission in 2017, the future elderly population will have a longer life expectancy, be more health-conscious, as well as possess higher education attainment, technology literacy and financial capability as demographic characteristics.<sup>[5]</sup> These seniors will have higher expectations on the diversity and quality of elderly services and want more flexibility and autonomy in their choice of services. As a result, elderly services will be challenged by the rapidy increase in number of potential users and changing service demands.

Different policies on ageing have been adopted actively to address the global problem of population ageing. Back in 2002, the World Health Organisation (WHO) had introduced "Active Ageing" as policy framework to upgrade elderly's quality of lives based on the three pillars of "Health," "Security," and "Participation". Since 2005, the Elderly Commission has set up a working group on "Active Ageing" to review and adjust the direction of Hong Kong's elderly policy to promote "Active Ageing."

Over the past decade, the government has launched several programmes to improve the community integration and participation of the elderly, such as the "Elder Academy Scheme," the "Elderly Digital Outreach Scheme," the "Opportunities for the Elderly Project," the "Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities," and the "Digital Inclusion Mobile Application Funding Scheme". [6] Although the government has put more emphasis on "participation" than before, there is still room to improve social participation of the elderly in the face of their changing abilities.

In view of this, the Hong Kong Polytechnic University Jockey Club Design Institute for Social Innovation (JCDISI) has launched the PolyU Jockey Club "Operation Solnno" Season 5: "Re-imagine Elderly Centres" in September 2019, and organised "One from Hundred Thousand" Co-creation Workshops and Social Innovation Symposium. Subsequently, JCDISI, in collaboration with the Haven of Hope District Elderly Community Service (HoH DECS) of the Haven of Hope Christian Service, and Design Consultant Wholly Wholly (hereinafter referred to as the "Design Team"), launched the "Silver Age DJ" Solnno Action Project with the ideas generated during the co-creation workshops. The project comprises two main components: the "Music Friends of Tuesday" music programme and the "I will be DJ" broadcasting skills training course. By establishing the "Mechanism to Promote Self-organised Activities for the Elderly", the design team wishes to enhance the social participation of the elderly gain insights on how DECC can evolve and develop new services.

- [3] Census and Statistics Department, Hong Kong Special Administrative Region. (2020, September). Hong Kong Population Projections 2020-2069, 5. https://www.statistics.gov.hk/pub/B1120015082020XXXXB0100.pdf
- [4] 2016 Population By-census Office, Census and Statistics Department, The Government of the Hong Kong Special Administrative Region. (2017, April 10). 2016 Population, Population Aged 15 and Over (Excluding Foreign Domestic Helpers) by Sex, Age, Year and Educational Attainment (Highest Level Attended). Main Tables on Commonly Used Results of the 2016 Population. https://www.bycensus2016.gov.hk/tc/bc-mt.html?search=B108b
- [5] Elderly Services Programme Plan, Working Group on Elderly Services Programme Plan, Elderly Commission. https://www.elderlycommission.gov.hk/en/download/library/ESPP\_Final\_Report\_Eng.pdf
- The Information Services Department, The Government of the Hong Kong Special Administrative Region. (2016, June 29). LCQ21: Promoting active ageing for the elderly. Press Releases of The Government of the Hong Kong Special Administrative Region. https://www.info.gov.hk/gia/general/201606/29/P201606290646.htm



## 



## Challenges Faced by the Elderly Centre in Midst of Societal Changes

長者中心面對社會轉變的挑戰





## 3.1

## Discovery of Design Challenges 設計議題發現

現時長者中心的角色是服務提供者,為長者提供社區支援服務,例如諮詢、外展、轉介等服務,並舉辦不同的活動,以幫助長者在社區過著健康、受尊重及有尊嚴的生活。另外,長者中心還會聯繫地區上各服務單位,更有效地運用社區資源,共同建立關懷長者的社區。但隨著人口老化急速加劇,長者中心的自身條件將不足以應付龐大的長者人口和長者背景的轉變,包括教育水平和經濟條件的提升。

為此,JCDISI 在設定議題之初,訪問了靈實長者地區服務的社工及長者會員,並因應中心的獨特背景,設定具體可行的設計挑戰。

At present, the key role of elderly centres is to run as service providers and offer community support services for the elderly. For instance, they have consultation, outreach services and referral services, and organise various activities to bring elderly a healthy, well-respected and dignified livelihood. Besides, elderly centres would connect and liaise with district-wide service units to better utilise community resources for the sake of establishing an elderly-friendly community. Nonetheless, the elderly centres are not well-equipped to meet the huge demand for services arising from the expanding ageing population and its change in composition of improved educational level and financial status

In view of this phenomenon, JCDISI has interviewed the social workers and elderly members of HoH DECS before drafting its feasible and practical design challenges with reference to the special background of HoH DECS.

## 3.1.1 Design Challenges Discovered from Symposium 從前期研討會發現的設計挑戰



## 3.1.1.1 鼓勵長者自發組織活動

## **Encourage Members to Initiate Self-organising Activities**

過往的長者中心是由職員主導,為會員提 供服務及活動,但隨著長者的知識水平、 能力逐漸提升,長者不再只是被動接受 服務,還會就服務提出意見,甚至參與 討論及策劃中心事務。以靈實長者地區服 務(以下簡稱「中心」)的「健步行小組」 為例,隨著小組逐漸成熟,組員會自發組 織活動,例如遠足、深港自由行等。這些 活動雖然不會歸入中心的服務指標(FSA) 中,卻可促進會員之間助人自助,建立良 好社區連繫網絡。中心樂見長者自行組織 活動之餘,亦期望可以藉此機會進一步推 動會員參與組織和舉辦中心活動等事務。 然而,因為種種原因,例如長者顧慮中心 立場、不清楚中心行政程序、會員意見不 一等,會員對主動在中心框架下自發組織 活動有所猶豫。我們能否探索一個創新方 案,促使有能力和意願的長者為同儕自發 組織活動,貢獻所長?

Past activities at the elderly centre were mainly staff-led with the purpose of offering services and activities for its members. However, in view of the gradual improvement in intellectual capacity and capabilities of the elderly members, they are no longer passive recipients of services, rather, they have taken a more proactive role in opinion sharing, group discussion and organisation of centre activities. Take the "Healthy Walking Team" run by HoH DECS (hereinafter referred to as "the centre") as an example, as the team develops over time, the team members would initiate their own activities like hiking, Shenzhen-Hong Kong tours, etc. Although these activities are not evaluated under the Funding & Services Agreement (FSA) of the centre, they are effective in facilitating self-help and mutual help between members and develop excellent connecting networks within the community. The centre is pleased to witness the selforganised activities from happening, it also hopes to take this as an opportunity to further encourage members to engage in organising and hosting centre activities. Unfortunately, couple concerns like skepticism against the centre's stance, lack of understanding of administrative procedures, failure to reach consensus among members would hold members back from self-organising activities under the centre's framework. Could we explore an innovative proposal to encourage capable and willing elderlies to contribute their might and self-organise activities for their peers?

### 3.1.1.2 鼓勵被動會員參加活動

## **Encourage Participation of Members with Low Motivation**

Due to the lack of manpower and space at the centre, most activities have limits on quota. Based on the principle of fairness, most activities are served based on drawing lots and first-come-first-served. The results of the interviews entail that female members are generally more enthusiastic and responsive to the enrolment of activities, whilst male members tend to be more discreet and passive. Most of the male members prefer having full knowledge of the activity details and keen interests in such events or being persuaded by staff for multiple times before taking enrolments. Though a handful of male members would actively enrol in the activities they are interested in, they may soon lose interest once they fail to enrol successfully or identify any peers to attend the activities alongside with them. Could we develop a proposal with the goals of raising the motivation of male members in joining the activities and allowing equal participation from both genders without overlooking their unique needs?

## 3.1.2 Pandemic Opportunity 疫情機遇



在新冠肺炎肆虐期間,各區長者中心被逼 暫停開放。由於長者屬高風險群組,政府 建議長者盡量留在家中,以減低受感染的 機會。長者長期困在家中,缺乏社交,可 能會影響其心理健康。隨著普羅大眾開始 在疫情下越來越依賴科技應付生活所需, 中心職員認為可以藉此契機,嘗試將部分 中心服務虛擬化,讓長者即使留在家中仍 可接受服務。以往政府推出過「長者數碼 外展計劃」, 鼓勵和協助長者使用數碼科 技。中心社工認為藉著疫情期間中心關閉 的機遇,可進一步推動長者接受和學習使 用數碼科技。因此,透過是次行動項目, 設計團隊嘗試將服務移師網上,測試長者 對虛擬化服務的接受程度,鼓勵長者學習 和適應虛疑化的服務。

During the COVID-19 pandemic, elderly centres across districts have been temporarily closed. Since the elderly are amongst the high-risk population, the government recommends them to stay at home as much as possible to lower the chance of infections. The psychological well-being of the elderly might be adversely affected due to prolonged loneliness and lack of social interactions. Given the fact that the general public is relying more and more on technological solutions to tackle daily needs during the pandemic, the centre staff believes that this is a golden opportunity to digitalise some of the centre services for elderly to enjoy at home. In the past, the government once advocated the use of digital technologies among elderly through the "ICT Outreach Programme for the Elderly". Similarly, the centre's social workers believe that it would be ideal for promoting acceptance and learning of digital technologies among the elderly during the closure of venues in the pandemic. Through this project, the design team has tried to digitalise some of the services to test the level of acceptance of elderly towards virtual services, as well as encourage the latter to learn and adapt to such services.

## 3.1.3 The Vision of Virtualisation 虚擬化願景



在社創行動項目展開前,設計團隊以「想像十年後的中心發展」為題,與中心進行討論。中心指出,十年後大部分長者都會熟悉科技應用,認為虛擬化長者中心服務將是未來的大趨勢。中心職員可以積極研究如何更好利用科技為長者服務,以配合長者日漸提升的學歷和能力水平。中心也需要思考如何銜接實體及線上服務,中心職員期望十年後,長者中心的「虛擬化」發展,能與長者一同跟上時代的步伐。

Before the launch of the action project, the design team has engaged in discussion with the centre staff on the theme of "The centre's development in 10 years". It is speculated that most elderlies would be familiar with digital technologies 10 years later, hence virtualising elderly services is the trendsetter. The centre staff could research how to maximise the benefits of using technologies to serve the elderlies, who have shown improvements in educational levels and capabilities over time. The centre should also consider how to enable seamless connections between physical and online services in the manner that the elderlies could enjoy the services anytime anywhere. The centre staff expects the development of virtualisation at the centre to meet the needs of the elderly and catch up with the pace of the society in the long run.



在研討會前期的共創工作坊,公眾參加者與中心職員組成兩個小組,分別就「鼓勵長者自發組織活動」及「鼓勵被動會員參加活動」兩個設計挑戰展開探討:

During the Co-creation workshop prior to the Social Innovation Symposium, the public participants and centre staff formed two small groups and engaged in discussion of the two design challenges, namely, "Encourage Members to Initiate Self-organising activities" and "Encourage Participation of Members with Low Motivation".

3.2

初步設計構想

**Preliminary Design Ideas** 



## 3.2.1 Encourage Members to Initiate Self-organising Activities

鼓勵長者自發組織活動



為解決以上問題,共創工作坊小組成員 提出中心可以嘗試改變其定位,從服務 提供者(Service Provider)轉為活動促 導者(Facilitator),再以雙核心的溝通 模式(Feedback Loop)定期與服務使用 者(Service User)溝通,鼓勵長者積極 規劃切合自己興趣和能力水平的活動,同 時不斷提升自發組織活動的成效與質素。 在這個框架下,中心擔當協調和輔助的角 色,例如幫忙宣傳、申請場地和提供意見 及協助等,以加強這些自發活動的安全保 障。讓長者自發組織活動除了有助他們邁 向「積極老齡化」外,中心的其他長者會 員也可以一同參與及分享他們的成果,讓 長者有發揮能力和分享知識的空間,從而 得到籌辦活動的滿足感。

During the Co-creation workshop, the group members discovered that the "baby boomer" elderlies have "threehigh qualities", which are "high academic qualifications", "high capabilities" and "high standards". These elderlies have higher expectations towards the elderly centre and hope for more diverse and high-quality activities. The centre staff used to lead the activities, therefore, the natures and frequencies of activities may not meet the demands of these elderlies. At the same time, these "three-high" elderlies are capable of organising their preferred and fit-for-physique activities. In addition, HoH DECS has learnt from past experiences that some members would self-organise some leisure activities, like challenging hikes or backpacking tour at a distant destination. Though the elderly centre used to organise similar activities, the motivation of the elderlies was low since they consider those activities to be rather boring and not challenging enough.

To solve the issues above, the Co-creation team proposed that the centre could reposition itself from a service provider to a facilitator by communicating regularly with the service users in the feedback loop. This would encourage the elderlies to actively engage in self-organising activities that suit their passion and capabilities, thus improving the effectiveness and qualities of such activities over time. Under this framework, the centre would take the coordinator and supporting roles, for example, promotion, venue rental, offering advice and assistance and so on, adding a safety net to these self-organising activities. Self-organising activities not only help the elderlies to enjoy their silver years with fulfilment, but also allow other elderly members to participate and share the positive outcomes, make the best use of talents, enable knowledge sharing and gain a sense of accomplishments from organising activities.

然而,在共創工作坊小組試驗的過程中, 我們發現長者對於舉辦活動有不同的顧 慮。在社交方面,有些長者害怕別人覺 得他們是為了「出鋒頭」而參與,或擔心 在準備過程中因與人爭執而有損中心的 語;在籌辦活動方面,有些長者擔心和 的做法可能有違中心指引,令他們更抗束 自發舉辦和組織活動。因此,在試驗結束 後,設計團隊認為中心可以為長者舉辦 動提供階段性的輔助,例如在初期派職員 在旁協助他們籌備活動,確保活動細節符 合中心指引,消除長者的疑慮。 It should be noted that during the prototype stage of the Co-creation workshop, we have identified different concerns of elderlies towards self-organising activities. From the social aspect, some elderlies fear that they might be mistaken as stealing the spotlight, or harming the harmonious relationships with others during the preparation of activities. In operational sense, some elderlies worry that their approaches may violate the centre's guidelines, which deters them from organising their own activities. At the end of the prototype testing, the design team believes that the centre could guide the elderlies on self-organising activities in stages. For instance, the centre staff may coach them in event organisation at the beginning to ensure all guidelines are met and clear all doubts.



## 3.2.2 Encourage Participation of Members with Low Motivation

鼓勵被動會員參加活動

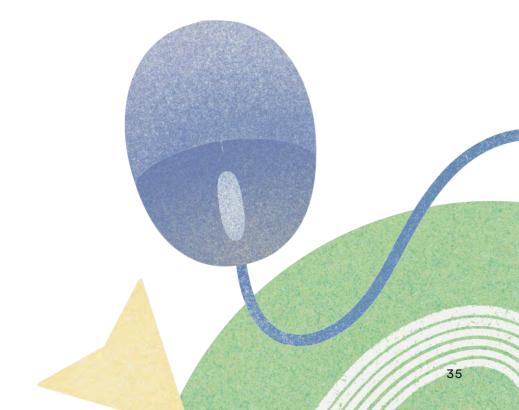


「被動會員」是指已登記成為中心會員但 幾乎從不參與活動的長者,中心職員指出 此類長者中男性佔大多數。共創工作坊小 組成員在與中心長者的訪談時,發現女 性會員較傾向呼朋結友一起報名,但男性 會員往往比較被動;即使有少部分男性會 員會踴躍報名感興趣的活動,但因他們未 能及時報名或班組裡沒有同伴而對活動失 去興趣。小組成員亦發現男性會員參與活 動時,會考慮到自身在活動中的角色及貢 獻,期望從活動中獲得成就感。

為解決以上問題,共創工作坊小組提議建立只為男性而設的「浪人俱樂部」空間,由主動的男會員在空間內自發組織他們熱衷的活動,然後以朋輩關係帶動被動男會員參與。「浪人俱樂部」的第一個試驗活動為剪報分享,由中心職員邀請男性長者訂立主題並分享有關健康和文化等資訊予其他會員,期望讓長者有更高的參與度和增加他們的成就感,促進會員之間建立良好的社交關係,並擴闊社交網絡。

"Passive members" refers to those registered members who never participate in the centre's activities. The centre staff pointed out that males take up a huge portion of passive members. During the interviews, the Co-creation team identified that female members tend to call upon their friends to enrol in activities with them, whilst male members are much more passive. There might be activities that some male members are interested in, but then they either miss the enrollment or lose interest due to lack of company. Co-creation team members also mentioned that male members would consider their roles and potential contributions, even more so, wish to gain a sense of accomplishment from the activities.

The Co-creation team suggested to establish a male-only "Hippie Club" space to solve the issues above. Active male members could self-organise activities they are passionate about and invite other passive male members as peers. "Hippie Club" first prototype activity was news clipping sharing. The centre staff invited male elderlies to set up specific themes and share health- or culture-related information with other members. It was hoped that the level of participation and sense of accomplishment could be enhanced, as a result, establishing good interpersonal relationships and expanding social networks among members.



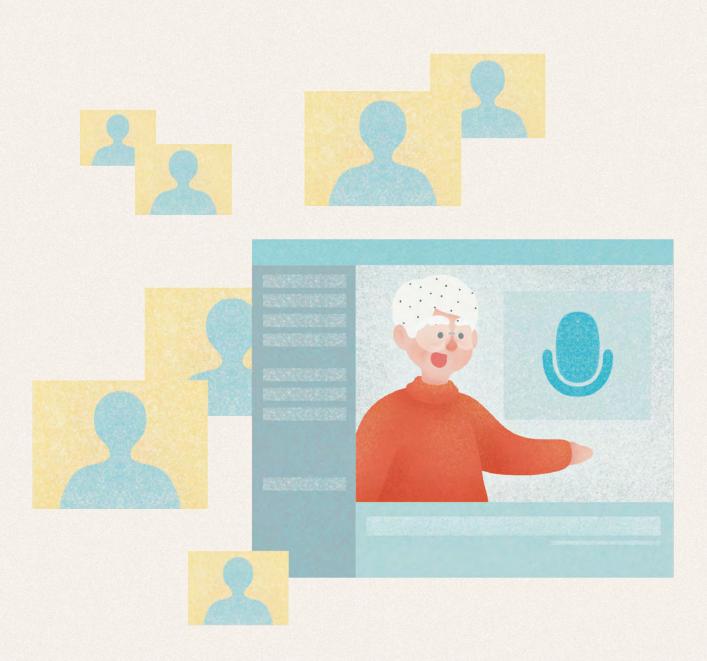
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### **Theoretical Framework**

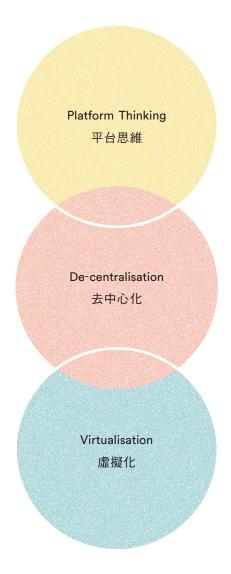
# 理論架構





進入行動項目階段,設計團隊檢討過兩個共創工作坊小組的試驗結果後,建議融合兩個設計方案,利用一個 DJ 音樂廣播活動去同時達至鼓勵長者自發組織活動及吸引被動會員參與兩個目標。在策劃這個活動的過程中,設計團隊運用到「平台思維」(Platform Thinking)、「虛擬化」(Virtualisation)及「去中心化」(De-centralisation)三個原則設計。

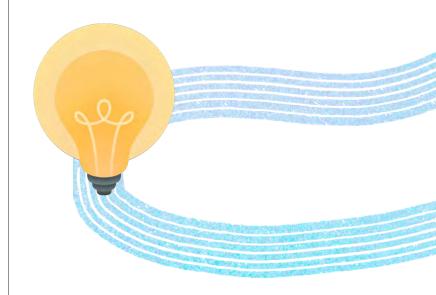
When proceeding to the action project stage, the design team proposed the combination of the two design ideas after evaluating the prototype results of the two Co-creation teams. It resulted in the idea of a "Silver Age DJ" programme to achieve the dual goals of encouraging members to initiate self-organising activities and encourage the participation of members with low motivation. During the programme planning process, the design team followed the three key design principles, namely "Platform Thinking", "Virtualisation", and "De-centralisation".



#### Platform Thinking 平台思維

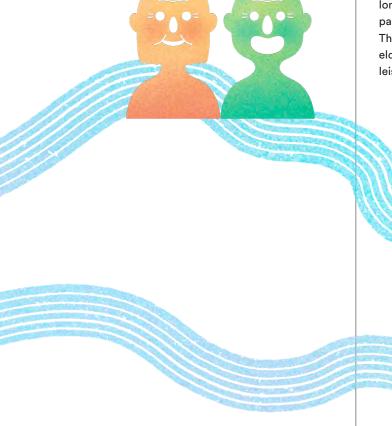
「平台思維」是由印度學者 Sangeet Paul Choudary 提出的 嶄新創意思維,意指在商業環境之中,藉由帶動顧客、公 司、環境參與和品牌的互動,繼而創造市場價值的概念。 這個概念讓原「服務提供者」變成一個平台,讓所有「使 用者」都變成「服務提供者」。舉例來說,香港商場公共 廁所約五年前先後裝置「廁所板消毒噴霧器」,原意是讓 使用者在使用前可清潔廁板,使用時更安心。此舉動卻因 利乘便,不經意讓「用家」也變成「服務提供者」。研究 發現,比較同區有提供廁所板消毒噴霧器的公廁,即使官 方清潔頻率較低,亦比清潔頻率較高但沒有提供消毒噴霧 的廁所更乾淨。由此可見,從設計舉動引發「平台思維」, 有效讓所有持份者增加歸屬感和責任感,為「平台」的公 共利益而付出,形成一個良性循環。

這種「平台思維」也可以應用於長者中心之中。現時的長者中心的服務模式較為傳統,由中心評估長者的需要來制訂有關服務內容,並提供服務予長者。過程中,中心需要考慮其他因素,例如資源限制、既有機制和指引,並要達成政府訂立的關鍵服務指標(即津助及服務協議,FSA),有可能導致中心提供的服務與長者的實際需要之間出現落差。要消除這種落差,長者中心可以嘗試令長者會員從「服務使用者」變成「服務提供者」。譬如長者在中心學習了攝影技巧,中心可以邀請他們籌辦一個攝影展,讓他們在展覽中展示其成果,讓更多人看他們的作品。這種做法可以給予長者支持和鼓勵,提高長者再次參與活動的動力。長遠而言,長者中心可以成為一個人人有份的平台,提高長者在中心的歸屬感。中心亦可從中觀察長者喜歡學習哪些技能,以調整日後計劃開設班組的方向。



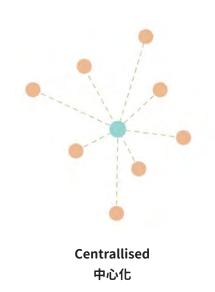
"Platform Thinking" is a cutting-edge innovative thinking approach raised by an Indian scholar named Sangeet Paul Choudary. It refers to the creation of market values by engaging customers, companies, environments in interactions with the brand under a commercial environment. It allows the service provider to turn itself into a platform, in the sense that all users would become service providers. For instance, Hong Kong's shopping malls started installing sanitising spray dispensers for toilet bowls in their washrooms, unintentionally turning users into service providers. Research studies show that these washrooms with self-service sanitising spray dispensers with less frequent janitor clean-ups ended up appearing cleaner than those without dispensers but with more frequent janitor clean-ups. It is concluded that inducing "platform thinking" in a design can effectively enhance the sense of belonging and responsibility, attract contributions for the common good on the platform and create a positive cycle.

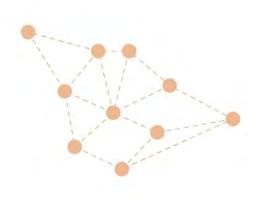
This type of "platform thinking" can also be applied within the elderly centre. The service mode is rather traditional currently since it requires the centre to run assessments on the elderly's need, formulate service contents, and provide service to elderly accordingly. During the process, the centre needs to consider other factors, such as limitations on resources, existing mechanism and guidelines, and the key performance indicator (i.e. the Funding and Service Agreement, FSA) laid down by the government, which may lead to discrepancies between the service quality and the expectations from the elderly users. To eliminate these discrepancies, the elderly centre may try to turn its members from service users into service providers. For instance, the elderlies may first learn photography skills, then the centre may invite them to display their work at a photo exhibition and promote exposure. This could provide acknowledgement and encouragement for the elderly and motivate them to join new activities again. In the long run, the elderly centre could become a platform for equal participation and enhance the sense of belongings of the elderly. The centre could also take the chance to observe the skills that the elderly truly enjoy, in order to adjust the plans for subsequent new leisure classes.



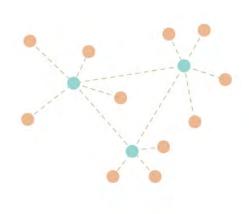


# De-centralisation 去中心化





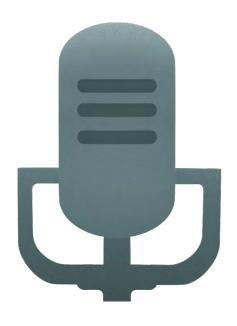
Scattered/ Distributed 分散化



De-Centrallised 去中心化

「去中心化」的概念原意是以開放、透明,並非由中央系統的單一機制去管理,而是利用分佈式系統來提高互動、創作與交流的發展。將「去中心化」的概念套用在長者中心時,「去中心化」所指的「中心」並非指「長者中心」,而是將傳統舉辦活動的各個步驟從負責的職員身上分拆,讓長者參與和負責籌辦活動的部分,從而提高長者的參與度。除此之外,長者在過程中有機會主動分享自己的興趣和需要,讓職員加深對他們的了解,建立長者的信心和能力。

The original concept of de-centralisation is to manage in an open, transparent, non-centralised manner by using the distributive system to promote interactions, creation and communications for development purposes. When the concept of de-centralisation is applied to elderly centres, the "central core" is not referred to the centre itself but the conventional procedures of event management. The procedures are no longer executed by the centre staff, instead, the elderly would take the lead and responsibilities to organise activities, thereby enhance their level of participation. Besides, the elderly may express their interests and demands along the way and allow the staff to understand more about them, building confidence and abilities among the elderly.

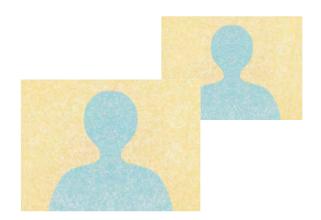


#### Virtualisation 虚擬化

「虛擬化」是指傳統活動將不再侷限於實體場景進行,而轉為透過科技在不同地方遙距進行。舉例來說,外國的「大規模開放線上課程(MOOC)」基於遠距學習(Distance learning)的演變而出現,因為美國或澳洲想入讀大學和在職進修的人數眾多,到大學上課需要穿州過省,甚為不便;於是大學高層將所有自學教材(Learning kit),郵寄給居住在遠處的學生,讓學生跟着固定日程修讀,並輔以電郵、長途電話,或於假期時讓學生親臨大學參加面授導修課以確保教學質素。由此可見,將服務「虛擬化」能取代部分實體見面的服務或活動,減少服務提供者與服務使用者因地域限制帶來的不便。

在溝通的過程當中,設計團隊發現中心對服務「虛擬化」 的態度亦相當積極。尤其在新冠肺炎疫情持續期間,長者 中心在執行實體活動方面極為困難,更需要借助科技為長 者提供服務,以及加強與長者的溝通。

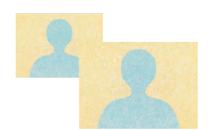
由於中心過去有成功舉辦「麗花皇宮之夜」音樂舞會的經驗,而且有相關廣播器材,設計團隊決定根據上述三個原則,設計及籌辦《聲聲相識星期二》音樂節目及《我要做 DJ》訓練班,測試由長者自發組織活動的可行性,並以具持續性目標的活動推動長者學習。



Virtualisation means that traditional events are no longer limited to physical venues, but at different venues in the remote mode with the help of technologies. Take the foreign "Massive Open Online Courses" evolved from distance learning as an example. Given the surge in demand for university education and on-the-job training in the United States and Australia, it would be very inconvenient for students to commute long distances to attend lessons at universities. Managements of universities then mail the self-learning kits and course packs to students who live far away, which allows them to self-study according to schedules with backup support like emails, long-distance calls, face-to-face tutorials during term breaks to ensure teaching quality. It is evident that virtualising services could replace part of the physical face-to-face services or activities and eliminate the physical barriers between the service providers and service users.

In midst of communications, the design team discovered that the centre was very positive towards the virtualisation of services, especially during the COVID-19 pandemic where it was very difficult to execute physical activities at the elderly centre. This is how technology was much needed to provide services for the elderly and enhance communications with them.

Since the centre had the successful experience with running the "Lai Fa Palace Night" music prom with the necessary broadcasting equipment, the design team decided to adhere to the 3 principles above and organise two "Silver Age DJ" programmes called "Music Friends of Tuesday" and "I will be DJ" training course to test the feasibility of self-organising activity by the elderly and promote lifelong learning among the elderly with activities that have sustaining goals.



# 



# Pilot Silver Age DJ Programme at Haven of Hope District Elderly Community Service

以靈實長者地區服務的銀髮 DJ 活動為試驗



#### Programme Overview 活動概覽

受疫情影響,中心在 2020 年初暫停開放,只維持有限度服務。考慮到偶到服務被迫暫停,設計團隊打消在中心使用廣播系統的做法,轉為邀請四位男長者主持人到中心錄製節目《聲聲相識星期二》,再上載至網上給其他會員收聽。經過討論,設計團隊與長者主持人設定《聲聲相識星期二》為每兩星期一次的音樂廣播節目,節目長度約為 30 分鐘。在 2020 年6 月 23 日首播後,設計團隊邀請了新城電台DJ 葉泳詩為長者的表現作出改善建議。

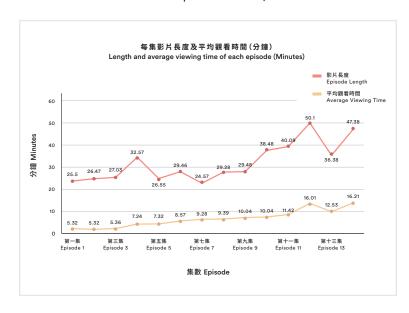
隨著長者主持人漸漸熟練錄音過程,中心在 2020 年 9 月邀請一位女會員加入成為主持。 其後,設計團隊在 2020 年 10 月籌辦為期四節的《我要做 DJ》訓練班,邀請了商業電台(商台) DJ 黃志淙及馬騮搣教導長者廣播節目的知識和技巧。訓練班結束後,中心職員更邀請了六位有興趣實踐所學的長者加入成為《聲聲相識星期二》的主持人。

是次試驗以《聲聲相識星期二》首十四集的表現及數據作分析,首十四集的總觀看人次達 1512 人次,每集平均觀看人次為 108。從下圖可見,經過十四集的試驗,長者主持人的整體製作能力均有所提升(由最初每集約 20多分鐘節目,到第八集後,每集均超過 30分鐘),而觀眾的平均觀看長度亦有穩定上升(由最初每集平均觀看時間為約 5 分鐘,到第六集後,每集平均觀看時間均超過 9 分鐘)。

Under the impact of the pandemic, the centre was temporarily closed in early 2020 with limited service provision. Paying due regard to the suspension of drop-in services, the design team substituted the centre's broadcasting system approach with the pre-recorded approach. The 4 male elderly hosts were invited to the centre to record the "Music Friends of Tuesday" programme, which was then uploaded online for other members to listen. After discussions, the design team and elderly hosts agreed with running this music programme on a bi-weekly basis at 30 minutes each. Since its launch on 23rd June 2020, the design team invited DJ, Ms Yip Wing Sze from Metro Broadcast Corporation Limited (Metro Radio) to provide recommendations for improvement based on the performance of the elderly hosts.

As the programme hosts became more familiar with the recording procedures, the centre invited one female member to join as a new host in September 2020. After that, the design team organised four sessions of "I will be DJ" training in October 2020 and invited DJs Mr Wong Chi Chung and Ms Monkeymit from Commercial Radio Hong Kong to coach the elderly on broadcasting knowledge and technique. Once the training sessions were over, the centre staff invited 6 enthusiastic elderly learners to be the hosts of the "Music Friends of Tuesday" programme.

This pilot test took data from the first 14 episodes of "Music Friends of Tuesday" for analysis. The total hit rate reached 1512 with an average of 108 viewers per episode. As seen from the chart below, after 14 episodes, the elderly hosts had shown improvement in production skills (episode length increased from around 20 minutes at the beginning to over 30 minutes from the 8th episode onwards) and the viewership has also risen steadily (average viewing time increased from 5 minutes at the beginning to over 9 minutes from the 6th episode onwards).



#### Design Objectives 設計目的

# **5.2.1** Encourage Members to Initiate Self-organising Activities

鼓勵長者自發組織活動



在長者中心的傳統服務模式中,職員是服務提供者,而長者則是活動參與者。中心所提供的課程及講座、休閒活動較為單向,而且不強調互相反饋,導致長者較為被動。另外,中心的會員有不同程度的能力,例如當舉辦活動的性質偏向能力較佳的長者時,或容易令能力低的長者減少參與活動。

In the traditional service mode at the elderly centre, the staff is the service provider and the elderly would be participants to activities. The programmes and talks that the centre provides are rather one-way and lack feedback loops, resulting in passiveness among the elderly. Also, different members have different levels of capabilities, when activities cater for the higher-ability elderlies, the lower-ability ones may feel left behind.

During the design process, the design team tried to reposition the statuses of the centre staff and elderly, so that the latter would become a co-organiser of activities and the former would take the roles of observer and catalyst. For example, the centre staff would lead the elderly hosts in making programme decisions, choosing songs, writing scripts and recording, providing assistance in troubleshooting during the production of initial episodes of the "Music Friends of Tuesday". The design team hoped that once the elderly felt confident in handling the workflow, they could complete the tasks themselves and help each other without relying on the centre staff. Through this new activity-organising model, the elderly could find a place for themselves and manifest their skill sets, plus create an atmosphere of active learning and helping one another. This aligns with the original intention of bringing in platform thinking, that is, to reduce the hierarchy between the elderlies and the centre.

# **5.2.2** Experiment the Virtualisation of Programme 試驗將活動虛擬化



隨著現今科技發展、長者的經濟和學歷條件有所改善,長者服務虛擬化是未來的發展趨勢。設計團隊和中心嘗試善用現有科技去連繫長者,為長者提供更多元化的服務和活動,以滿足新一代長者不同的需求。將科技融入長者服務,不但為普通會員提供更便利他們參與中心活動的方法,也為行動不便的長者增加參加與中心活動的機會,提高他們的社區參與度,長遠能以科技提升長者中心的服務質素。

新冠肺炎疫情期間,大部分實體服務被迫暫停,促成讓是次試驗項目加快「虛擬化」的機遇。中心職員判斷偶到服務短期內未有機會恢復,所以籌劃《聲聲相識星期二》以網上節目的形式發展,將長者主持錄製的節目上載至互聯網,供其他會員在家中收聽。《我要做 DJ》訓練班同樣因疫情關係,決定於網上進行,讓導師與長者透過線上視像會議應用程式上課。設計團隊希望透過項目了解推行虛擬化服務在現階段可以推行的程度和未來發展的可行性。

參與是次項目的基督教靈實協會長者地區 服務位於將軍澳區,區內有較多高收入及 高學歷的長者,因而在試驗長者服務虛擬 化時較有優勢。未來在香港其他地區嘗試 推行虛擬化長者服務時,亦須留意各區長 者的特點,設計合適該區長者的虛擬化服 務。 Given the rapid advancement in technologies nowadays and the improvement in financial status and academic qualifications of the elderlies, virtualisation of elderly services is becoming the trend. The design team and the centre try to connect with the elderly with efficient use of existing technologies, offer more diversified services and activities to meet the demands of elderlies of the new generation. By blending technologies into elderly services, not only would it allow regular members to participate in activities in a convenient manner, but also maximise the chances for elderlies with limited mobility to join the events or enhance their levels of social participation, which improves the service quality of elderly centres in the long run.

Throughout the COVID-19 pandemic, most physical services have been suspended which actually prompted the virtualisation of our pilot project. The centre staff believed that drop-in service could not be resumed shortly, hence they organised the "Music Friends of Tuesday" as an online programme and uploaded the episodes onto the Internet for other members to listen at home. The "I will be DJ" training course also switched online via online video conferencing app. The design team hoped to understand the difficulties and opportunities posed by virtualising the services, in order to assess the extent to which virtualisation of services could be promoted and its feasibility for future service development.

The participating organisation HoH DECS is located within the Tseung Kwan O district, where elderly with higher income and better academic qualifications are found. As a result, HoH DECS enjoyed advantages in testing the virtualisation of elderly services. When similar virutalised services for the elderly are promoted in another district in the future, the characteristics of the elderly in that particular district should be taken into account as well, such that they could tailor to the needs of the elderlies there.

#### Design Principles 設計原則

「銀髮 DJ」社創行動項目是藉著組織一個讓長者會員有高投入度的活動,改變長者中心的運作、與其長者會員的行為,以達至促進長者「積極老齡化」的目標。因此,在設計項目時,我們著重從長者會員及長者中心兩者的角度出發,提出以下的設計原則:

The "Silver Age DJ" Action Project aims at changing the operation of centre and member behaviours by engaging elderly members actively in activities, thus reaching the goal of "Active Ageing". Therefore, during the programme design process, we focused on the perspectives of bothe the elderly members and the elderly centre and put forward the following design principles.

#### 5.3.1 Members

#### 會員



#### 5.3.1.1. 以會員興趣出發

#### **Member Interest-oriented**

挑選活動時,可先考慮中心會員興趣, 有趣的項目能夠吸引會員參與,提升可 者的參與度。在開始試驗初期,中立 先選定目標對象,例如向來較為 積極參與活動的會員,找出動方 ,或邀請他們提出動方活動與趣 的內容,也可以選擇性別中時兼顧期 例如音樂分享或飛鏢等計劃前期邀請 是者參與,亦能提升及保持他們 與感與(engagement)及「主人翁精神」 (ownership)。

While deciding the activities, members' interests could be considered first because interesting activities could increase the motivation of members and enhance their participation rate. At the beginning, the centre can first identify the target participants of the activity, for example, those active and engaging members, and then find out their interests or solicit them for suggestions on the nature of activities. Gender-neutral activities, such as music sharing and dart-throwing, are preferable as well, catering for the interests of both male and female members at the same time. By inviting targeted elderlies at the early phase of the recruitment can also enhance and maintain their level of engagement and ownership.

#### 5.3.1.2. 安排不同形式的活動 Arrange Different Types of Activities

活動形式包括活動的長度、難易度、互動形式等。長度方面,短期活動不需要表投入太多時間,適合讓他們嘗試新專與程可以讓確定自己對活動感與題人時間的長者學習對於該活動與實踐。難易度方面,雖可以考慮課程應由淺入深,雖如入門政者處課程應,如入門政者。雖不可以分階段進行活動。與實際不可以考慮將活動設為體驗式或參與定之餘,以考慮將活動設為體驗式或參與度之餘,讓他可多機會回饋自己的想法和意見。

The format of activities refers to the duration, level of difficulty, interactiveness, and so on. For the duration, short-term activities require less time commitment, which encourage elderly to try new things, whilst long-term programmes can equip elderly with more professional knowledge and allow them to learn and practise on that subject for a longer timeframe. In terms of the level of difficulty, the centre could consider building foundations with elderly together at the beginning of the programme, or setting the programme in phases, like beginner classes and advanced classes, so that elderly with different level of knowledge and skills can choose the class that is suitable for them. In terms of interactiveness, in addition to oneway lectures, the centre could also consider adopting the experiential or participatory approach to enhance their elderly's participation in the activities and provide channels for them to feedback or express their opinions.

#### 5.3.1.3. 技術性要求要清晰 Clear Technical Requirements

不同的興趣班對長者的體力和能力都有各自的要求,例如長者自由搏擊班對體力的要求較高,而男性比女性有更多體力,可接受訓練的強度亦會比女性高。故中心應該清楚劃分不同難度和能力要求的班別,避免能力差距太大的長者參與同一活動,而出現參加者跟不上進度的情況。不過,中心亦應避免主動劃分長者的能力,而是由長者自行決定,按自己的能力選擇適合的活動。

Different interest classes would have different prerequisites upon the physical strengths and abilities of participants. For example, the requirement for strengths is higher for the elderly free boxing class. Since men generally have more strength than women, the intensity in which men can endure in physical training may be higher than that of women. Hence, the centre should clearly indicate the level of difficulty and intensity of the class. The centre should also avoid putting elderlies with huge disparity in skills or capability in the same class to prevent some of the participants from lagging behind. However, the centre should also avoid classifying the elderly arbitrarily but let elderly make their own decisions with reference to their own capability instead.

#### **5.3.2** Centre

中心



#### 5.3.2.1. 職員輔助 Staff Assistances

在開始初期,長者經驗尚未成熟,中心可以與長者一同進行組織活動的工作。中心參與部分包括:(1)中心與長者建立共同願景、(2)中心委任職員參與、(3)向目標長者宣傳、(4)前期策劃、(5)共同實驗制定的自發組織活動及(6)以參與職員為橋樑,建立中心與長者的溝通。

與長者進行策劃活動的討論時,中心需要 考慮實行方案所涉及的技術要求及支援。 中心可先檢視職員是否配備相應技能,及 是否有能力作活動支援;如中心職員未有 配備相關技能,中心亦可考慮尋找外部人 士作支援,並預算服務所需的開支、人力 資源,以及相關服務在市場上的可得性。

當長者自發組織活動時,中心可適時提供協助。在過程中,長者可以以中心名義宣傳活動來吸引更多的參加者,職員亦可以幫忙把關其他籌備活動的細節,使活動得以順利進行。

At the beginning, the elderly lacked the experience so the centre staff would organise activities hand in hand with them. The centre would get involved in (1) constructing the vision of the activity, (2) delegating suitable staff members, (3) promoting the activity to targeted groups of elderly, (4) preliminary planning, (5) implementing the proposed self-organised activity together, and (6) acting as the intermediary between the centre and the elderly.

The centre needs to consider the technical specification and support required when having discussion on event planning with the elderly. The centre also needs to evaluate whether its staff is equipped with the necessary skills and has the capacity to support the planned event. If not, the centre may consider seeking help from external parties and estimate the required budget and manpower, and consider the availability of related services in the market.

When the elderlies organise their own activities, the centre could offer help at the right time. Throughout the process, the elderlies could promote the activities in the name of the centre so as to attract more participants. The centre staff could also backup the events and ensure that they could run smoothly.



#### 5.3.2.2. 物資支援

#### **Material Support**

長者在自發組織活動時,通常都會在尋找 合適資源方面遇到困難,例如缺乏可用的 場地和設備。中心可以協助長者獲得所需 資源,例如提供中心空間作活動場地,或 以中心名義預訂政府場地,以增加長者可 用作舉辦活動的空間。另外,職員亦可以 替長者以中心名義申請資助,增添設備或 購買物資予長者上各種訓練班,例如錄音 咪、健身器材和咖啡機等。 When elderlies organise their activities, they usually encounter problems when finding appropriate resources, for instance, unable to find venues and equipment needed. The centre could assist elderlies in getting these resources, such as providing the centre's space as the activity venue or rent government venues in the name of the centre to maximise the activity space. Besides, the staff can help elderlies to apply for subsidies in the name of the centre for purchasing necessary equipment or supplies for different training courses, such as stereo microphones, gym equipment and coffee machine, etc.

#### 5.3.2.3. 加入能力提升的元素 Integrate an Element of Empowerment

持續學習能讓長者感到快樂和滿足,使他們身心健康,因此,策劃活動時,可留意加入能力提升的元素。例如,在訓練班設定目標,使長者在完成訓練後,需要應用習得的知識和技巧於下一項自組活動中。

在設計和執行能力提升項目時,應因應各 參加者原有的技能差異及特點,配合他們 不同的步伐,給予足夠的時間、空間和資 源,讓參加者掌握相關的能力。隨著能力 越趨成熟,他們會進一步追求學習的「闊 度」和「深度」。闊度是指涉獵與主題相 關的學習範疇;深度則是指向每個學習範疇深入探索的程度。當長者就某個學習 範疇向此兩個維度探索,其能力也會越趨 「專業」,長者中心可以與長者商量、按學 習需要而調節「專業」的程度。 Continuous learning can give the elderly a sense of happiness and contentment, resulting in better physical and mental health. Therefore, elderly centre could infuse elements for empowering elderly in the activities. For example, the centre can encourage elderly participants to apply the knowledge and skills learnt in the training course to the next selforganised activity.

When designing and implementing programmes that aim to empower elderly, the centre need to adapt to the elderly's skill level, personal attributes and learning pace and offer adequate time, space and resources for them. As their skills develop, they will further pursue the knowledge in "width" and "depth". "Width" refers to the spectrum of learning areas one has touched upon, while "depth" refers to the degree of exploration in each learning area one has digged into. When the elderlies explore a subject towards these two dimensions, they will gradually become "professional" on it. In this regard, the elderly centre could discuss with the elderly and adjust the level of "professionalism" according to their learning needs.

#### Design Foci 設計重點

是次項目希望設計一個讓長者中心發展一個推動長者自發組織活動的流程,為其他中心作參考。設計團隊透過「銀髮 DJ」項目,觀察到長者在整個過程不同階段都有不同的需要,得出以下設計重點。這些重點可以幫助中心更順利了解長者的需要,以及在籌備活動時有更周全的考慮。

This project hopes to design a workflow for the elderly centre to advocate self-organised activities by the elderly and serve as a reference for other centres. The design team observed the varying needs of the elderly at different phases throughout the "Silver Age DJ" programme and devised the following design foci. These foci can assist the centre with understanding the needs of the elderly and facilitate holistic planning of activities.

# **5.4.1** Communicating and Reaching Consensus with the Elderly

與長者溝通及達成共識



籌辦此類鼓勵長者參與的活動,中心與會員之間持續、有效及良好的溝通十分重要。活動的發展方向與決策都應該得到參與的長者們同意,所以中心必須了解長者的想法、期望、能力等,讓活動可持續進行。

在籌辦「銀髮 DJ」活動初期,中心職員物色四位目標會員成為核心團隊,並了解他們的想法及能力。他們一致認為可以參考以往成功舉辦「麗花皇宮之夜」音樂舞會的經驗,發展一個新的音樂節目。由於音樂能帶出很多舊時代的共同回憶,容易令中心的會員產生共鳴,相對於其他類型的節目,應較容易實行。

Maintaining continuous and effective communications between the centre and the members are crucial when organising activities with huge participation of elderly. The directions of development and decisions should be agreed by the participating elderly, so the centre must understand the thoughts, expectations, and abilities of the elderly, in order to allow smooth execution of the activities.

At the initial stage of organising the "Silver Age DJ" programme, the centre staff targeted four members to form the core team and tried to understand their thoughts and abilities. They all agreed that they could make reference to the successful "Lai Fai Palace Night" music programme and create a new music-related programme. Since music can bring forth lots of shared memories of the older times, it could better relate the members to the programme. This makes it easier to implement when comparing with other types of programmes.

中心職員亦需要掌握長者期望,適時提供協助及培訓,推展活動。在《聲聲相識星期二》開始之初,有部分長者因擔心自己能力不足而卻步;後來,部分長者表示害怕自己的口才差,但仍想繼續嘗試,大家一致認為能力不一亦沒有問題。設計團隊亦嘗試提出,在節目開始前為大家尋找事業的 DJ 作培訓,但長者均認為參與此活動只為興趣,「唔使咁專業」。在經歷數節錄音後,長者對尋找專業的 DJ 作培訓有所改變,認為「可以試試」。

持續的溝通及觀察,對了解長者的想法、 溝通彼此的期望及推展活動十分重要。中 心亦應因時制宜,在不同的時候提出合適 的輔助及建議。 The centre staff also needs to handle the expectations of the elderly, offer appropriate assistance and training, and further develope the activities. At the initial stage of producing "Music Friends of Tuesday", some elderlies were reluctant to join due to lack of capabilities, some lacked confidence in public speaking yet they were willing to try. The team all agreed that difference in ability would not be an issue. The design team also pointed out that training with professional DJs could be arranged before the first recording, but the elderly thought this is just a leisure activity, and they would not need such professional knowledge. After the first few episodes, the elderly had changed their attitude towards professional DJ training and were willing to give it a try.

Constant communications and observations would be conducive to understanding the elderly's thoughts, communicating each other's expectations, and developing the activities. The centre also needs to be adaptive and flexible in providing support and advice at appropriate times



# **5.4.2** Preparation and Resources 事前準備及物資



《聲聲相識星期二》最初三集是由長者相 約在中心進行會議和錄音;後來因疫情關係,中心暫停開放,節目籌備會議改用線 上視像會議應用程式進行,然後主持人在 會議後各自撰寫講稿,透過智能手機應用 程式錄音及傳送給職員,由職員剪接成節 目影片。

在中心進行錄音期間,職員會事先準備好錄音器材,讓四位長者主持一起共用。長者只需要準備好內容便可以進行錄音。在改以手機應用程式錄音後,考慮到長者的智能手機型號不一,可能會影響收音品質,職員決定採購智能手機錄音咪,寄送到長者家中。

設計團隊發現長者收到錄音咪後,會認為自己做的事情踏入了「專業」的門檻,會 更投入和熱切地參與錄音過程。團隊相信 如果計劃初期便已有「入門套裝」,長者 使可以更順利投入活動。 The first three episodes of the "Music Friends of Tuesday" programme were discussed and recorded face-to-face at the elderly centre. However, the centre was temporarily closed due to the pandemic. As a result, the meetings were switched online via online video conferencing app. The hosts would then write their own scripts, make their individual recording, and pass those recordings to the centre staff using smartphone apps. The centre staff would then combine all submissions into a full episode.

During the recording process at the centre, the centre staff would prepare the recording devices in advance and the four elderly hosts would share them. The hosts just needed to prepare the scripts ahead of time before the recording session. After switching to recording with smartphone app, there was a concern about the audio quality since the hosts were using different models of smartphones. Hence, the centre staff decided to purchase microphones for smartphones and mailed them to the elderly's homes.

The design team found that once the elderly hosts had received their new microphones, they would think they more "professional" than before and would engage more actively and enthusiastically during the recording process. The team believed that a "starter kit" given at the initial stage of the project would assist the elderly in engaging at the beginning.

設計團隊認為「入門套裝」的概念可以套用 到不同長者中心的活動,把相關硬件及「實 習指南」放於「入門套裝」內,可以提升長 者組織與參與新活動的動力。「實習指南」內 甚至可以加入網絡影片的二維碼,讓長者除 了透過文字,還可以透過聲音和影像學習新 技能。 The design team hopes to apply the concept of "starter kit" upon activities organised by elderly centres. The relevant equipment and a "practical guide" could both be incorporated in the "starter kit" to enhance the motivation of the elderly in participating in new activities. The "practical guide" may even include the QR code of online videos for the elderly to pick up new skills via audio or video learning on top of the written paragraphs.







#### 5.4.2.1. 銀髮 DJ 入門套裝 Silver Age DJ Starter Kit

「銀髮 DJ 入門套裝」是一套簡單的錄音 套裝,內附智能手機錄音咪,以及「銀髮 DJ 實習指南」。實習指南的內容是錄音過 程的重點,例如教長者錄音前先寫稿、如 何準確咬字及發音、準備合適的錄音環境 等。長者透過入門套裝,便可以大概掌握 錄音需注意的事項。

「銀髮 DJ 實習指南」從「流程」、「設備」、及「個人」三個方面提出準備錄音前需要注意的事項。長者中心在未來計劃籌辦其他活動時,都可以考慮這三個方面的因素,在實習指南提供合滴的建議。

The "Silver Age DJ Starter Kit" is a set of simple audio-recording devices, including an audio-recording microphone for smartphones and a "Practical Guide for Silver Age DJ". The practical guide states the key reminders in the recording process, for example, write a script before recording, make accurate articulations, dictions and pronunciations, prepare a suitable environment for recording, etc. With the starter kit, the hosts could understand the points-to-note for recording.

The "Practical Guide for Silver Age DJ" points out the prerecording points-to-note from the three aspects, namely "Workflow", "Equipment", and "Personal Preparation". The elderly centre may consider these aspects when providing suggestions in the practical guide for future activities.





#### 流程方面

#### Workflow

「銀髮 DJ 實習指南」中就流程的建議,包括:決定節目主題時應注意節目內容會否引起聽眾不安或反感;決定好主題後需要先準備內容及寫稿;如多於一個長者主持節目時,對話內容需要互相配合等。

「流程設計」即將一個活動進行的先後次序拆解,具體地考慮相關細節的準備和影響,以製作合邏輯而順暢的活動計劃。若未來要構思及準備非錄音節目,例如要籌辦遠足活動,在流程方面應考慮的便是計劃路線、交通、預先與親友交代行程等內容。

The "Practical Guide for Silver Age DJ" makes couple of suggestions, including select appropriate topics that will not arouse bad feelings among audience, research and write a script after setting the topic, and have adequate interactions between hosts, etc.

The "Workflow" would break down the activity according to the timeline. A logical and smooth activity plan could be devised by carefully and pragmatically considering the relevant details. In the case of preparing a non-audio-recording programme in the future, say a hiking event, the workflow should consider the route, transport and notifying relatives, etc.

#### 設備方面

#### **Equipment**

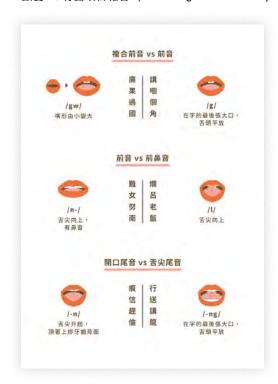
設備方面,「銀髮 DJ 實習指南」建議長者中心及會員配置錄音 咪,並提醒長者在錄音前先測試及調整錄音咪音量,及選擇寧靜的空間進行錄音,減低環境雜音。

進行任何活動,皆會應用到一些特定物資或裝備,需要事前妥善善準備。例如遠足活動,所涉及的物資與裝備可能有防滑的行山鞋、足夠食水、行山杖、太陽帽等。中心可與籌辦活動的長者商量,開列清單,與參與活動的會員分享。

In terms of equipment, the "Practical Guide for Silver Age DJ" recommends the centre provide members with audio-recording microphones, remind the elderly hosts to test and adjust the microphone's volume, and choose a quiet space for recording so as to lower the background noise.

Some specific resources and equipment should be prepared well ahead for all types of activities. For example, consider a hiking event, slip-resistant hiking shoes, adequate drinking water, walking stick and hiking hats may be the resources and equipment needed. The centre could discuss with the elderly who are organising the event, and develop a checklist for sharing among other participants.





#### 個人方面

#### **Personal Preparation**

組織活動通常涉及一些基本要求或標準準則。參與《聲聲相識星期二》的長者 DJ 背景與能力不一,「銀髮 DJ 實習指南」提出一些較為說話技巧的重點,讓參與活動的長者留意。例如,指南提醒長者在錄音時要注意正確發音和咬字,並列舉出香港人常犯的懶音錯誤及正確讀法,讓長者注意與改善。

而就遠足活動而言,對個人方面的注意事項可以是提醒長者先 從簡單的遠足路線開始挑戰,留意自己的體能狀況,以及提醒 長者在完成旅程回家後需要拉筋放鬆肌肉等。

Organising activities usually touches upon some basic requirements or standard procedures. Since the background and capabilities of elderly hosts who participated in "Music Friends of Tuesday" varied, the "Practical Guide for Silver Age DJ" points out the key points and draws the elderly's attention on some general speaking skills. For instance, the elderly hosts need to pay attention to the correct pronunciations and dictions during the recording process. Some common errors on relaxed pronunciations and mispronunciations were also highlighted as a reminder to the elderly hosts.

As for hiking, the personal preparation for elderly may include choosing a hiking trails that is easy at the beginning, or paying attention to their physical condition before taking further challenges. The elderly should also be reminded to stretch their muscles after returning home from their journeys.



# 5.4.3 Documentation of Silver Age DJ Programme 銀髮 DJ 項目全紀錄



#### 5.4.3.1. 節目形式

#### **Format of the Programme**

在籌辦《聲聲相識星期二》的前期階段, 設計團隊與最初參與節目製作的四位長者 會員及中心職員一起討論有關節目的形式 及播放方法。節目形式包括節目播出的頻 率、節目長度、內容長短、製作分工等; 而播放方法則包括發佈渠道、宣傳及報名 方式、收聽及分享方法等。

經商議後,基於長者對自身能力和時間的 考慮,團隊決定在《聲聲相識星期二》初 期,先嘗試每兩個星期播放一集節目,每 集約 20 分鐘,包含約 4 首歌。在播放方 法方面,團隊決定在網上影片分享平台 以「非公開」形式上載;職員在月訊宣 傳節目,讓有興趣收聽節目的會員回覆 WhatsApp 報名;在上載節目影片後,職 員透過 WhatsApp 分享影片連結給已報名 的會員收聽節目。 At the initial phase of the "Music Friends of Tuesday" programme, the design team and the 4 elderly hosts discussed the format and streaming method of the programme. Format includes the uploading schedule, duration, proportion of contents and division of labour, while streaming method involves the choice of broadcasting channel, methods for promotion, application, watching and sharing, etc.

After deliberation, based on the capabilities of elderlies and timing concerns, the Co-creation team decided to launch a 20 minutes episode with four songs once every fortnight. For streaming, the Co-creation team decided to upload the episodes on online video sharing platform in the non-public mode. The centre staff then promoted the programme via the monthly newsletter and let the interested members to apply for readership via WhatsApp. Once the episodes had been uploaded, the centre staff would share the video link with the registered members via WhatsApp.

#### 5.4.3.2. 節目內容的演變 Evolution of Programme Contents

設計團隊在籌辦《聲聲相識星期二》的前期,邀請長者主持人提出想主持的節目主題,例如旅遊節目、外語或技能分享、廣播劇等。最後四位主持人決定製作音樂分享節目,因為他們都各自有喜歡的樂曲,而且音樂也較容易吸引聽眾和引起聽眾的共鳴。

決定好節目主題後,主持人也商討了節目內播放的歌曲類型。主持人一開始先提出自己喜歡的歌曲,從中決定每集主題。到了後期,他們開始嘗試先決定每集主題,再尋找合適的歌曲來分享。這種做法能擴闊節目介紹歌曲的範疇,亦更有系統。節目至今介紹過的歌曲包括香港各年代的流行金曲、民間小調、粵語及外語歌、甚至經典兒歌等。各類型的音樂都可以喚起聽眾不同時期的美好回憶。

除了上述好處,為每集節目訂定主題,也 能使每集內容更連貫,讓主持人在簡介歌 曲時能更容易帶出其特色和背景。經過數 集節目的經驗,在設計團隊的指導下,長 者主持人也學會在介紹歌曲時提及歌曲與 自己的關係,用自己的經驗和感受連繫聽 眾,令節目更有溫度,而非只是作標準而 刻板的介紹。

後來,在聽眾的提議下,主持人在節目內 建立點唱環節。聽眾可以預先點歌,如果 主持人認為歌曲值得介紹,便會製作一集 相關主題的節目。這種做法使節目不只是 主持人單向為聽眾介紹音樂,而發展成雙 向的交流。雖然並非每集都有聽眾點歌, 但點歌環節既是對長者主持人的一種挑 戰,也為他們帶來新鮮感,甚至讓他們接 觸自己從未聽過的音樂。 At the initial phase of the "Music Friends of Tuesday" programme, the design team invited the elderly hosts to propose genres for the programme, e.g. on travelling, on foreign languages or skills sharing, and radio drama. Lastly, the four elderly hosts agreed on producing a music sharing programme since they all had their own favourite songs, and it was easier to attract and relate to the audience.

Once the genre had been set, the elderly hosts also discussed the types of music to be shared. The elderly hosts took turns to share their favourite songs, then decided the theme of each episode. At the later stage, they would come up with the theme of each episode before finding appropriate songs to share. This approach can systematically expand the types of music covered in the programme. So far, the programme has touched upon famous Cantopop music of different ages, folk tunes, songs in Cantonese and in foreign languages, and even classic nursery rhymes. Different types of music can recall different sweet memories of the audience.

Apart from above advantages, setting a theme for each episode could help maintain the fluency in the episodes, guiding the hosts to introduce the features and background of each song. After earning the experience from the first few episodes and going through the coaching given by the design team, the elderly hosts have learnt how to introduce the songs and relate them with their own stories. The elderly hosts could subsequently use their experiences and feelings to connect with the audience instead of only making standard and rigid introductions.

Later on, as suggested by the audience, the elderly hosts set up the song request session. The audience could request songs in advance and if the hosts find them worth introducing, they would develop an episode with a relevant theme. This approach realised two-way exchange on top of the one-way music sharing by the hosts. Though song requests from the audience might not take place in every episodes, they posed challenges for the elderly hosts and sometimes brought in music which the hosts had never listened to before.

#### 5.4.3.3. 長者與職員分工

#### Division of Labour Between the Elderly Hosts and the Staff

在《聲聲相識星期二》的籌備過程之中, 長者主要負責節目內容的部分,而職員則 主要負責後勤工作。內容部分的工作包括 選曲、寫稿、錄音;後勤工作則包括行政 及技術性工作,例如安排會議、剪輯影 片、處理活動宣傳及報名事宜等。由於項 目旨在讓長者在節目之中有更多主導權, 職員希望節目的內容可以由長者決定,亦 期望長者因此會對節目有更大的「主人翁 精神」(ownership)。然而,長者可能不太 熟識籌辦活動的運作模式,所以職員需要 在初期多花時間帶領長者參與準備工作, 主動協助長者安排會議,商討節目內容。 再者,長者不懂得剪輯影片,而且因為私 隱問題,亦無法取得其他會員的聯絡方 式。所以,剪輯影片及活動宣傳和報名工 作皆需由中心職員幫忙。

未來長者參與籌辦活動的工作時,可以因 應各自擅長的工作或個性去分工,例如文 筆較好的長者可以負責撰寫文字或宣傳 稿、口才較好的長者負責主持活動、擅長 社交的長者則負責對外的事務等,讓長者 可以充分發揮所長。此外,職員也要注意 長者的自信心和能力是否足以處理所分配 的工作。如果長者初次參與籌辦活動的工 作,可以先安排簡單或容易上手的任務, 讓長者建立自信心之餘,亦可藉此增強他 們希望參與籌備活動工作的意願。 During the preparation of the "Music Friends of Tuesday" programme, the elderly is mainly responsible for the programme content, while the centre staff would be responsible for the administrative and logistic work. Some of the content-related tasks included choosing songs, writing scripts and recording, whilst administrative and logistic work included clerical and technical tasks, like scheduling meetings, editing videos, promoting the programme and enrolment, etc. As the design team wanted the elderly to have a sense of ownership towards the programme, most of the programme content was designed by the elderly hosts. However, the elderly hosts might not be familiar with how to organise an activity. Therefore, the staff had to spend extra time on guiding the hosts at the preparatory stage, for instance, scheduling meetings and discussing programme contents with the elderly hosts. Moreover, the elderly hosts did not know how to edit videos. Due to privacy issues, they also had no access to the contact details of other members. As a result, video editing, promotion and enrolment work were handled by the centre staff.

When the elderly organise activities in the future, appropriate division of labour can help fit the best talent to the best job. For example, those who are good at writing can take up the job of writing scripts and promotional materials, and eloquent elderly can be the maters of ceremonies, those with excellent social skills can be responsible for external affairs. This can help the elderly shine. Yet, the centre staff should also check if the elderly is confident and capable for the assigned tasks. If that is the first time for the elderly to join organising activities, simple and easy hands-on tasks could be arranged in order to build their confidence and to boost their willingness to self-organise activities in the future

#### 5.4.3.4. 能力提升與技能培訓 Capacity Building and Upskilling

參與不同的活動都可以學習到不同的技能。學習到一定程度的技能、甚至進一步提升能力,可以使長者更投入活動,更得心應手,更有成功感。

如前文提及,在籌備《聲聲相識星期二》的前期階段,設計團隊曾詢問四位長者主持人是否希望參與由專業 DJ 葉泳詩作出有關主持技巧的訓練。但四位長者經商討後,因為覺得他們的節目「不需要太專業」,所以拒絕了設計團隊的安排。

在節目上軌道後,四位長者主持開始熟悉節目錄音和運作流程,了解自己的分工。加上節目推出後,不少他們的朋友都成為聽眾,聽完節目後為他們回饋意見,令四位主持人漸漸對自己負責的內容上心,希望可以做得更好。這些動力驅使他們願意接受更專業的訓練,務求令節目錦上添花。

因應長者主持人意願的改變,設計團隊舉辦《我要做 DJ》訓練班,邀請了商業電台 DJ 黃志淙和馬騮搣擔任導師,分四節介紹電台節目的類型以及 DJ 主持節目時的心得與技巧,並為長者的錄音習作提供改善建議。訓練班開放予中心會員報名,不少參加者在收聽過《聲聲相識星期二》節目後有興趣成為 DJ,亦報名參加訓練班。

由這次經驗可見,設計團隊發現中心在帶領長者一起籌辦活動的過程中,應留意長者在能力和心態層面上的改變,適時為他們提供培訓。長者初時不願意接受專業訓練,未必代表他們未來仍保持固執保守的態度。中心職員需要了解他們拒絕學習新技能的原因,鼓勵他們作出嘗試,讓他們感受學習新技能的喜悅,再應用所學於未來的活動之中。這種做法能鼓勵長者持續學習,豐富他們的生活。

Participating in different activities allow one to learn different skills. Picking up a skill at a certain level can help elderly engage in the activities, letting them manage the tasks at ease and have higher sense of achievement.

As mentioned earlier, at the initial planning stage of the "Music Friends of Tuesday" programme, the design team asked whether the elderly hosts wish to receive training from professional DJ Ms Yip Wing Sze, but then they thought the programme need not to be that "professional" and the suggestion was turned down.

When the programme has gone on track, the four elderly hosts were more familiar with the recording process and workflow, and they understood the division of labour among themselves. After the release of the programme, lots of their friends became their audience. Eventually, the feedback and advice drove the elderly hosts to create better content and make improvements. This momentum prompted them into receiving more professional training to polish the programme.

Given the change of mind of the elderly hosts, the design team organised the "I will be DJ" training course and invited DJs Mr Wong Chi Chung and Ms Monkeymit from Commercial Radio Hong Kong to be the instructors. The course introduced the genres of radio programmes, broadcasting knowledge, tips and techniques in four sessions. The instructors also provided feedback on the exercise performances of the participants. The training course was open to all centre members for enrollment. Many of whom had gained interest in being a DJ after listening to the "Music Friends of Tuesday" programmeand therefore joined the new training course.

Based on this experience, the design team realised the need to pay attention to the change in capabilities and mindset of the elderly participants during the activity-organising process and offer suitable training timely. In the beginning, the elderly was unwilling to accept professional training. However, it did not rule out the possibility that they may accept it in the future. The centre staff needed to understand why they rejected advancing the skills and encouraged them to take baby steps. By doing so, the elderly could experience the joy of training and apply what they have learnt to the activities later. This approach can encourage lifelong learning among the elderly and enrich their lives in the long run.

# 



# Observations: Pilot Silver Age DJ Programme

觀察:銀髮 DJ 試驗項目





Warm Up Stage 初試 Training Stage 訓練中

1. 節目 Programme Content

Post-training Stage 受訓後

外在支援 External Support	新城電台 DJ 葉泳詩就長者首 集錄音節目給予意見 Metro Radio DJ Ms Yip Wing Sze offered advice based on the first episode of the programme	<ul> <li>商台 DJ 為長者提供 4 節訓練         Commercial Radio DJs offered four sessions of training for elderly         </li> <li>提供錄音咪予長者使用         Supplied audio-recording microphones for the elderly hosts     </li> </ul>	
主題設計 Thematic Design	沒有明確地介紹主題 The themes were not introduced clearly	在節目開始時介紹該集主題, 部分選歌未緊扣主題 Introduced the theme at the beginning of the show, some of the chosen songs were not aligned with the theme	在節目開始時介紹該集主題, 節目的選歌很貼題,在結尾再 次呼應主題 Introduced the theme at the beginning of the programme, good choice of songs, echoed the theme at the end of the programme again
後期製作 Post-production	沒有字幕和歌詞 No subtitles or lyrics	加入談話內容字幕和歌詞 Added subtitles of dialogues and lyrics	<ul> <li>加入談話內容字幕和歌詞 Added subtitles of dialogues and lyrics</li> <li>部份時間加上了視覺效果 Visual effects were added at some points</li> </ul>
	2.	DJ 主持 DJ Hosts	
態度 Attitude	較被動,認為活動以興趣出發,不需專業 DJ 培訓 Relatively passive and interest-driven, did not desire professional DJ training	歡迎專業 DJ 培訓 Welcomed professional DJ training	歡迎新 DJ 加入 Welcomed new DJs to the team
DJ 的組成 DJ Team Composition	・由 4 位長者組成 A team of four elderly hosts ・沒有特別分工 No specific division of labour	· 4 位長者因個人能力及興趣, 提出不同的主題 The four elderly hosts would propose different themes according to their own capabilities and interests · 應觀眾要求加入 1 位女 DJ Added one female DJ host according to the audience's requests	加入 6 位新 DJ Six newly-joined DJs
語速 / 流暢度 Pace of speech and fluency	主持的語速不自然,較多停 頓 The pace was unnatural, with lots of pauses	主持的語速平均,說話偶有 停頓 Normal pace of speech with occasional pauses	主持的語速平均,說話流暢 Naturally paced and fluent speeches
互動度 Interactivity	主持輪流介紹各自挑選的歌 曲 The elderly hosts took turns to introduce their chosen songs	主持間增加了互動對話 More interactive dialogues between the elderly hosts	· 主持有足夠的互動,播放歌曲的時機自然 Lots of interactions between the elderly hosts, natural timing for playing songs · 加入點唱環節,與聽眾互動Added the song request session and interacted with the audience
節目長度 Duration of the programme episode	4 位 DJ 主持約 20 多分鐘節 目 Four DJs ran an approximately 20 minutes episode	5 位 DJ 主持約 30 分鐘節目 Five DJs ran an approximately 30 minutes episode	每集 5-6 位 DJ 主持 <sup>,</sup> 節目延長 至 40 分鐘以上 Five to six DJs per episode, each lasted for more than 40 minutes

# 



# Challenges Faced 面對挑戰



7.1

Legal Liability 法律責任



作為音樂分享廣播節目,《聲聲相識星期二》節目內容涵蓋歌曲。製作團隊曾在將節目上載到網上影片分享平台後,收到官方侵權通知,須將影片下架。職員因此須重覆修改及上載節目影片,以找出存在問題的歌曲。

未來在舉辦不同類型活動時,長者中心亦需要考慮到法律責任上的問題。如果是類似《聲聲相識星期二》的創作類活動,可能會潛在版權問題;如果是運動類型的活動,則可能需要 考慮保險責任等。

Being a music sharing broadcasted programme, "Music Friends of Tuesday" covered lots of songs. The production team once received official notification for copyright infringement after uploading its programme to the online video sharing platform and needed to remove it. The centre staff needed to edit the contents, identify the problematic song, and upload the new video again.

When organising different activities in the future, elderly centres have to consider any potential legal issues. If those activities are creative in nature like "Music Friends of Tuesday" does, there could be potential copyright issues. For sport-oriented activities, insurance and public liabilities may need to be considered.

### Staff Workload 職員工作量

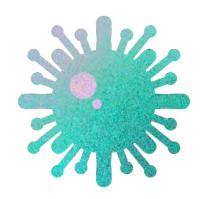


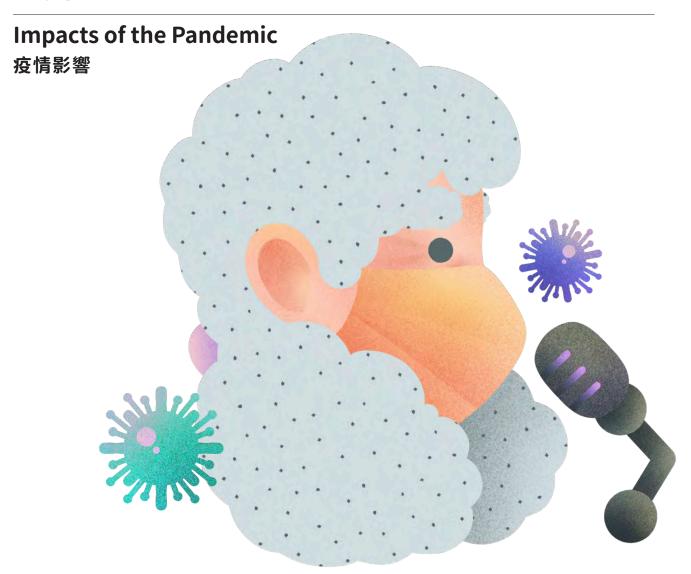
在《聲聲相識星期二》的籌辦過程中,職員亦要負責不少工作。長者在過程中未能完全獨立完成工作,需要職員指導。 例如在長者為節目搜集資料時,仍未能準確分辦資料真偽, 職員須幫忙覆核。雖然有長者表示希望可嘗試剪輯影片、添 加字幕等技術性工作,但他們亦未純熟掌握相關技能,職員 仍須予以支援,尚未可以減輕職員的負擔。

設計團隊考慮到項目目標是達至「長者自發組織」,建議中心在未來提供支援及介入時,適時放手,讓長者逐漸肩負更多籌辦活動的責任,又或者尋找義工協助。設計團隊期望長者可以在過程中自發學習及回饋相關經驗,促使他們發掘活動對自身的意義,建立並提高他們對活動的認同感,從而更願意自主地「自發組織活動」。

Amid the preparation of "Music Friends of Tuesday", the centre staff had a lot of tasks in hand. The elderly hosts could not run independently, and coaching was much needed. For example, when gathering evidence for the programme, the elderly hosts could not identify the authenticity of the sources, hence the staff needed to verify those. Although some elderly hosts wished to engage in technical tasks like editing their programme and adding the subtitles, they did not have the relevant proficient skills so the staff must offer assistance and the burden over centre staff could not be relieved.

Since the project aims at encouraging members to initiate self-organising activities, it is recommended that elderly centres should take a step back from giving too much support and intervention and either let the elderly shoulder more responsibilities or reach out to volunteers for help. The design team expects the elderly to learn on their own and from the relevant feedbacks to identify the values of activities upon themselves and enhance their sense of belonging, thus being more willing to self-organise activities in the future.





《聲聲相識星期二》最初的規劃是讓長者主持使用中心的廣播系統,與正在使用偶到服務的長者分享音樂。由於疫情急速變化,中心自2020年初被迫暫停偶到服務,《聲聲相識星期二》由首集開始已改成預錄方式在網絡發佈。模式轉變為活動帶來不同的挑戰,部分情況在中心與長者的調整及配合下,得以化危為機,當中包括:

需要更高的科技應用能力:活動開展初期,職員仍可以以小組形式與長者會面,協助使用器材錄音。後來疫情嚴重,中心甚至全面停止對外開放,中心職員未能與長者見面,只能使用電話通話軟件溝通及錄音,並使用線上視像會議軟件進行會議及舉行訓練班。當長者使用通訊軟件遇到技術問題時,職員提供協助的難度倍增。

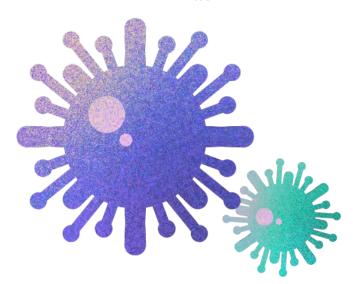
職員支援:活動由實體轉移到網上,中心職員需要在技術層面提供更多支援。除了商談講稿內容、錄音外,還需要協調網上會議、長者分工、後期剪接、加配字幕等等。

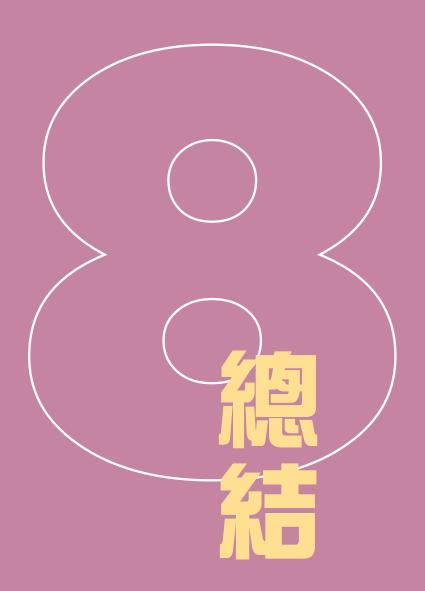
觀眾反饋:節目採取預先報名形式,由中心 發佈網上影片分享平台的「非公開」連結給 已報名的長者。部分較活躍的長者會透過 WhatsApp 向中心反映意見,中心亦會訪問重 覆報名的會員的意見,但難以取得聽眾最直接 的回饋。 The initial plan for "Music Friends of Tuesday" was to utilise the centre's broadcasting system so that the elderly hosts could share their music with members who were at the centre. However, due to the everchanging pandemic, the centre's drop-in service was suspended and the programme was modified to be launched on the Internet in pre-recorded format. The change in mode brought lots of challenges to the team and some of these were turned into new opportunities, which include –

Advanced requirement on use of technology: When the activity first started, centre staff could still meet the elderly in small groups and assist them with the use of audio-recording equipment. As the pandemic took a turn for the worse, the centre was closed. The centre staff could not meet the elderly and could only use WhatsApp for communicating and recording, and the online video conferencing app for meetings and training sessions. When the elderly faced technical issues with the communication apps, it would make it harder for the staff to assist.

Support from staff: The activities shifted from the face-to-face to virtual mode, the centre staff needed to provide much more technical support. Apart from the contents of the script and recording, coordination of online meetings, division of labour among the elderly, video editting, subtitling and so on also required handling.

Feedback from the audience: The programme was unlisted on the online video sharing platform and a link was sent to the members who have pre-enrolled for the programme by the staff. Some active members would channel their feedback to the centre via Whatsapp and the centre would also solicit opinions from members with multiple enrolments. However, direct feedback from the audience was never within reach.





### **Summary**

總結





設計團隊在 2021年 2 月進行了關於整個「銀髮 DJ」項目的檢討會議。團隊成員,尤其中心的職員,都認為《聲聲相識星期二》有效地提高了長者的自主性和社區參與度,而《我要做 DJ》訓練班則為長者帶來知識和技能上的提升。團隊認為整個「銀髮 DJ」項目對未來籌備其他以「鼓勵長者自發組織活動」為目標的計劃有以下的可參考性:

The design team conducted an evaluation meeting concerning the "Silver Age DJ" Programme in February 2021. The design team members, especially the centre staff, believed that the "Music Friends of Tuesday" music programme had effectively raised the motivation and social participation of the elderly members. Whereas the "I will be DJ" training course could improve the knowledge and skills of the elderly. The design team believed that the whole "Silver Age DJ" programme can serve as a good reference for other future plans with the goal of "encouraging members to initiate self-organising activities" from the following aspects.

# The Model of Co-creating Activities with Elderly 與長者會員共創活動的模式

8.2

# Factors Promoting Elderly to Self-organise Activities 促進長者自發組織活動的因素

「銀髮 DJ」項目打破了傳統由中心職員為長者安排活動的單向模式,嘗試由長者與長者中心職員共同組織和籌辦活動。 這種新的模式應用了「平台思維」及「去中心化」兩個概念, 嘗試讓長者跳出服務使用者的角色,積極參與籌辦活動的過程,成為提供服務的一分子。就「銀髮 DJ」的試驗項目成果 而言,這種模式能有效提高長者的參與度。所以,設計團隊 認為長者中心未來亦可嘗試將這種模式推展至其他活動,逐 步讓長者主導中心的活動。

The "Silver Age DJ" programme has freed itself from the traditional one-way activity-organising model of the centre staff and experimented co-creating activities by the centre staff and the elderly. This new approach has applied the two concepts of "platform thinking" and "de-centralisation" such that the elderly would no longer be service users and engage themselves as service providers. Based on the "Silver Age DJ" programme results, this model can effectively enhance the participation rate of the elderly. Therefore, the design team believes that the centre may try to expand and apply this model to other activities, with the aim to encourage more self-initiated activities by the elderly.

除了模式上的改變,在鼓勵長者自發組織活動時,中心也可以透過以下因素,從多方面促進長者的參與度:

- 與長者有充份和良好的溝通,了解長者的能力和需求後 就活動細節達成共識;
- 可以以「入門套裝」的方式為長者介紹及提供所需和適合的物資,教導他們如何使用工具準備活動;
- 從活動形式、內容、分工、培訓四個方面考慮活動細節 和進度

Apart from the model change, when encouraging the elderly to self-initiate activities, the centre may also boost the participation rate of elderly through other means, such as:

- Have adequate and effective communications with the elderly to understand their capabilities and needs before reaching consensus upon the activity details;
- Make use of the "starter kit" to introduce and offer the right resources for the elderly, teach them how to prepare for the activities with the right tools
- Consider the activity details and progress from the four aspects: activity format, contents, division of work, and training

Benefits of Adopting Technologies and Virtualisation in Activities

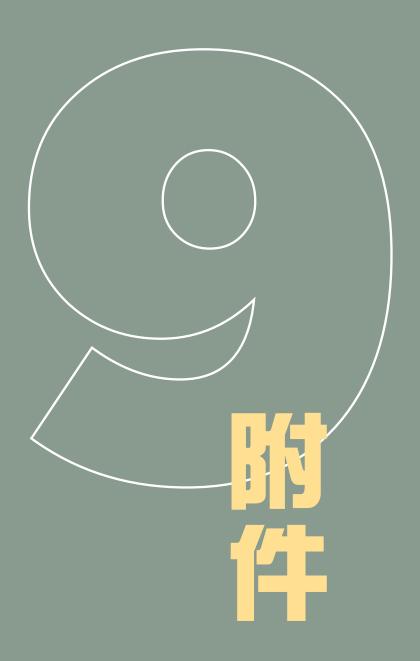
在活動中應用科技及虛擬化 的好處 「銀髮 DJ」項目在不同階段都運用了科技來促進活動籌辦的過程,例如在準備《聲聲相識星期二》節目時以 WhatsApp錄音、節目影片透過網上影片分享平台發佈及分享、以線上視像會議應用程式進行《我要做 DJ》訓練班等。過程反映長者已漸漸適應科技主導的時代,能自如地使用科技和網絡進行非見面的溝通。在疫情期間,科技讓中心與長者在社交限制下仍然可以繼續進行活動,解決場地限制,此為活動虛擬化的好處之一。此外,疫情過後,長者中心仍可繼續將服務移師到網上發展,充分利用互聯網的優勢,發展虛擬化活動,減低地域限制,讓行動不便的人也能透過網上互動參與長者中心的活動。

最後,長者地區中心向來空間有限,當部分活動可改以網上 進行,部分長者中心的空間則可騰出來,發展需要實地進行 的弱老服務,紓緩場地空間的壓力。

The "Silver Age DJ" programme has adopted the use of technology at different stages, for example, using WhatsApp for recordings; broadcasting and sharing programme episodes on online video sharing platform, having "I will be DJ" training course using online video conferencing app, etc. The process reflects that elderly has gradually got used to using technology and the Internet for informal communications in this digital era. During the pandemic, technology has helped elderly to conduct their activities under the social distancing rules and solve the problem of limited venue space, which could be one of the advantages of virtualisation. Another advantage is that the elderly centre could shift their services online and make the best use of the Internet to develop virtualised activities after the pandemic. It also eliminates the physical barrier and allows members with limited mobility to engage and interact virtually in activities organised by elderly centres.

Lastly, there is always a lack of space at the centre. If some activities can be conducted online, some spaces can be released for developing services for gragile elderly, reducing the pressure on the venues.

# 



### Appendix 附件



# 9.1

### **Appendix 1:**

Imagination of Virtual Elderly Centres in the Future

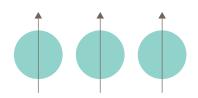
附件一:對未來虛擬長者中心

的想像

透過是次試驗,設計團隊認為長者中心虛擬化可以有以下四種可能性:

Through the pilot test, the design team believes that the virutalisation of the elderly centre may create the following four possibilities.

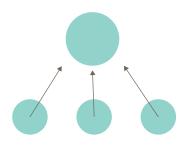
### 獨立模式 Independent Model



每間長者中心各自有屬於自己中心的獨立網上平 台,中心可籌組不同的線上活動及節目,供長者 報名參與,類似個別電台、電視台的營運模式。

Each elderly centre would run its own independent virtual platform, and each centre can organise different online activities and programmes for elderly. It would operate like independent radio stations or television stations.

### 中央平台管理模式 Centrally-managed Platform Model

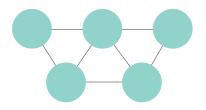


不同長者中心共同參與由同一中央管理的平台。 每間長者中心獨立貢獻不同的線上活動及節目, 而不同長者中心在平台上不會互動,類似網上平 台 Art-mate 的營運模式,長者可直接於平台上參 與由不同長者中心提供的活動及節目。

A centralised management platform with online activities and programmes offered by different elderly centres. The elderly centres would not interact on the platform. The operation model is similar to that of the Art-mate. Elderly can participate directly in different activities and programmes organised by different centres via the platform.

https://www.art-mate.net/

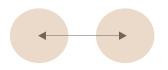
### 協作平台模式 Collaborative Platform Model



一個開放式的協作平台,不同中心之間可以合作及互動,亦可以單純貢獻不同的線上活動及節目,類似社交平台 Youtube / Facebook 的模式,長者可直接於平台上參與由不同長者中心提供的活動及節目。

An open collaborative platform that facilitates cooperation and interactions between different centres. It also allows contributions of online activities and programmes independently organised by an elderly centre similar to how YouTube and Facebook are run. Elderly can directly participate in different activities and programmes on the platform.

### 全脈營銷 Omni Channel



雖然網上服務是未來一大發展趨勢,但實體中心的存在對長者服務來說,仍是不可或缺的。未來長者中心發展,可參考全脈營銷(Omni Channel)的形式,即實體及網上服務並存,但他們不是獨立存在,而是相互配合,相輔相成。

Although virtual service is a huge trend, physical centres are still crucial for elderly service. The development of future elderly centres could model after the Omni Channel mode, implying that virtual and online services co-exist rather than stand-alone so that they can complement each other.

**Appendix 2:** 

Contents of the Practical Guide for Silver Age DJ

附件二:銀髮 DJ 實用指南內容



### 流程篇:一起準備錄音吧

幫大家預習錄音前的準備。先將身體狀態、硬件設備準備好,在家就可以製作高 水準的錄音。

### 防止以下主題

性罪行、宗教、酗酒吸毒、迷信、罪行、 賭博、歧視、粗俗言語

找一個拍檔一起撰寫演講稿

錄音前準備(參考個人篇/設備篇)

各自開始錄音

### Chapter on Workflow: Let's do the recording together!

Help everyone prepare well before the recording. Prepare yourself and the hardware you need so you could produce high-quality recordings at home.

### Avoid the following topics:

sexual crimes, religion, alcoholism and drug abuse, superstition, crimes, gambling, discrimination, vulgar language

Find a partner and write a script together

Preparation before the recording session (refer to Personal Preparation/Equipment)

**Get ready for recording** 



### 個人篇:一起檢查自己有有懶音

為免令聽眾誤會或接收錯誤訊息, 與你重新複習香港人常犯懶音錯誤的聲 母、韻母字詞例子及正確發音示範。

### 複合前音 vs 前音

/gw/ 嘴形由小變大,如廣、果、過和國/g/ 在字的最後張大口,舌頭平放,如講、嗰、個和角

### 前音 vs 前鼻音

/n-/ 舌尖向上,有鼻音,如難、女、努 和南

/I/ 舌尖向上,如爛、呂、老和藍

### 開口尾音 vs 舌尖尾音

/-n/ 舌尖升起,頂著上排牙齒背面,如 痕、信、趕和倫

/-ng/ 在字的最後張大口,舌頭平放,如 行、送、講和龍

### Chapter on Personal Preparation: Check if you have relaxed pronunciations

To avoid audience from receiving wrong messages, let's practice the common mispronounced vowels and consonants among Hongkongers and learn from the demonstration of the correct pronunciations.

### **Compound pretones vs Pretones**

/gw/ Gradually open your mouth wide when you pronounce the word

/g/ Open your mouth wide at the end with a flat tongue

### Pretones vs Alveolar nasal tone

/n-/ Tongue goes up with nasal emphasis

/I/ Tip of the tongue goes up

## Ending tone with an open mouth vs Ending tone with a tip of the tongue

/-n/ Raise the tip of your tongue and place it behind your upper front teeth

/-ng/ Open your mouth wide at the end with a flat tongue



### 設備篇:準備一個理想的錄音環境

將你的家居打造成一個適合錄音的環境。 簡單幾個環境設置和注意事項,就能助你 提高聲音品質。

### 環境

盡可能選擇一個寧靜的空間 避免在有冷氣聲、電話聲、貓叫的地方進 行錄音

### 盡量遠離牆壁

錄音時將麥克風擺在房間的正中間

### 講稿

避免使用容易產生氣音的字詞用句 將「天天去學校學習是件非常有趣的事。」 改成「每日到學校上課是很好玩的事。」

### 麥克風

測試及調整麥克風音量 與麥克風保持 15-30cm 距離

錄音時要注意及控制音量大小 可用紙巾包裹麥克風來阻絕不必要的聲音

### Chapter on Equipment: Prepare an ideal recording environment

Create a nice studio for recording at your home. A few points-to-note on the set-up will improve the audio quality to a great extent.

### **Environment:**

Choose a quiet spot, avoid places with sounds from the air-conditioners, phones or cats for recording.

Stay away from the walls: put the microphone in the middle of the room.

### Script:

Avoid using words or phrases that generate the puffing sounds.

### Microphone:

Test and adjust the volume of the microphone.

Maintain a distance of 15-30cm from the microphone.

Pay attention and try to adjust the volume when you are recording.

Wrap the microphone with tissue paper to insulate unnecessary sounds.

### **Appendix 3:**

Summary of Feedback from Instructors of "I will be DJ" Training Course

附件三:總結《我要做 DJ》訓練班導師課後意見



### 讓觀眾認識主持 Let the Audience Know the Hosts

節目開始時,DJ應先跟聽眾打招呼,作自 我介紹,讓聽眾認識主持。

When the programme commences, DJs should greet the audience and introduce themselves first, letting the audience know the hosts.

在節目中可以分享關於自己的故事、選曲的原因、或者歌曲所勾起的回憶和片段。
 藉著 DJ 分享個人經歷,可與聽眾建立連結。

The hosts can share their personal stories, reasons for choosing the songs or memories arising from the songs. This could build connections between the DJ and audience.

# 2

### 選擇及介紹歌曲 Choosing and Introducing Songs

DJ 可就一個主題揀選幾首歌曲,築構更立體和難忘的故事。

DJ can choose a few songs around a theme to construct a more vivid and unforgettable story.

• 介紹歌曲時應提及歌手的名字。

The singer's name should be mentioned when introducing the songs.

 介紹歌曲時嘗試投入自己的心聲和感情,使 介紹免於刻板。

Try to incorporate your inner voice and emotions in the introduction to make it lively.

歌曲尾段也可以稍作補充介紹,令故事更難忘。

To supplement the ending of the song with more details to make it unforgettable.



### 說話及錄音技巧 Speaking and Recording Techniques

- 講話時放鬆心情,想像自己在與面前一位 朋友聊天,這樣聽起上來會更自然。
  - Relax your mind when you speak, imagine chatting with a friend in front of you so it would sound more natural.
- 注意講稿的表達,減少不必要的停頓。
   Pay attention to the presentation of the script and avoid unnecessary pauses.
- 如果講稿超過三分鐘,建議分段錄音,後 期再剪接在一起。

If your script lasts over 3 minutes, it is recommended that the recording could be done in segments and merged together during post-production.

- 注意講稿應使用口語,會更自然流暢。
   Use colloquial language in the script, it would sound more fluent.
- 如果時間許可,不滿意錄音時可以再錄。
   If there is adequate timee, record a better take again when you are not satisfied with the recording.



### 音樂技巧 Musical Techniques

 善善用前奏(intro)、過門(bridge)及尾段 (outro)的空間,補充介紹或分享更多自己 的故事,令聽眾的感受更豐富和完整。

Make good use of introduction, bridge and outro to supplement or share more personal stories so as to enrich the experience of the audience.

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About PolyU Jockey Club "Operation SoInno"

關於理大賽馬會社創「騷·In·廬」

由香港理工大學(理大)賽馬會社會創新設計院主辦及香港賽馬會慈善信託基金捐助,於 2018 年 8 月 1 日正式啟動,計劃為期三年,以期匯集社會各方,以創新理念和務實可行的社會創新方案,應對多項社會挑戰,共同改善香港的生活。以應對香港「雙老化」〔即人口老化及住屋老化〕的複合效應為工作的策略焦點,聯合學術界、非政府組織、專業團體、熱心的社會人士、企業和政府,攜手構建創新方案,並按此制訂建議的實際行動。

Organised by the Jockey Club Design Institute for Social Innovation (JCDISI) at The Hong Kong Polytechnic University (PolyU) and funded by The Hong Kong Jockey Club Charities Trust, the 3-year social innovation project commenced in 2018 aims to innovate solutions, in collaboration with a wide spectrum of stakeholders, to respond to social challenges with a view to improving life in Hong Kong. JCDISI puts its strategic focus on tackling the combined impact of "Double Ageing" (ageing of people and building) in Hong Kong, the programme would engage the trans-disciplinary forces of academia, non-governmental organisations, professional bodies, members of the public, corporations and the Government to generate innovative ideas and practical actions.



### The Four Pillars of the Project 項目四大範疇

### 「十萬分一」社創研討會 One from Hundred Thousand



ONE FROM HUNDRED THOUSAND 「十萬分一」社創研討會

JCDISI相信,假若每十萬人之中有一人,即香港七百多萬人口當中的七十多名市民,能貢獻時間、熱誠、知識與創意,攜手合作,定能為特定的社會議題帶來創新的解決方案。透過一系列的參與式研討會及工作坊,收集市民對社會議題的意見、促進討論,並共同設計務實和創新的方案。

To organise a series of participatory symposia and workshops open to the public to collect views on social issues, facilitate discussion and co-create solutions. JCDISI names the platform based on the belief that if one person from every 100,000 people (i.e. 70+ persons from the 7 million+ population of Hong Kong) can sit together and contribute their time, passion, knowledge and creativity, they can innovate solutions for a specific problem.

### 社創行動項目 Solnno Action Projects



聯合非政府組織、專業團體和學術界,把「十萬 分一」社創研討會上衍生出來的創新理念,轉化 成可以執行的設計及專案原型。

To collaborate with non-government organisations, professional bodies and academia for developing innovative ideas generated at "One from Hundred Thousand" into designs or prototypes.

### 啟迪創新習作 Solnno Design Education



將社會創新和設計思維引入中學課程,培育青年 成為社會創新推動者,內容包括為中學師生開設 社會創新工作坊、製作多媒體互動教材等等。

To introduce social innovation and design thinking into the curriculum of secondary school education to nurture students as social innovators. Social innovation workshops will be organised for students and teachers and multi-media interactive teaching kits will be developed in this regard.

### 社創知識平台 SoInno Knowledge Platform



以不同形式(如學術論文、短片、設計與指引、個案報告、工作坊、地區及國際會議、展覽等),記錄是項計畫的各環節,包括社會創新過程、創造的方案與知識等等,並公開予公眾參考應用。

To document and disseminate for public use the social innovation experience and knowledge generated from the programme through various formats, including academic papers, videos, design and practice guidelines, case study reports, workshops, regional and international conferences and exhibitions.



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### 免責聲明 Disclaimer

本報告中涉及的拍攝活動於參加者嚴格保持個人和環境衞生下進行,以預防 2019 冠狀病毒病傳播。所有參與拍攝的工作人員在拍攝過程中均有全程佩戴口罩,並保持適當的社交距離,只有拍攝受訪者的單獨照時除外。沒有佩戴口罩的團體照片是在 2019 年冠狀病毒病疫情爆發前所拍攝的。

Photos in the report were filmed in due observance of strict personal and environment hygiene to prevent transmission of COVID-19. Persons involved in the filming process worn a surgical mask and maintained social distance from the others at all times, only except an individual interviewee having his/her own shooting scene. The shooting scenes with a group of people without surgical masks were taken before the COVID-19 pandemic.

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