



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust
同心 同步 同進 RIDING HIGH TOGETHER



Press Invitation

Press Conference on Community-wide Survey on End-of-Life Care in Hong Kong 2016

October 28, 2016

Subsequent to the launch of The Hong Kong Jockey Club Charities Trust-funded “Jockey Club End-of-Life Community Care Project” (JCECC) in January 2016, the HKU Team ran a community-wide survey on end-of-life care (EoLC) in Hong Kong to understand the knowledge and attitude towards EoLC among Hong Kong citizens and to measure the changes in knowledge, attitudes and preferences with regard to EoLC, so as to evaluate the impact of its public education programme for the general public. The first phase of the survey was conducted between January and March 2016 with the assistance from the HKU Social Sciences Research Centre.

Hong Kong is facing a rapidly ageing population, and the number of elderly suffering from terminal illnesses has also escalated correspondingly. In view of the growing demand for EoLC services in the community, The Hong Kong Jockey Club Charities Trust approved HK\$131 million to launch JCECC. The project is a three-year initiative aimed at improving the quality of EoLC, enhancing the capacity of service providers, as well as raising public awareness.

The survey has collected data from 1,600 Hong Kong citizens, mainly asked the citizens on the implementation of community EoLC services, core components of EoLC, capacity for development of EoLC, etc. The key survey results showed that community is an acceptable place for receiving EoLC and dying. The detailed findings and the latest progress of the JCECC Project will be presented at the Press Conference. A service recipient will also share experience on the EoLC service provided by JCECC's NGO partner.

Media representatives are invited to join the event, details are as follows:

Date: November 1, 2016 (Tuesday)
Time: 11am
Venue: Social Sciences Function Room, 11/F, The Jockey Club Tower, Centennial Campus, The University of Hong Kong (Map)
Speakers: Mr. Leong Cheung, Executive Director, Charities and Community, The Hong Kong Jockey Club
Dr. Amy Chow, Associate Professor, Department of Social Work and Social Administration, Faculty of Social Sciences, HKU & Project Director
Professor Cecilia Chan, Professor, Department of Social Work and Social Administration, Faculty of Social Sciences, HKU & Project Director
Ms. Alvina Chau, Manager, Continuing Care, St. James' Settlement
Simon, Cheering Practitioner, JCECC: Cheering@Home End-of-Life Care Services
Ms. Wong, Family member of service recipient from JCECC: Cheering@Home End-of-Life Care Services

For media enquiries, please contact

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