

CADENZA 18-District Programme

Fact Sheet

(I) Background and Objectives

The CADENZA 18-District Programme is a series of public education events co-organised by CADENZA: A Jockey Club Initiative for Seniors and Radio Television Hong Kong Radio 5 (RTHK), and sponsored by The Hong Kong Jockey Club Charities Trust.

The objectives of the programme are: (1) to revolutionise the ways people view and care for the elderly; (2) to equip the soon-to-be-old with knowledge contributing to active and positive ageing; and (3) to highlight topics pertaining to positive ageing to residents of Hong Kong's 18 districts, having regard to specific local characteristics.

(II) Target Audience

Seniors, the soon-to-be-old and the general public

(III) Programme Details

The CADENZA 18-District Programme is an 18-month interactive series of events encompassing all 18 districts and running from January 2009 to July 2010. The launch ceremony was held on 1 December 2008 at Happy Valley Racecourse.

Experts and celebrities were invited to speak on specific topics at community halls, community centres or shopping centres, interacting with the audience. An estimated 150 to 200 people participated in each monthly activity.

Guest speakers were invited to talk about themes of the activities on RTHK Radio 5's "Programme for the Elderly". Excerpts of the activities were broadcast on the programme and also uploaded to RTHK's "A Power" website.

The Finale of the 18-District Programme is scheduled to be held on 13 July 2010.

(IV) Event Scope and Theme

The opening activity addressed the opportunities and challenges facing the soon-to-be-old as they approach the second half of their life, which served as a prelude to the forthcoming activities.

The other 16 activities fall into the following six themes:

	Theme	Subject
1.	Health Promotion & Maintenance: Optimising Mental and Physical Functions	<ul style="list-style-type: none"> - Healthy lifestyle and diet - Exercise patterns for older people - Eye protection - Oral health - Managing health risks and chronic conditions - Healthy Hearing (tentative)
2.	Health & Social Services in Hong Kong	<ul style="list-style-type: none"> - Community services: Old age homes and later-life living environment - Government medical services - Communication between medical staff and older patients
3.	The Living Environment	<ul style="list-style-type: none"> - Living in a safe environment - Home adaptation
4.	Quality of Life & Quality of Dying	<ul style="list-style-type: none"> - End of life for people with chronic disease - Positive thinking and attitudes
5.	Legal & Financial Issues	<ul style="list-style-type: none"> - Restraint care - Enduring power of attorney - Advance directive
6.	Ageism / Disparity	<ul style="list-style-type: none"> - Prioritisation of health resources

(V) CADENZA: A Jockey Club Initiative for Seniors

CADENZA: A Jockey Club Initiative for Seniors is a HK\$380 million project initiated and funded by The Hong Kong Jockey Club Charities Trust in light of a rapidly ageing population. The Faculty of Social Sciences of The University of Hong Kong and the Faculty of Medicine of The Chinese University of Hong Kong are the project partners. CADENZA aims at creating an elder-friendly community which fosters positive community attitudes towards older people and continually improves the quality of care and quality of life for Hong Kong's elderly.

CADENZA is an acronym for “Celebrate their Accomplishments; Discover their Effervescence and Never-ending Zest as they Age.” In classical music, a ‘Cadenza’ is an extended virtuosic section, usually near the end of a movement in a concerto. The word is used figuratively to describe the apex of one's life and the celebration of a lifetime's accomplishments.

CADENZA has 4 major components:

1. **Community Projects** are innovative and sustainable service models to cope with changing needs of seniors. One of the innovative projects is the establishment of The Jockey Club CADENZA Hub in Tai Po, which is an integrated primary health and social care centre for the old and the soon-to-be-old.
2. **Leadership Training and Research** is to nurture academic leadership in gerontology and to conduct research to advance gerontological knowledge and to evaluate the outcomes of different CADENZA projects.
3. **Public Awareness and Public Education Programmes** promote positive ageing and highlight important issues pertaining to elderly population, covering 6 major themes: (i) health promotion and maintenance, (ii) health and social services in Hong Kong, (iii) living environment, (iv) financial and legal issues, (v) quality of life and quality of dying, and (vi) age disparities.
4. **Training Programmes** include on-line courses, workshops and public seminars to train different levels of professional front-line workers, care givers and the general public.