



【 Press Release 】

**Jockey Club Caring Communities for Dementia Campaign
The First Batch of “Angel Box” Installed at 5 Large Bus Termini
To Assist Find the People with Dementia who get Lost
To Establish a Dementia Friendly Community**

(3 January, 2022, Hong Kong) Funded by The Hong Kong Jockey Club Charities Trust, Jockey Club Centre for Positive Ageing (JCCPA) together with the team of Professor Gary Chan from the Department of Computer Science and Engineering of The Hong Kong University of Science and Technology (HKUST) and St. James’ Settlement (SJS) have launched “Jockey Club Caring Communities for Dementia Campaign” (Campaign). The Campaign aims to provide free tracking devices “ibeacon” to people with dementia and develop a mobile application for caregivers to locate their missing family members and for citizens to act as “Dementia Angels” to anonymously share their location data in their mobile phones to help with searching. With a greater number of Dementia Angels and bluetooth signal detectors in the city, there is a greater chance for people with dementia carrying tracking devices reported missing to be found.

With the support of The Kowloon Motor Bus Co. (1933) Ltd. (KMB), the first batch of bluetooth signal detectors “Angel Boxes” have been successfully installed at five large bus termini and interchanges. The five bus termini and interchanges are Shatin Central Bus Terminus, Tsim Sha Tsui Star Ferry Bus Terminus, Tuen Mun Town Centre Bus Terminus and Tuen Mun Road Bus Interchange (both Tuen Mun and Kowloon bounds). When the missing people with dementia who carry the ibeacon pass by the “Angel Box”, the Box will share its location data to the caregivers and assist them to find their lost elderly return home as early as possible.

Professor Timothy Kwok, the Director of Jockey Club Centre for Positive Ageing said, “We very much appreciate KMB to partner with us for the ‘Angel Box’ pilot scheme and to install the “Angel Boxes” at their bus termini. According to our online result earlier this year, the prevalence of getting lost for community-dwelling people with dementia was 32.3%. Based on the estimation of the number of people with dementia in Hong Kong, there are about 30,000 people with dementia experiencing getting lost. This issue has drawn our concern and attention, and therefore the Campaign is launched. The download rate of our mobile app has reached over 25,000, which is 6 times more than the app launched since in the first quarter of 2021. The results and feedbacks are very encouraging and we very much appreciate the support of the public. Last but not least, we look forward to more collaboration with various corporate partners and sectors to establish a dementia-friendly community together in the near future.”

Mr. Addie Lam, Assistant Director (Communications) of The Kowloon Motor Bus Co. (1933) Ltd. said, “KMB always cared about the needs of the elderly as they need more support from the community, especially those with dementia. KMB is very pleased to collaborate with JCCPA to install the ‘Angel Box’ at the bus termini and interchanges. We believe that it facilitates the searching of getting lost elderly more quickly and helps them return home sooner. We hope that more ‘Angel Boxes’ are installed gradually and the concept of a dementia-friendly community is beginning to be understood and supported in Hong Kong.”

This is not the first time that JCCPA and KMB have cooperated. JCCPA had arranged training for training instructors of bus captains on how to assist people with dementia. Positive responses from the instructors were received. Furthermore, a “Care Reminder Card” was co-designed with JCCPA to remind the caregivers to record the Elder Octopus card number. When elderly unfortunately goes missing, caregivers can report their Octopus card number to the customer service hotline of the bus company and receive dedicated and immediate assistance. As the elderly gets on the bus, the bus

card reader system will automatically identify this missing elderly. The Card as well indicates JCCPA's hotline to provide support to people with dementia and their families."

Technical Principle

The bluetooth signal detector "Angel Box" and the mobile app are using bluetooth and crowdsourcing machine learning technology which was developed by HKUST. When the people with dementia who carry this handy ibeacon are out in the street, the Bluetooth signals from this device can be detected by the small Angel Box installed in fixed locations or the citizen with our mobile app. Through the GPS signals from the "Angel Box" or the mobile app, the location data will be anonymously uploaded to the server and our cloud-based programme will be able to estimate the location of the person. The combination of the "Angel Box" and the mobile app will form a powerful tracing network.

This technology is especially suitable for a country with a high population density. If the number of "Angel Box" and the citizens with the mobile app are large, the detected location will be more meticulous and accurate. Furthermore, the "Privacy by Design" is also adopted for the entire system, the "Angel Box" and the mobile app. The "Privacy Impact Assessment" and the "Security Risk Assessment and Audit" were conducted to protect the privacy of the users.

Professor Gary Chan from the Department of Computer Science and Engineering of The Hong Kong University of Science and Technology who is one of the co-organizers of the Jockey Club Caring Communities for Dementia Campaign said, "Our team always hoped that the 'Angel Box' can be placed in a fixed location to make the bluetooth signal sent by the ibeacon be more stable. We indeed are very grateful to collaborate with KMB to implement the 'Angel Box' pilot scheme. It is meaningful to participate in this scheme, although this is just a pilot project. We hope we will install the 'Angel Box' in more locations in the near future."

About Jockey Club Caring Communities for Dementia Campaign

Thanks to the donation from The Hong Kong Jockey Club Charities Trust, JCCPA in conjunction with St. James' Settlement and the Hong Kong University of Science and Technology introduced the Jockey Club Caring Communities for Dementia Campaign, running from September 2019 to August 2022. The campaign seeks to establish a tracing network, supplemented by public seminars, large-scale public education activities and technology, to share information about dementia with caregivers and the general public. It also aims to rally the community to join in and provide an additional means of preventing people with dementia from getting lost.

Campaign Website: <https://www.iccpa.org.hk/projects/ccd/>

To download mobile app and become "dementia angel":



URL: <https://apple.co/352FF61>



URL: <https://bit.ly/2OdI5d1>

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Organised by:	Jockey Club Centre for Positive Ageing
Co-organised by:	<ul style="list-style-type: none"> ✧ St. James' Settlement ✧ The Hong Kong University of Science and Technology
“Angel Box” Pilot Scheme	The Kowloon Motor Bus Co. (1933) Ltd
Corporate Partner:	

About Jockey Club Centre for Positive Ageing

The Jockey Club Centre for Positive Ageing is a non-profit integrated service centre for dementia inaugurated in 2000. The centre was established with donations from The Hong Kong Jockey Club Charities Trust and managed by The Chinese University of Hong Kong. It is committed to providing quality training to people with dementia to delay the decline in cognitive ability and encourage them to maintain normal social activities. It also helps to relieve stress among family members through supporting services and aids the further development of dementia care through training and research.

Website: www.jccpa.org.hk

Media Enquiry

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