PAST WISDOM
FUTURE PROMISE
YOUR CARE CONNECTS ALL

承先啟後 全賴有您

25 YEARS TOGETHER WITH JCCPA

結伴同行25年

賽馬會耆智園
Jockey Club Centre for Positive Ageing

衷心感謝香港賽馬會慈善信託基金一直以來的支持與同行，
讓我們的以人為本腦退化症服務得以不斷深化，為社區帶來持續而正面的改變。
這份支持與投入，成就了我們的重要里程。

We are deeply grateful to The Hong Kong Jockey Club Charities Trust for its steadfast support and partnership, which has enabled us to continually strengthen our person-centred dementia services and bring positive, lasting impact to the community.
This support and commitment have made our milestones possible.

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賽馬會耆智園二十五周年特刊

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賽馬會耆智園二十五周年特刊

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勞工及福利局局長孫玉菡

社會福利署署長
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賽馬會耆智園二十五周年特刊

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賽馬會耆智園二十五周年特刊

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賽馬會耆智園二十五周年特刊

扶康有道 護老績宏

精神健康諮詢委員會主席林正財

香港賽馬會主席
廖長江先生，GBM，GBS，JP

The Hon. Martin LIAO, GBM, GBS, JP
Chairman, The Hong Kong Jockey Club

本人謹此衷心祝賀賽馬會耆智園成立二十五周年誌慶。

促進全民健康及讓長者安享豐盛耆年，是香港賽馬會慈善工作的重點範疇。賽馬會耆智園由香港賽馬會聯同香港中文大學與醫院管理局攜手創立，透過跨界合作的力量，共創腦退化照護服務的嶄新模式。

作為全港首間一站式腦退化症綜合服務中心，耆智園透過創新的照護模式及支援標準，包括提供需求殷切的住宿暫託和日間護理服務，協助數以萬計的腦退化症患者及其照顧者，應對疾病帶來的挑戰。耆智園在推動長者照護服務的整體轉型方面，奠定了堅實的基礎，讓長者能夠有尊嚴地生活，安享晚年。

同時，耆智園亦為照顧者及醫護人員提供全面支援及專業培訓，並協助推動以實證為本的腦退化症研究。更重要的是，耆智園肩負公眾教育的使命，促進香港構建腦退化症友善社會。

馬會能夠支持耆智園以及其他慈善和社區項目，有賴我們獨特的綜合營運模式，透過提供世界級賽馬運動和有節制體育博彩，帶來稅款、慈善捐款及就業機會，建設更美好的社會。

我謹代表馬會，再次恭賀賽馬會耆智園邁進銀禧新里程，並對團隊多年來矢志不渝，致力改善長者的生活質素，表達誠摯感謝。

My warmest congratulations to the Jockey Club Centre for Positive Ageing (JCCPA) on its 25th anniversary.

Promoting good health and enabling older adults to flourish in their later years lies at the heart of The Hong Kong Jockey Club's charitable vision. Established by the Club in collaboration with The Chinese University of Hong Kong and the Hospital Authority, JCCPA exemplifies the power of collaboration in pioneering new and innovative approaches to dementia care.

As Hong Kong's first one-stop hub dedicated to people with cognitive challenges, it has set new standards for care and helped many thousands with dementia and their caregivers navigate the challenges of the disease, including providing much-needed residential respite and day-care services. This has been foundational in enabling older adults to age with dignity.

Just as importantly, JCCPA offers support to caregivers, training to professionals and contributes to evidence-based research into dementia. Above all, it plays a vital public educational role that has helped to foster a dementia-friendly society in Hong Kong.

The Club's support for JCCPA, like all its community contributions, is made possible by a unique integrated business model through which racing and sports entertainment generate tax contributions and charity support that benefit Hong Kong.

On behalf of the Club, I offer hearty congratulations on achieving this milestone, and my deepest appreciation to JCCPA for its commitment to improving quality of life for Hong Kong's older adults.

香港中文大學校長
盧煜明教授

Professor Dennis LO
Vice-Chancellor and President
The Chinese University of Hong Kong

欣逢賽馬會耆智園（JCCPA）成立二十五周年紀念，謹此致以衷心祝賀。

2000 年，在香港賽馬會慈善信託基金的慷慨捐助下，由香港中文大學負責管理之 JCCPA 正式投入服務，成為香港首家專業一站式綜合腦退化症照顧服務中心。過去四份一個世紀，JCCPA 不僅為腦退化症人士提供多元化服務，更在領導相關研究及創新方面取得美滿成果。JCCPA 致力推廣以人為本、樂享自主的腦退化症照顧模式，不僅令本地社區受惠，也為粵港澳大灣區及亞太地區帶來正面影響。

JCCPA 出色的專業團隊目光遠大，朝着共同目標，發揮創新精神與活力，積極開拓新機。踏入發展新階段，我深信 JCCPA 定能再創高峰，為開創腦退化症照顧的先進技術和建設腦退化友善社區作出重大貢獻。

祝願 JCCPA 百尺竿頭、更進一步。

I am pleased to extend my heartfelt congratulations to the Jockey Club Centre for Positive Ageing (JCCPA) on its 25th anniversary. This special milestone provides an opportunity for us to reflect upon its proud history and remarkable achievements.

With the generous donation from the Hong Kong Jockey Club Charities Trust, JCCPA, managed by The Chinese University of Hong Kong, was established in 2000 as the very first NGO in Hong Kong offering one-stop specialised care for people with dementia. Over the past decades, JCCPA has been playing a pivotal role in providing comprehensive dementia care services and leading transformative research and innovation in the field. Its dedication to promoting a dignity-focused, autonomy-enhancing dementia care model extends beyond the local community, exerting positive impact on the Guangdong-Hong Kong-Macao Greater Bay Area and the Asia-Pacific region.

Sharing visionary goals, the outstanding and professional team of JCCPA consistently demonstrates a strong spirit of innovation, vibrancy and enormous potential. As JCCPA strides into the next chapter of development, I am sure it will continue to thrive and reach new levels of success, contributing greatly to pioneering technological advancements for dementia care and building a dementia-friendly community.

醫院管理局行政總裁
李夏茵醫生

Dr. Libby LEE
Chief Executive
Hospital Authority

當記憶逐漸褪色，病人需要的濃墨一筆，往往是耐心和尊重。多年來，賽馬會耆智園陪伴腦退化症患者走過每一段未知的旅程，為患者和家屬帶來關懷與希望。

耆智園作為香港首間專業一站式綜合腦退化症照顧服務中心，在過去二十五載，一直秉持「以人為本」的信念，細心照顧每位患者的需要；同時體恤照顧者的辛勞和不安，提供全面並持續的支援，一起相知同行。

醫院管理局一直與耆智園緊密合作，由腦退化檢測、照顧者支援，以至轉介患者在出院後無縫銜接家居和社區生活，從多方面提供適切的服務。

耆智園亦為住院病人提供非藥物介入方法，例如音樂、香薰等，紓緩腦退化病人的行為及心理徵狀，為患者及其家人帶來不同的支援。

在此，我謹祝耆智園未來持續創新求進，讓患者及家人在每一個微小的日常裏，看見愛的力量、感受社區的溫暖，正面邁向未來。

As memories gently fade, compassion manifests. The Jockey Club Centre for Positive Ageing (JCCPA) continues to walk steadfastly alongside people with dementia, offering compassion, respect and hope to patients and their families on every step of their unpredictable journey.

The JCCPA is the Hong Kong's first organisation offering one-stop specialised care for people who have dementia. In the past 25 years with a dedicated people-centred approach — caring attentively to each patient's needs, and encouraging caregivers by providing them with holistic and ongoing support to address their tireless efforts and anxiety.

The Hospital Authority has maintained a close collaboration with the JCCPA, ranging from dementia screening, carer support and patient referral for seamless support from discharge to reintegration into home and community.

On the other hand, JCCPA offers non-pharmaceutical intervention such as music and aroma to patients during their stay in hospitals to relieve their behavioural and psychological symptoms, bringing support for patients and carers.

We extend our heartfelt congratulations to JCCPA continued innovation and progress in the years ahead. May the individuals with dementia and caregivers see the power of love in life's simplest moments, feel the warmth of our community, and walk positively toward the future.

香港中文大學醫學院院長
信興教育及慈善基金機械人外科教授
趙偉仁教授

Professor Philip CHIU
Dean, Faculty of Medicine
Shun Hing Education and Charity Fund Professor of Robotic Surgery
The Chinese University of Hong Kong

欣逢賽馬會耆智園創立二十五周年誌慶，我謹此致以最衷心的祝賀，並深感榮幸得以見證其多年來在腦退化症照護方面的卓越貢獻。

賽馬會耆智園於 2000 年由香港賽馬會慈善信託基金、香港中文大學及醫院管理局協力創立，秉持「以人為本」理念，重新定義腦退化症的照護模式。透過融合臨床服務、照顧者支援及實證研究，耆智園以重視尊嚴的照護模式，與無數園友及其家人共同迎接病患帶來的挑戰，為他們帶來希望。

腦退化症不僅削弱認知能力，亦會大大影響人際間的連繫。耆智園多年來努力不懈，致力打破社會對腦退化症的標籤，加強推動公眾教育，促進建立更具同理心的社會環境。耆智園推行多項創新計劃，涵蓋認知復健及照顧者支援，印證即使病情無法逆轉，依然可以活得充滿意義。園友的每個笑容，其家屬的每聲道謝，正是對耆智園卓越貢獻的最佳肯定。

作為創辦夥伴之一，中大醫學院將繼續堅定不移支持耆智園的使命。我特此向耆智園歷屆團隊成員致以最誠摯的謝意，感謝他們秉持醫學界最崇高的理念，就是仁心仁術、忠誠守信與精益求精。我深信耆智園定必繼續創新發展，邁向新里程。願未來在腦退化症的預防、治療技術及共融照護方面有新的突破，為所有腦退化症患者帶來新希望。

耆年康泰，智善永續；廿五芳華，再譜新章。

On this auspicious occasion commemorating the 25th Anniversary of the Jockey Club Centre for Positive Ageing (JCCPA), I extend my warmest congratulations on its exceptional contributions to dementia care in Hong Kong.

Established in 2000 through the visionary collaboration of the Hong Kong Jockey Club Charities Trust, The Chinese University of Hong Kong, and the Hospital Authority, JCCPA has reimagined and transformed dementia care through its holistic, person-centred approach. By integrating clinical services, caregiver support, and evidence-based research, the Centre has empowered countless families to navigate dementia with dignity and hope.

Dementia not only challenges cognitive function but also deeply affects the fabric of human relationships. Yet, through an unwavering commitment to eradicating stigma and promoting public understanding, JCCPA has fostered a more compassionate society. Its innovative programmes - spanning cognitive rehabilitation to caregiver support - affirm that while dementia may be irreversible, a life rich in meaning and connection remains beautifully possible. The smiles of clients and the appreciation expressed by families stand as powerful testaments to the Centre's life-changing impact.

As a founding partner, CU Medicine remains steadfast in our support of JCCPA's mission. My deepest gratitude goes to every member of JCCPA, past and present, who has embodied the highest ideals of medicine: compassion, integrity, and excellence. As JCCPA embarks on its next chapter, I am confident that its legacy of innovation will continue to flourish. May the years ahead usher in new breakthroughs in prevention, technology, and inclusive care - bringing hope and belonging to all those touched by dementia.

香港中文大學醫學院
何善衡老年學及老年病學教授
內科及藥物治療學系教授
賽馬會耆智園總監
郭志銳教授

Professor Timothy KWOK
S.H. Ho Professor of Geriatric Medicine
Professor, Department of Medicine and Therapeutics, Faculty of Medicine, The Chinese University of Hong Kong
Director, JCCPA

二十五年前，香港社會對腦退化症的討論往往伴隨着忌諱、迷惘和顧慮。當時的長者照護主要集中於前線服務，在公眾認知、專業培訓及社區支援方面亟待補足。有見及此，賽馬會耆智園秉持以人為本的核心理念，透過服務、教育、研究及社會倡導的整合，致力重塑腦退化症照護。

至今，我們已為超過 12,800 個受腦退化症影響的家庭提供直接服務，提供超過 104,300 累積服務日數的住宿照顧及超過 306,700 累積服務日數的日間護理服務。我們的熱線回應了37,600多宗查詢，為有需要人士提供資訊和支援。透過腦退化症教育課程，我們培訓了 146,100 多名照顧者、專業人士及公眾人士，賦予他們知識與技能。此外，我們的創新項目更惠及 6,000 個腦退化症家庭，推動建設更共融的社會。

今天，我們欣喜見到這些努力的深遠影響：公眾對腦退化症的認知顯著提升，越來越多人主動尋求知識和使用適切服務，並採納以人為本的照顧模式。耆智園成功將社會的忌諱轉化為對話，將迷惘轉化為理解，將顧慮轉化為切實行動。

藉此珍貴機會，衷心感謝香港賽馬會、醫院管理局及香港中文大學一直以來的支持，讓我們能夠推動腦退化症照護的發展，倡導政策發展，為無數腦退化症人士和家庭的福祉作出貢獻。

展開下一個篇章，我們誠邀您繼續與耆智園攜手，共同建構腦退化症友善城市。

Twenty-five years ago, dementia was a topic often avoided in Hong Kong, surrounded by silence and uncertainty. Elderly care then focused mainly on frontline services, with little support in public awareness, professional training, and community resources. In response, the Jockey Club Centre for Positive Ageing (JCCPA) was founded with a person-centred vision, integrating services, training, research, and advocacy to transform dementia care.

Since its establishment, JCCPA has directly supported over 12,800 families affected by dementia, delivering more than 104,300 cumulative days of residential care and 306,700 days of day care. Our hotline has answered over 37,600 enquiries, offering guidance and reassurance. Through dementia education programmes, we have trained over 146,100 caregivers, professionals, and members of the public, equipping them with vital knowledge and skills. Innovative projects have further benefited 6,000 families of people with dementia, fostering an inclusive and supportive community.

Today, the impact of these efforts is clear. Public understanding of dementia has grown, more people are seeking knowledge and services, and person-centred care is increasingly embraced. JCCPA has helped turn taboo into dialogue, confusion into understanding, and hesitation into action.

As we mark this 25-year journey, we express heartfelt gratitude to The Hong Kong Jockey Club, Hospital Authority, and The Chinese University of Hong Kong for their steadfast support. Together, we have advanced dementia care, influenced policy, and improved the wellbeing of countless lives.

Looking ahead, please join us to co-create a society that celebrates dementia friendliness.

關於賽馬會耆智園

About JCCPA

賽馬會耆智園於 2000 年成立，是香港首間專為腦退化症人士而設的一站式綜合中心。承蒙香港賽馬會慈善信託基金捐助中心成立及首三年營運費用，並由香港中文大學管理，耆智園現以自負盈虧模式持續發展，成為本地腦退化症護理的典範。

中心採用多元服務模式，涵蓋護理服務、專業培訓、創新研究及社會倡議。耆智園秉持「以人為本」理念，因應每位腦退化症人士的背景、性格與能力，提供度身設計的照護方案，並透過積極、維護尊嚴的介入方法維持能力，提升生活質素。同時，中心致力培訓照顧者及專業人員，提升整體照護水平；推動實證研究，持續優化護理與介入方法；並倡導建設腦退化症友善社區。

我們的願景是每位腦退化症人士都能保持自主，安享晚年；建立一個充滿關懷與支持的社會，讓人人都能好好地老。

The Jockey Club Centre for Positive Ageing (JCCPA) was established in 2000 as Hong Kong's first one-stop integrated centre dedicated to people with dementia. With the funding from The Hong Kong Jockey Club Charities Trust, which supported the Centre's establishment and its first three years of operation, and managed by The Chinese University of Hong Kong, JCCPA has since developed into a self-sustaining model and become a local exemplar of dementia care.

JCCPA adopts a diversified service model encompassing care services, professional training, innovative research, and community advocacy. Guided by a "person-centred" philosophy, JCCPA designs tailored care plans that respect each individual's background, personality, and abilities. Through active and dignity-preserving interventions, the Centre helps maintain abilities and enhance quality of life. At the same time, it is committed to training caregivers and professionals to raise overall care standards, advancing evidence-based research to continuously improve dementia care and interventions, and promoting dementia-friendly community.

Our vision is for every person with dementia to maintain autonomy and enjoy later life in a society that fosters care, support, and graceful ageing for all.

服務統計數據 Statistics（2000-2025）

直接服務使用者 Number of Service Users **12,800+**

住宿服務 Attendances of Respite and Residential Service **104,300+**

日間護理服務 Attendances of Day Care **306,700+**

熱線電話查詢 Hotline Enquiries **37,600+**

訓練課程 Training Attendance **146,100+**

媒體報導 Media Coverage **1,900+**

PERSON-CENTRED CARE

以人為本 全人照顧

二十五年來，我們堅持記住每位該被記住的人。

For 25 years, we have persisted in remembering every person who should be remembered.

優質服務、專業訓練、實證研究

Quality Service, Professional Training, Evidence-based Research

香港首間一站式腦退化症服務中心

Hong Kong's First One-Stop Dementia Service Centre

二十多年前，香港的腦退化症服務仍屬起步階段，僅有少數機構提供日間照顧或短期暫托，難以全面回應腦退化症人士及照顧者的多元需要。鑑於社會對腦退化症支援的殷切需求，香港賽馬會慈善信託基金於 2000 年撥款八千一百萬港元成立「賽馬會耆智園」（下稱「耆智園」），是本港首間提供一站式腦退化症支援的綜合服務中心。

耆智園集診症、認知訓練、短期及長期住宿照顧於一身，並採用專業環境設計，全面照顧腦退化症人士及其家屬的身心需要。中心率先引入認知刺激治療及多元非藥物介入模式，並透過專業培訓及實證研究，推動本地腦退化症護理的發展。現時服務範疇已涵蓋輕度認知障礙至腦退化症的不同階段，真正做到全程支援。

Over two decades ago, dementia services in Hong Kong were still in their infancy. Only a handful of organisations offered day care or short-term respite services, which were insufficient to meet the diverse needs of people with dementia and their caregivers. In response to the growing demand for dementia service and support, The Hong Kong Jockey Club Charities Trust allocated HK $81million in 2000 to establish the Jockey Club Centre for Positive Ageing (JCCPA), pioneering the Hong Kong's first integrated one-stop dementia service centre.

JCCPA integrates clinical consultation, cognitive training, and both short-term and long-term residential care, all within a professionally designed environment that holistically addresses the physical and emotional needs of individuals with dementia and their families. The Centre was among the first in Hong Kong to introduce Cognitive Stimulation Therapy (CST) and a range of non-pharmacological interventions. Through professional training and evidence-based research, it has played a key role in advancing local dementia care. Today, its services span the entire spectrum, from Mild Cognitive Impairment (MCI) to all stages of dementia, providing truly continuous support.

耆智園的成立不僅填補了本地腦退化症服務的空白，更開啟了提升照顧質素與標準的新篇章：

The establishment of JCCPA not only filled a critical gap in local dementia services, but also marked a new chapter in enhancing care quality and standards:

對社會大眾 For the General Public:

提升腦退化症專業服務水平，推動全人照顧理念。

The professional standards of dementia care is raised while the concept of holistic support is widely spread out.

對腦退化症人士及照顧者 For Individuals with Dementia and their Caregivers:

提供貼心環境設計與多元專業支援，減輕照顧者的壓力。[1]

It provided a thoughtfully designed environment and a wide range of professional support services, helping to ease caregiving burden.[1]

對業界 For the Professional Sector:

倡導「以人為本」的照顧模式，建立服務標準，促進知識傳承與實證研究，推動服務多元化。

It championed a "person-centred" care model, set service benchmarks, fostered knowledge transfer and evidence-based research, and encouraged service diversification.

THE HAT HE HELD CLOSE TO HIS HEART

女兒送給他的帽子
The Hat He Held Close to His Heart

溫文爾雅的泉伯，精神矍鑠，經常參與中心的拍攝活動，是耆智園的御用「模特兒」。每次拍攝，護士都為泉伯精心挑選服飾和打扮，同時尊重泉伯的個人意願。有一次，泉伯堅持自己戴上女兒送給他的帽子，搭配當日衣服進行拍攝，於是就有了左邊這幀照片，從中可見泉伯一臉自豪。

「以人為本」從來不是印在宣傳單張上的口號，更不是寫在服務承諾的泛泛之談，它體現在我們與腦退化症人士間的每一次交談、每一次互動，乃至每一個生活日常。

Gentle and graceful, Uncle Chuen remains full of vitality. He frequently takes part in photo shoots at the Centre and is affectionately known as JCCPA's resident "model". For each session, our colleague thoughtfully selects Uncle Chuen's outfits and styling while always respecting his personal preferences. On one occasion, Uncle Chuen insisted on wearing a hat gifted by his daughter to match his outfit for the day. The result was the photo on the left, capturing his proud and radiant expression.

"Person-centred care" has never been just a slogan printed on brochures, nor a vague promise in service pledges. It is reflected in every conversation, every interaction, and every moment of daily life shared with people with dementia.

FREEDOM WITH DIGNITY, 不被束縛的自由

CARE WITHOUT RESTRAINT

說到香港的醫院和安老院舍，令賽馬會耆智園總監郭志銳教授最難以接受的是約束長者的文化[2]。他坦言：「我想我是對個人的自主有份執着。」對他而言，自主是基本人權，更是一種由身邊的人給予和個人爭取得來的權利。

他指出，老弱者的自主能力有限，尤其是有腦退化症的人，但這並不代表照顧者可以忽略他們的意願。相反，照顧者應該盡可能尊重他們的自主。「這樣我們才會尊重我們的工作，感到工作的意義。」

In speaking about hospitals and elderly homes in Hong Kong, Professor Timothy Kwok, Director of JCCPA, found the culture of restraining older adults the hardest to accept[2] . He candidly admitted, “I suppose I have a deep commitment to personal autonomy.” To him, autonomy is not only a fundamental human right, but also a form of empowerment granted by those around us.

He pointed out that older and frail individuals, especially those with dementia, may have limited autonomy, but that does not mean that caregivers can disregard their wishes. On the contrary, caregivers should strive to respect their autonomy as much as possible. “Only by doing so can we truly respect our own work and find genuine meaning in it.”

耆智園為照顧腦退化症人士帶來什麼重要啟發？

What Important Insights has JCCPA Brought to Dementia Care?

「2004 年的某一天是頗為特別的，我突然收到醫學院院長的電話，他說：『不如你去耆智園？』」郭志銳教授回想道。於是，他就被委派到耆智園出任總監一職。

在他還未到任之前，耆智園早已聘請資深的護士和物理治療師等，並且每天都有專科醫生駐診，而室內設施亦引入和參照澳洲專為長者而設的家具。雖然投放了大量資源，然而由於大眾對腦退化症存在誤解和抗拒尋求協助，耆智園的服務使用率並不高。於是郭教授決定改變方向，重新檢視員工編制，強調運用心理社交模式的介入方法，並調撥資源進行公眾教育，讓更多市民認識腦退化症，從而了解非藥物治療對腦退化症人士的重要性，以及讓大眾減低對腦退化症的誤解和偏見。兩、三年後，使用耆智園服務的人數逐漸增加，中心開始可以自負盈虧。

當年，香港賽馬會慈善信託基金主動聯繫香港中文大學醫學院和醫院管理局，共同成立耆智園，此舉不僅提供前線服務，更重要是發揮示範作用，向其他機構展示如何為腦退化症人士提供一站式的綜合服務和訓練，希望同儕參考，並且透過公眾教育、同工與照顧者的訓練及研究，提升整體照顧質素。現在，香港專為腦退化症人士而設的中心已有明顯增長。

“One day in 2004 was special. I received a phone call. The Dean of the Faculty of Medicine said, ‘How about you go to JCCPA?’” recalled Professor Timothy Kwok. And so, he was assigned to take up the role of Director at the Centre.

Before Professor Kwok assumed leadership, JCCPA had already laid a strong foundation, and staffed with experienced nurses, physiotherapists, and specialist doctors available daily. Its interior design adhered to Australian standards for dementia-friendly environments, reflecting a thoughtful investment in both personnel and infrastructure. Yet, despite these efforts, public awareness remained low, and service uptake was limited.

Recognising the need for a strategic shift, Professor Kwok conducted a thorough review of staffing arrangements, emphasised the use of psychosocial intervention approaches, and reallocated resources to public education. This enabled more members of the public to understand dementia, recognise the importance of non-pharmacological treatments, and reduce misconceptions and stigma surrounding the condition. Within two to three years, JCCPA saw a steady increase in service users and achieved financial sustainability.

At the time, The Hong Kong Jockey Club Charities Trust proactively reached out to the Faculty of Medicine at The Chinese University of Hong Kong and the Hospital Authority to jointly launch the establishment of JCCPA. The initiative was not only about providing frontline services, it was also intended to serve as a model, demonstrating to other centres how to deliver integrated, one-stop support and training for people with dementia. The hope was that peers would take reference from this approach, and that public education, staff and caregivers training, and research would collectively help raise the overall quality of care. Today, the number of centres in Hong Kong dedicated to dementia care has grown significantly.

創先河 致力推動「無綁」文化

Pioneering a Culture of Restraint-Free Care

在耆智園成立以前，安老院舍使用身體約束物品的情況普遍，尤其針對腦退化症人士，常見做法包括使用束縛帶、床欄或限制行動的設施。 雖然，這些措施是出於「善意」的安全考量——防止跌倒、避免遊走，或是因人手不足而作出的權宜之計，然而，這些束縛背後，反映的是對症狀的誤解，以及傳統照顧模式的局限。

耆智園自成立以來，秉持「以人為本」和「零約束」的照顧理念，致力打造一個讓腦退化症人士可以自主自在的生活空間。透過跨專業團隊協作、個人化照顧計劃和專業環境設計，中心自成立至今已實踐零約束照顧二十五年，讓每位園友擁有選擇與行動的自由，確保他們安全及受到尊重。

Before the establishment of the JCCPA, the use of physical restraints in elderly care homes was common, particularly for individuals with dementia. Typical practices included the use of restraint belts, bed rails, or mobility-restricting equipment. Although these measures were often implemented with “good intentions” for safety reasons, such as preventing falls, wandering, or compensating for staff shortages, they also reflected a misunderstanding of dementia symptoms and the limitations of traditional care models.

Since its establishment, JCCPA has upheld a “person-centred” and “restraint-free” care philosophy, striving to create a space where people with dementia can live with comfort and dignity. Through interdisciplinary teamwork, personalised care plans, and thoughtfully designed environments, the Centre has practiced restraint-free care for over two decades, ensuring that every resident enjoys the freedom to choose and move, while remaining safe and respected.

全港首創 Pioneering in Hong Kong:
實踐零約束二十五年，建立安老服務界的參考標準。
A 25-year commitment to restraint-free care, setting a benchmark for elderly care services.

經驗傳承 Knowledge Transfer:
接待逾 23,000 名訪客，分享環境設計與照護經驗。
Welcomed over 23,000 visitors to exchange insights on environmental design and care practices.

實證成效 Evidence-Based Research:
2022 年於 4 間院舍試行「減約束計劃」，12 個月內約束率下降 30.9%[3]，跌倒風險沒有因此增加。
In 2022, a pilot “Restraint Reduction Programme” across 4 care homes led to a 30.9%[3] decrease in restraint use within 12 months—without an increase in fall risk.

業界推動 Driving Industry Transformation:
「減約束計劃」擴大至 30 間合作機構，推動照護文化轉型。
The programme expanded to 30 partner organisations, promoting a cultural shift in caregiving.

科學驗證 Scientific Validation:
跨專業管理模式有效降低約束使用率。
An interdisciplinary management model has proven effective in reducing the use of restraints.

隨腦退化症溜走的，不僅是珍貴的記憶，更可能是一個人最基本的自由與尊嚴。

Along with the progression of dementia, what may slip away is not only precious memories, but possibly also a person’s most fundamental freedom and dignity.

ONE STEP, A GIANT LEAP

一小步成就一大步

在面對腦退化症這一全球挑戰時，名稱的選擇不僅是文字的替換，更是觀念的革新。

十五年前，當「痴呆」一詞仍被普遍使用時，耆智園已敏銳地意識到「痴呆」一詞在中文帶有如「痴傻」、「呆滯」等的負面標籤，對早中期階段腦退化症人士來說尤其不合適，往往成為他們和家屬求醫路上的無形障礙。[4]

In confronting the global challenge of dementia, the choice of terminology is more than a change in wording, it signifies a shift in mindset.

Fifteen years ago, when the term “痴呆” (commonly translated as “dementia”) was still widely used, JCCPA keenly recognised its negative connotations in Chinese—suggesting notions like “foolishness” or “emptiness”. Such labeling was especially inappropriate for individuals in the early to middle stages of the condition, often becoming an invisible barrier for them and their families in seeking medical help.[4]

減少污名化與社會歧視，提升就醫意願，促進腦退化症友善政策的發展。

Reducing stigma and social discrimination, encouraging willingness to seek medical care.

耆智園率先推動「腦退化症」正名，這不僅是名稱的變更，更是對腦退化症人士尊嚴的捍衛。從抗拒到接納，從諱疾忌醫到積極面對，這項改變讓許多人更願意踏出求醫的第一步，為「黃金介入」爭取寶貴時間，同時成為我們推動建立腦退化症友善城市的第一步。

當我們敢於挑戰慣例，擁抱改變，就能為社會開創更多可能，哪怕只是正名，這個微小的行動足以帶來舉足輕重的革新，正如耆智園在腦退化症服務上的創新實踐，始終源自這份突破現狀的勇氣。

JCCPA took the lead in advocating for the renaming of dementia in Chinese, a change that goes beyond terminology and stands as a defense of dignity for those living with the condition. From resistance to acceptance, from avoidance to proactive care, this shift has encouraged many to take the first step toward seeking medical help, gaining precious time for early intervention. It also marked the beginning of our journey to build a dementia-friendly city.

When we dare to challenge convention and embrace change, we unlock new possibilities for society. Even something as seemingly small as renaming can spark profound transformation, just like our innovative practices in dementia care, which have always been driven by the courage to break through the status quo.

如今，「腦退化症」、「認知障礙症」、「失智症」等中性名稱已在香港百花齊放，這十五年的正名歷程見證了：

Over the past 15 years, the shift in terminology and understanding reflected a meaningful journey of redefinition:

社會觀念轉變 A Shift in Public Perception:

從污名化到理解包容

From stigma to empathy and inclusion

政策實質進展 Concrete Policy Advancements:

推動友善城市建設

Driving the development of dementia-friendly city

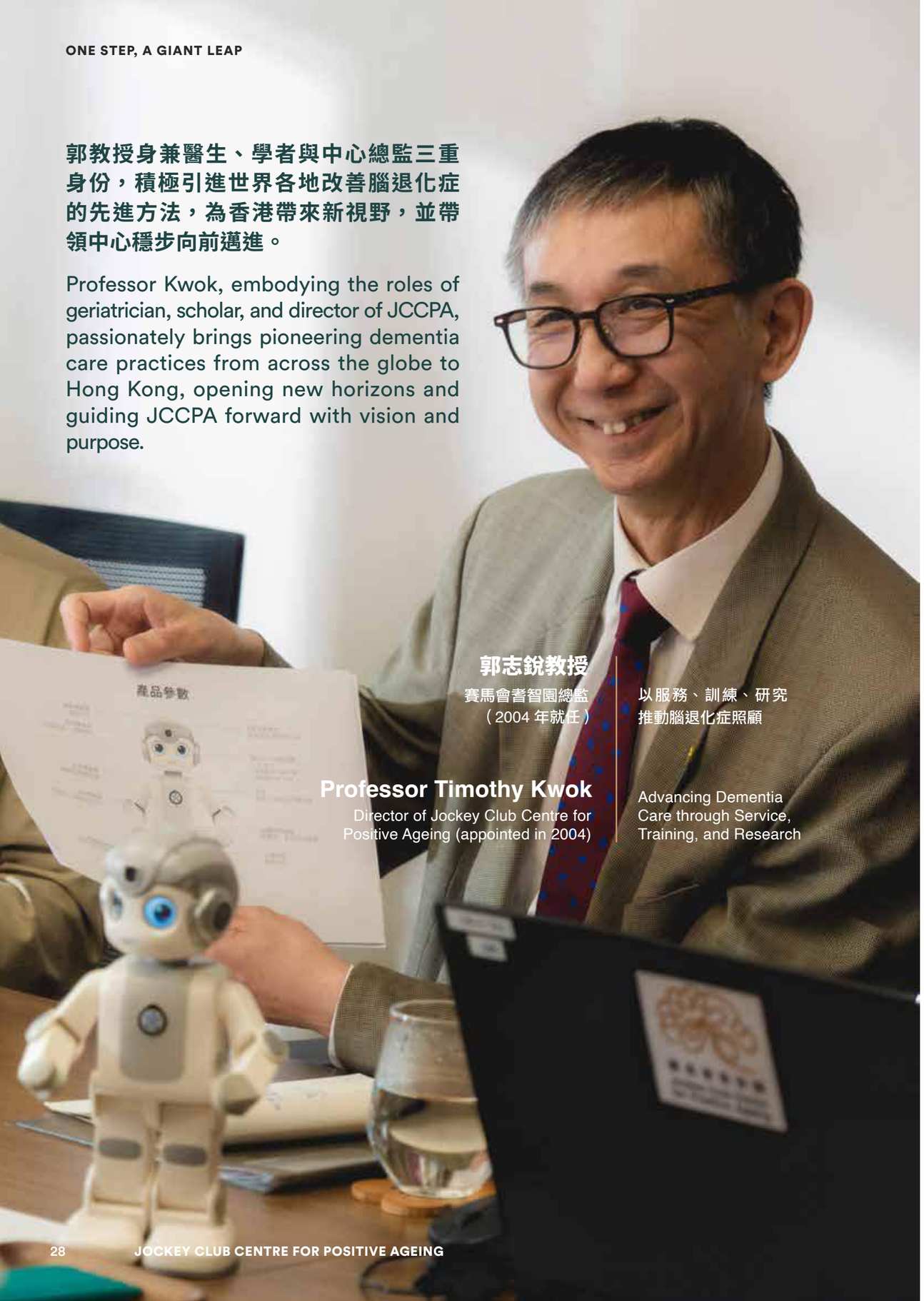
就醫率提升 Improved Healthcare Engagement:

早期檢測人數顯著增加

Significant increase in early screening and diagnosis

郭教授身兼醫生、學者與中心總監三重身份，積極引進世界各地改善腦退化症的先進方法，為香港帶來新視野，並帶領中心穩步向前邁進。

Professor Kwok, embodying the roles of geriatrician, scholar, and director of JCCPA, passionately brings pioneering dementia care practices from across the globe to Hong Kong, opening new horizons and guiding JCCPA forward with vision and purpose.



郭志銳教授
賽馬會耆智園總監
（2004 年就任）

以服務、訓練、研究
推動腦退化症照顧

Professor Timothy Kwok
Director of Jockey Club Centre for Positive Ageing (appointed in 2004)

Advancing Dementia Care through Service, Training, and Research

WHERE THERE'S A WILL, THERE'S A WAY

只怕有心人

Where There's a Will, There's a Way

郭教授深信，老人科醫生的其中一個專長就是團隊精神。

「我十分慶幸加入了耆智園的團隊，讓我親身見證了醫社合作的力量。」

腦退化症暫時仍是沒法完全治癒的疾病，但在適當的治療和個人化的社區支援下，郭教授看到很多腦退化症人士在身心上有明顯的改善，家人及照顧者均可以鬆一口氣。

天下無難事，只怕有心人。

Professor Kwok firmly believes that one of the key strengths of geriatricians is their spirit of teamwork.

"I feel truly fortunate to have joined the team at JCCPA. It has allowed me to witness firsthand the power of medical-social collaboration."

Dementia remains an incurable condition for now, but with appropriate treatment and personalised community support, Professor Kwok has witnessed significant improvements in the physical and mental well-being of many people with dementia—this allows their families and caregivers to breathe a sigh of relief.

Nothing is impossible to a willing heart.

Florence 教懂我們，每一個項目都不是冷冰冰的治療，背後是怎樣令腦退化症人士的生活更有熱情；亦要勇於創新，才可以一點一滴地增進腦退化症人士的福祉。

Florence taught us that no initiative is merely clinical, each one carries the warmth of human connection. At its heart, it's about how we can infuse the lives of the individuals with dementia with greater passion and vitality. Only through daring innovation can we gradually enhance the wellbeing of those with dementia.

何貴英
總經理

帶領團隊二十年
推動創新照顧與支援服務

Florence Ho
General Manager

Leading the Team for 20 Years
Championing Innovative Care and Support Services

用心築一個讓記憶停留的地方

Living in a World of Safety and Dignity

「救得一個得一個。」Florence 說這句話時，眼神總是特別堅定。

二十年來，她陪伴無數腦退化症長者走過迷茫歲月，最懂「家」對他們的意義。耆智園的管理工作和推行的理念並不簡單。每當有人問她如何堅持，她總會輕聲反問：「如果有一天，你醒來發現自己在一個完全陌生的地方，認不出現在身邊的所有人……你會不會害怕？想不想回家？」

這不是假設，而是她每天面對的現實。正因懂得這份恐懼，她和團隊用心打造耆智園，這裏有熟悉的擺設、溫暖的燈光，讓腦退化症人士能安心地生活，慢慢地回憶。

除了耆智園的園友，Florence 也心繫社區中的腦退化症人士，因此無間斷地透過不同的項目，推動建構腦退化症友善社區，即使面對重重挑戰，Florence 始終懷抱一個願望：讓每位腦退化症人士都能挺直脊背，活在一個安全和被尊重的世界。

對她而言，在耆智園工作是一份使命。每一個笑容、每一份感激，都是她繼續前行的力量。

「記憶會消失，但愛不會。」Florence 這麼相信着，也這麼實踐着。

"Save whoever if I can." Florence says with unwavering conviction in her eyes. For the past 20 years, she has walked alongside countless individuals with dementia through their most disoriented moments, and she understands better than anyone what "home" truly means to them.

Whenever someone asks why she continues to do this work, she gently replies with a question of her own, "If one day you woke up in a completely unfamiliar place, unable to recognise anyone around you... wouldn't you be scared? Wouldn't you want to go home?"

This is the reality she faces every single day. Understanding that fear so deeply, Florence and her team have poured their hearts into building JCCPA. Here, familiar furnishings and warm lighting create a space where people with dementia can live with comfort, and gently reconnect with their memories.

Beyond the residents of JCCPA, Florence's heart is also with those people with dementia in the wider community. Through ongoing initiatives, she has tirelessly championed the creation of dementia-friendly communities. Even in the face of countless challenges, Florence holds onto one unwavering wish: every individual with dementia can stand tall and live in a world that is safe and respectful.

To Florence, working at JCCPA is more than a job. It's a mission. Every smile and heartfelt thank you gives her the strength to carry on.

"Memory may fade, but love does not." Florence believes this wholeheartedly and lives it, every single day.

MY HEART SHINES LIKE THE MOON

月亮代表我的心

My Heart Shines Like the Moon

黃振宙先生從未想過，自己有一天會成為照顧者。

當關婆婆（黃先生母親）確診腦退化症時，毫無照顧經驗的他遍訪安老中心，卻屢屢失望。他說：「大多數機構只能提供基本照顧，但媽媽需要的是一個真正懂得腦退化症的地方。」

在耆智園，他找到了答案。

在專業的照護下，關婆婆在確診後的十多年間，仍維持在初期腦退化症的階段，可說是一個非凡的個案。她甚至有一段長時間能獨居，就算沒有家庭傭工同住，仍保持生活的自主與尊嚴。

「那些年，我們獲得了許多珍貴的日常。」黃先生回憶。最溫暖的一幕是母親 98 歲時，仍能與他合唱《月亮代表我的心》。「作為照顧者，看着親人從初期走到晚期，心中難免悲傷。耆智園教我換位思考，尤其當母親開始認不出我的時候，更需要耐心與信任去重新建立關係。」

自此，他深信優質照顧不應只局限於個別機構：「我希望不只是耆智園，而是每一間長者服務機構都有能力提供『以人為本』的照顧。培訓，就是實現這個願景的重要一步。」

Mr. Wong never imagined that one day he would become a caregiver.

When Granny Kwan (Mr. Wong's mother) was diagnosed with dementia, he had no care support experience. He visited numerous elderly care centres, only to be repeatedly disappointed. "Most places could only offer basic care," he said, "but what my mother needed was somewhere that truly understood dementia."

At JCCPA, he found the answer.

Under professional care, Granny Kwan remained in the early stage of dementia for over a decade after her diagnosis. This is an extraordinary case. Remarkably, she was able to live independently for a significant period, maintaining autonomy and dignity even without a live-in domestic helper.

"Those were the years we were gifted with countless precious moments," Mr. Wong recalled. The most heartwarming memory was when his mother, at 98, could still sing "The Moon Represents My Heart" with him. "As a caregiver, watching a loved one progress from early to late-stage dementia inevitably brings sorrow. JCCPA taught me to see things from a different perspective, especially when my mother could no longer recognise me. That was when patience and trust became essential in rebuilding our connection."

Since then, he has firmly believed that quality care should not be confined to a single institution. "I hope it's not just JCCPA, but every elderly care organisation can provide person-centred care. Training is a crucial step toward making this vision a reality."

專業照顧革新之路

The Journey to Innovative Professional Care

耆智園與香港中文大學設計了一年制「支援腦退化症實務證書課程」，以及建立腦退化症照顧能力標準，令香港的腦退化症服務更趨專業。

在過去，腦退化症照護長期缺乏系統化的專業培訓，業界往往只能零散地依據各自的經驗和方式來實踐及傳承，真正以腦退化症為核心的專業認證課程更是空白。有見及此，耆智園自 2011 年起，與香港中文大學合辦「支援腦退化症實務證書課程」，這不僅是本港早期推出的腦退化專門課程之一，更因其理論與實務並重的特色，備受業界肯定。課程於 2015 年升級為「支援腦退化症實務高等文憑」。

我們衷心感謝黃振宙先生的慷慨捐助和信任，並啟發我們推出此課程。

JCCPA and The Chinese University of Hong Kong jointly developed a one-year “Certificate in Dementia Care Programme” and established competency standards for dementia care to advance the professionalisation of dementia services in Hong Kong.

For years, professional dementia care suffered from a lack of systematic training. Practitioners often had to rely on fragmented and experience-based approaches passed down inconsistently across the field, and there was a notable absence of dementia-specific certification programmes. In response, since 2011, JCCPA has partnered with The Chinese University of Hong Kong to launch the “Certificate in Dementia Care Practice”. Not only was this one of the earliest specialised dementia care courses introduced in Hong Kong, but it also gained widespread recognition within the industry for its balanced emphasis on both theoretical knowledge and hands-on practice. The programme was upgrapded to The Advanced Diploma Programme in Dementia Care in 2015.

We are deeply grateful to Mr. Pat Wong for his generous support and trust, which inspired us to launch this programme.

填補專業空白 Bridging the Professional Gap:
這是最早開發的系統性腦退化症專門課程，令腦退化症由不被重視，發展成系統化培訓，同時亦回應業界對專科培訓的迫切需求。
As the first structured training programme in Hong Kong dedicated to dementia care, this curriculum transformed dementia from a neglected topic into a systematic area of professional development which addresses the urgent demand for specialised training in the sector.

國際認可 International Recognition:
課程獲英國斯特靈大學認可，資歷等同其腦退化症碩士課程首年內容，與國際專業標準接軌。
Accredited by the University of Stirling in the UK, the curriculum is equivalent to the first-year content of its Master’s programme in Dementia Studies, aligning with global professional standards.

培育精英 Cultivating Talent:
迄今逾 450 名畢業生在各領域推動以人為本的優質照顧。
To date, over 450 graduates have gone on to promote person-centred and quality care across various sectors.

崔志文
副總經理

Kenny Chui
Deputy General Manager

腦退化症護理專家
推動以人為本的照顧

Dementia Care Specialist
Advocating for
Person-Centred Care

Kenny 相信，除了學會專業的長者服務，對長者最有幫助的就是以人為本的態度。

Kenny believes beyond mastering professional eldercare services, the most impactful support comes from a person-centred attitude.

FROM CARING FOR ONE TO TRANSFORMING CARE FOR MANY

保持照顧祖母的一顆心

From Caring for One to Transforming Care for Many

Kenny 由讀大學時的實習崗位開始，至今一直與腦退化症人士共處及設計專門服務。由二十年前照顧出現腦退化症的祖母至獲得本地優秀社工獎項，到憑藉哲學博士論文探討腦退化症人士的主觀世界，Kenny 始終保持着最初的心態：「我所照顧的每一個人，他 / 她在我心目中都是第一位我照顧的人，需要同樣的關心和愛心。」這亦是「以人為本」最基本的原則。

腦退化症人士不是有「要求」的人，而是需要大家用心觀察及理解，對其「需求」提供最基本照顧的人，從情緒支援到生活安排亦然。當初，Kenny 希望到能每天接觸腦退化症人士的地方工作，緣份安排了他加入耆智園，時至今日，他仍會於節慶時穿上充滿喜氣洋洋的財神裝在前線服務，用真誠的笑容為園友帶來歡樂。

Kenny 從來都是自帶高能量的人，他說：「我期望自己能為每一個我接觸到的腦退化症人士帶來幸福感，支援其家人及照顧伙伴們，或許只是一分鐘，也要盡力實踐以人為本的精神，這不只是一份尊重，也是一點有溫度的關懷。」

From his university internship to the present day, Kenny has dedicated himself to working alongside people living with dementia and designing specialised services to support them. His journey began over 20 years ago when he cared for his grandmother, who was diagnosed with dementia. This personal experience inspired him to pursue excellence in social work locally and later led to his doctoral research, which explored the subjective world of individuals with dementia. Throughout his career, Kenny has upheld a guiding principle: “Every person I care for is, in my heart, the first person I have ever cared for. They all deserve the same level of concern and love.” This is the most fundamental principle of person-centred care.

People living with dementia are not individuals who make “demands”, but rather those whose “needs” require us to observe and understand with care and empathy, so that we can provide them with the most basic and respectful support, from emotional care to daily life arrangements. Kenny has always hoped to work in a place where dementia services are part of everyday life, and he was fortunate to join JCCPA. To this day, during festive occasions, he continues to serve on the frontlines, donning a cheerful God of Wealth costume and bringing joy to service users with his genuine smile.

Kenny has always been a naturally energetic person. He shares, “I hope to bring a sense of happiness to every individual with dementia I encounter, and to support their families and care partners. Even if it’s just for one minute, I strive to embody the spirit of person-centred care—not only respect, but heartfelt compassion.”

MEDICAL-SOCIAL COLLABORATION

醫社協作模式

從預防到支援 全面守護

Comprehensive Support from Prevention to Care

隨着人口高齡化，腦退化症已成為全球公共衛生的重要挑戰。在香港，每十名 70 歲以上長者就約有一人受影響。研究顯示，輕度認知障礙人士若未得到及時介入，當中 10 至 15% 會在一年內轉變為腦退化症。然而，社會對腦退化症仍抱持誤解與標籤，許多人因缺乏認知或恐懼而延誤求醫，錯失治療的黃金時機。

因此，耆智園積極推動「及早檢測、及早確診、及早介入」的醫社協作模式，結合國際實證策略與本地化創新服務，從預防到支援，為腦退化症人士及其家庭構建全面守護網。近年，透過三大前瞻性計劃填補服務缺口，並獲得國際認可，展現香港在腦退化症照護範疇的領先實踐。

With an ageing population, dementia has emerged as a major public health challenge worldwide. In Hong Kong, approximately one in ten people aged 70 or above is affected. Research shows that without timely intervention, 10 to 15% of individuals with mild cognitive impairment may progress to dementia within a year. However, misconceptions and stigmatising views about dementia persist in our society, prompting many people to delay seeking help due to a lack of understanding or fear.

In response, JCCPA actively promotes a collaborative medical-social model that emphasises early detection, early diagnosis, and early intervention. By integrating evidence-based international strategies with localised and innovative services, JCCPA aims to build a comprehensive support network for person with dementia and their families from prevention to care. In recent years, the three forward-looking initiatives have helped bridge service gaps and earned international recognition, showcasing Hong Kong's leading practices in dementia care.

賽馬會「與耆同行」腦退化症支援計劃

Jockey Club Post-Diagnostic Support in Dementia Care Programme

賽馬會「智康健」腦退化檢測及社區支援計劃

Jockey Club "Brain Health" Dementia Screening and Community Support Project

賽馬會早發性腦退化症支援計劃

Jockey Club Younger Onset Dementia Support Project

賽馬會「與耆同行」腦退化症支援計劃 (2019–2022)

Jockey Club Post-Diagnostic Support in Dementia Care Programme (2019–2022)

耆智園聯同基督教香港信義會社會服務部、基督教靈實協會及九龍樂善堂，推行本港首個以蘇格蘭國家策略為藍本的先導計劃——賽馬會「與耆同行」腦退化症支援計劃，支援懷疑有輕度認知障礙的人士、早期腦退化症人士及其照顧者。

In collaboration with The Evangelical Lutheran Church Social Service – Hong Kong, Haven of Hope Christian Service, and The Lok Sin Tong Benevolent Society, Kowloon, JCCPA launched the Jockey Club Post-Diagnostic Support in Dementia Care Programme, Hong Kong's first pilot initiative modeled on Scotland's national dementia strategy. This programme provides support for people with suspected mild cognitive impairment, those in the early stages of dementia, and their caregivers.

填補專業空白 Bridging the Professional Gap:

項目以蘇格蘭國家腦退化症策略為基礎，採用蘇格蘭政府所認可的「診斷後支援服務五大支柱」作藍本，應用家庭介入及充權的模式。

This initiative was grounded in Scotland's National Dementia Strategy, adopting the government-endorsed "Five Pillars of Post-Diagnostic Support" framework. It applied family intervention and empowerment approaches to enhance care.

建立醫社協作範例 Knowledge Transfer:

服務覆蓋 11,000+ 網上檢測、1,100+ 診斷檢查、870+ 介入訓練。

The service reached over 11,000+ online screenings, 1,100+ assessments, and 870+ intervention sessions.

創新家庭充權模式 Innovative Family Empowerment Model:

逾 670+ 名家屬掌握實務技巧，減輕他們在照護過程中的負擔[5]。

More than 670+ family caregivers acquired practical caregiving skills, helping to ease their caregiving burden[5].

奠定擴展基礎 Driving Industry Transformation:

促成後續的賽馬會「智康健」腦退化檢測及社區支援計劃，深化社區支援。

The initiative paved the way for Jockey Club "Brain Health" Dementia Screening and Community Support Project, further strengthening community support.

賽馬會「智康健」腦退化檢測及社區支援計劃

Jockey Club “Brain Health” Dementia Screening and Community Support Project

為延續前期成果及進一步回應高齡化挑戰，耆智園聯同基督教家庭服務中心、基督教靈實協會、九龍樂善堂、博愛醫院、聖雅各福群會、東華三院及仁濟醫院社會服務部，舉辦賽馬會「智康健」腦退化檢測及社區支援計劃。

To build on earlier achievements and further address the challenges of an ageing population, JCCPA has partnered with Christian Family Service Centre. Haven of Hope Christian Service, The Lok Sin Tong Benevolent Society Kowloon, Pok Oi Hospital, St. James' Settlement, Tung Wah Group of Hospitals, and Yan Chai Hospital Social Service Department to launch the Jockey Club “Brain Health” Dementia Screening and Community Support Project.

擴大基層醫療網絡 Expanding Primary Healthcare Networks:
擴大私家醫生的診斷培訓與社區針對腦退化症的藥物支援。
Strengthening diagnostic training for general practitioners and enhancing community-based pharmaceutical support for dementia care.

獲國際雙重認可 Dual International Recognition:
於 2024 年榮獲世界安老節（亞洲區）「最佳腦退化症護理獎」及入圍「年度創新社區躍動模式獎」五強。
Awarded the “Best Dementia Care Award” at the World Ageing Festival (Asia Region) and named among the top five finalists for the “Innovative Community Empowerment Model of the Year” in 2024.

服務升級 Enhanced Services:
推動健康生活模式，實踐「預防和延緩」的目標。
Promoting healthy lifestyle practices to achieve the goals of prevention and delay in dementia progression.

賽馬會早發性腦退化症支援計劃 (2021–2024)

Jockey Club Younger Onset Dementia Support Project (2021–2024)

開拓支援新方向

Pioneering New Approaches in Younger Onset Dementia Support

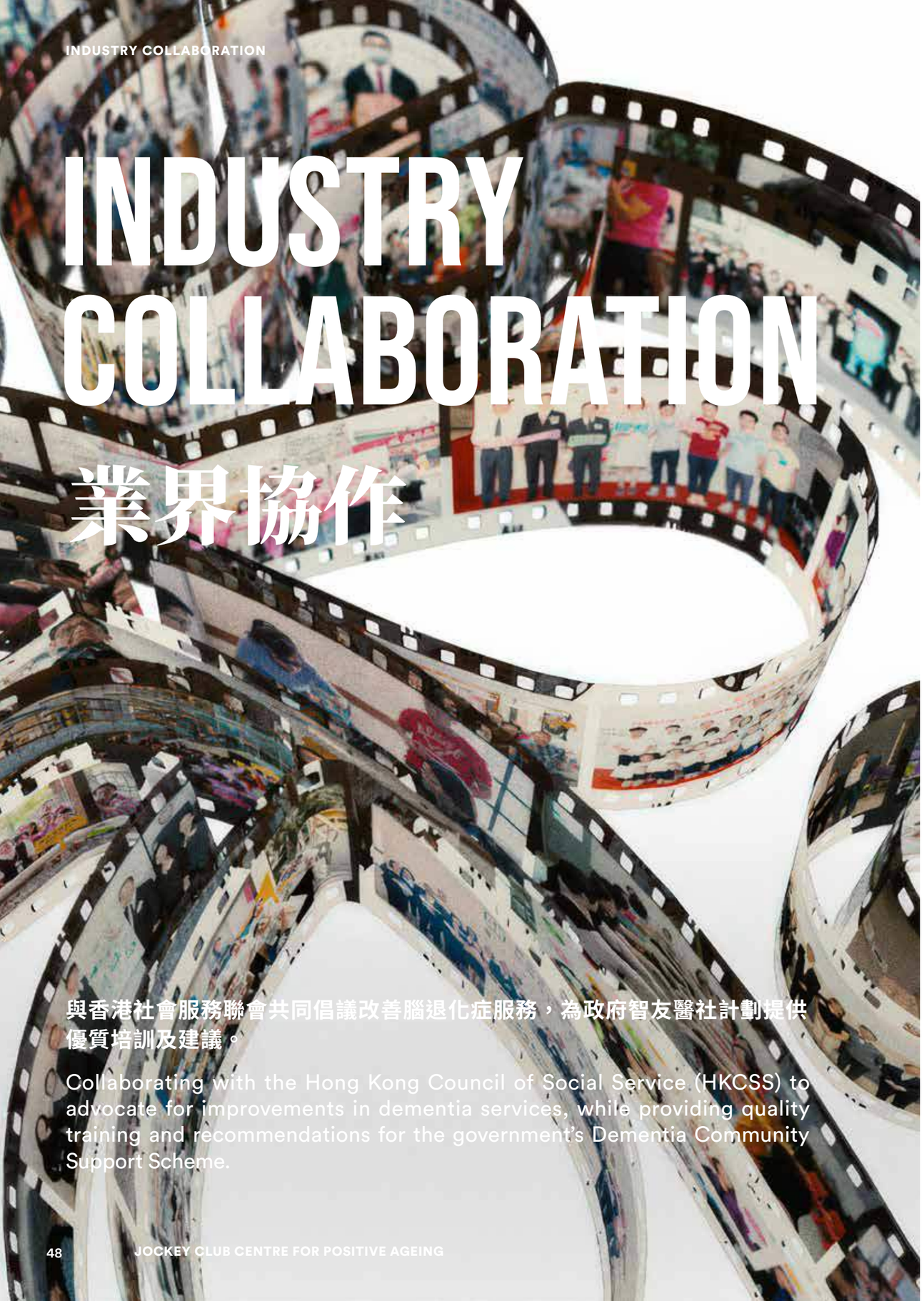
耆智園針對 65 歲前發病的早發性（年輕型）腦退化症人士的獨特需求及其家庭而推出此計劃，旨在提供系統化的支援服務及建立本地新型照顧模式，開發照顧的新方向，為早期診斷與介入作準備。

JCCPA launched this initiative to address the unique needs of people with younger-onset dementia, those diagnosed before the age of 65, and their families. The programme aimed to provide structured support services and develop a new local care model, paving the way for early diagnosis and intervention while exploring new directions in dementia care.

首創本土化照顧框架 Pioneering a Localised Care Framework:
回應此群體面對的特殊挑戰，包括正值壯年需兼顧家庭與工作責任，以及家庭關係和財務規劃上的重大痛點。
Addressing the unique challenges faced by this group, such as being in their prime working years, managing family and career responsibilities, and navigating complex family dynamics and financial planning.

填補服務空白 Bridging Service Gaps:
建立早發性診斷與介入的模式。
Establishing a model for early diagnosis and intervention in younger-onset dementia.

提升生活品質 Enhancing Quality of Life:
透過自我管理訓練，同步強化早發性腦退化症人士的能力及與家屬的關係。
Strengthening the capabilities of people with younger-onset dementia and their relationships with family members through self-management training.



INDUSTRY COLLABORATION
業界協作

與香港社會服務聯會共同倡議改善腦退化症服務，為政府智友醫社計劃提供優質培訓及建議。

Collaborating with the Hong Kong Council of Social Service (HKCSS) to advocate for improvements in dementia services, while providing quality training and recommendations for the government's Dementia Community Support Scheme.

倡議在各區成立專門的腦退化症日間支援中心

Advocating for the Establishment of Dedicated Dementia Day Care Centres across Districts

早於十五年前，為掌握更多腦退化症人士使用日間服務的數據和照顧者所遇到的困難，耆智園聯同香港社會服務聯會（社聯），向當時全港 59 間政府資助的日間長者護理中心進行問卷調查。結果顯示在 3,000 多名長者中，有 1,420 人（47%）為腦退化症人士，當中有 1,044 人（74%）具備良好活動能力。然而，98% 的中心認為照顧活動能力良好的腦退化症長者較困難，主要挑戰為攻擊性行為、「遊走」和焦慮不安。當時，服務亦供不應求，約有 1,100 名輪候日間護理的長者，各中心也面臨空間不足（人均面積僅 2.6 平方米），以及人手短缺問題。因此，耆智園與社聯建議政府在五年內增設 20 間中心、改善空間設計（人均面積增至 10 平方米）、增聘專業人員（如治療師和社工），並加強早期介入和公眾教育。

自 2017 年起，政府開始透過「醫社合作」模式，讓初期或中期腦退化症人士在社區內獲得適切的支援服務，以穩定他們的情況及減輕進出醫院的困擾，並為照顧者提供相關的支援，達致居家安老的目標。至 2019 年，計劃已覆蓋 41 間長者地區中心及 7 個醫院管理局聯網，估計每年可服務超過 2,000 名腦退化症人士。耆智園及香港中文大學同為當時負責培訓的主辦方，於各地區中心提供顧問服務，及後得到社會福利署推薦及認可作持續培訓機構，並將相關心得結集成報告。

Over 15 years ago, JCCPA partnered with the Hong Kong Council of Social Service (HKCSS) to conduct a survey to better understand the usage of day care services by individuals with dementia and the challenges faced by their caregivers. Questionnaires were distributed to all 59 government-funded day care centres for the elderly across Hong Kong at the time. The results revealed that among over 3,000 elderly service users, 1,420 (47%) were people with dementia, of whom 1,044 (74%) had good mobility. However, 98% of the centres reported that caring for mobile people with dementia was more challenging, citing aggressive behaviour, wandering, and anxiety as the main difficulties. At that time, services were also in short supply, with around 1,100 elderly people on the waiting list for day care. Centres faced space constraints, averaging only 2.6 square metres per person, and staff shortages. In response, JCCPA and HKCSS recommended that the government establish 20 additional centres within five years, improve spatial design (increasing per capita space to 10 square metres), hire more professionals (such as therapists and social workers), and strengthen early intervention and public education.

Since 2017, the government has introduced a "medical-social collaboration" model to provide appropriate community-based support services for people with mild to moderate dementia. The aim is to stabilise their condition, reduce hospital visits, and offer relevant assistance to caregivers, ultimately promoting ageing in place. By 2019, the programme had extended to 41 District Elderly Community Centres and 7 Hospital Authority clusters, with an estimated annual reach of over 2,000 older adults with dementia. JCCPA and The Chinese University of Hong Kong served as the training organisers, offering consultancy services to the participating centres. Later, JCCPA is recommended and recognised by the Social Welfare Department as an ongoing training institution, with key insights compiled into a formal report.

PROFESSIONAL CARE, EVERY STEP OF THE WAY

專業照顧 沿途有我

惠琼及阿森讓我們知道，照顧腦退化症人士不只是守住他們的一日三餐，還要令他們有被尊重的感覺；而只要有 Anita 在中心，我們都會感到更光更溫暖。

Wai-King and Sum have shown us that caring for older people is not just about meeting their daily needs, but also about ensuring they feel respected and valued.

And as long as Anita is in the Centre, the whole place feels like it's bathed in sunshine, warming and brightening everyone's hearts.

這條路走了二十一年

A 21-years Journey Measured in Lives Touched, Not Miles Driven

「2004 年 3 月 23 日，是我來耆智園上班的第一天。」阿森清楚記得這個日子。當時，他簽下的是一份三個月的司機合約，誰也沒想到，這條路，他一走就是二十一年。

「在耆智園的第一個月，我形容自己是一隻不單被剪去了翅膀，還被剪去了雙腳，猶如被困在鳥籠裏的小鳥。」阿森說。以前他從事電訊維修工程，習慣到處跑，自由自在，從未當過院舍司機，當時耆智園的主管也遲疑是否應該聘用他。但就是這樣一份看似平淡甚至束縛的工作，讓阿森留了下來。

日復日接載長者，阿森的每天都應對各種各樣的情況。例如：

有長者回家前已上了洗手間，從樓層到上車的短短三分鐘路程，剛好坐下，又嚷着需要上洗手間，阿森說：「我知道這只是心理作用，並不是真正的生理需要，我會安撫他，下一站就到，很快便會回到家裏。」

阿森也不時遇到長者不願意上車或下車，「如果我嘗試溝通了一會仍不成功，我就會找較『陌生』的同事幫忙，通常這『招』都管用的，因為園友和我已太『熟絡』了。」

「又有一位長者，每當遇到路面稍有不平，就會說感到腰骨疼痛。所以每當遇到路拱等不平的地方，我就會加倍留神，盡量減少顛簸。」

那麼，是什麼讓阿森留下來？

他說：「是因為這裏的『人』——親切的同事，以及每位相信我、依賴我的園友和家人。」

"23 March 2004 was my first day working at JCCPA," Sum recalls vividly. At the time, he signed a three-month contract as a driver. No one could have imagined that this journey would last 21 years.

"During my first month at JCCPA, I described myself as a bird not only stripped of its wings, but also its legs, being trapped inside a cage," Sum said. He had previously worked in telecommunications maintenance, constantly on the move and enjoying his freedom. He had never worked as a care home driver before, and even the supervisor at JCCPA hesitated about hiring him. Yet it was this apparently ordinary job that made Sum stay.

Day after day, Sum transports elderly passengers, facing all kinds of situations. For example, one elder had already used the restroom before heading home, but in the brief 3-minute walk from the day care centre to the vehicle, just as he sat down, he suddenly insisted on needing the toilet again. "I know this is just psychological, not a real physical need." Sum explains. "I reassure him 'We're almost there, the next stop is home."

Sum occasionally encounters elderly passengers who refuse to get on or off the vehicle. "If I try to communicate for a while and it still doesn't work," he says, "I'll ask a colleague who's unfamiliar to them for help. That trick usually works because the service users and I have become too familiar with each other!"

"There's an older passenger who always complains of back pain whenever the road gets slightly uneven," Sum shares. "So whenever I approach a speed bump or rough patch, I become extra cautious, doing my best to minimise the jolts."

So, what makes Sum stay?

"It's because of the people here, the warm-hearted colleagues, and every older passenger and family member who trusts and relies on me."

江文森
司機

二十一年來守護長者的
日常出行

Kong Man-sum
Driver

21 Years of Safeguarding
Seniors' Daily Journeys

梁彩燕
連繫工作員

關懷長者情緒與心靈

Anita Leung
Link Worker

Caring for the Emotions
and Spirit of the Elderly

我們是腦退化症園友的「自己人」
With Presence and Acceptance, She Heals

在耆智園，Anita 是一個特別的存在。她不像醫生般治療疾病，也不像保健員般直接照料起居；她關顧的，是園友們的情緒和心靈。

對腦退化症人士而言，周邊的世界時而清晰，時而模糊，邏輯也變得與我們不同。Anita 的特別之處，在於她從不糾正，而是「接球」，接住園友的每一個感受。

許多腦退化症人士對多年前的人事物比較有印象，因此 Anita 不時會帶領懷緬小組，與園友重拾昔日「回憶」。曾有園友皺眉問她：「要我認識這些老舊的東西有什麼意義？」Anita 沒有急着解釋，只是輕輕回應：「嗯，這真是個值得思考的問題。」

也有長者在參與小組遇到困難時，帶着幾分自嘲對她說：「當你到我這個年紀，不懂也很正常吧！」她讀懂長者「不懂也很正常」的自嘲背後，是一絲對尊嚴的維護。所以笑着回答：「你說得對啊。」給予一份認可與同理心。

甚至曾有園友認真地宣告：「耆智園是我的，我今晚就要收回它。」聽到這樣的一句，我們一般人都不知如何應對！然而，Anita 也用同樣認真的語氣回應：「好，我們待會兒就去辦手續。」這份「順着說」的智慧，並非敷衍，而是一種深層的安撫。Anita 說：「我要放下世俗的『道理』，帶着最大的接納與彈性，走進他們的世界。」

她明白，腦退化症人士許多話語背後的真正需求，往往是渴望被關注、被重視，和需要一份安全感。「這個崗位給了我一個與人相處的機會。腦退化症園友所需的可能並不多，陪伴就已經很足夠。他們需要的是一個進入他們世界的『自己人』」。

Anita is a unique presence in JCCPA. She doesn't treat illnesses like a doctor, nor does she directly care for daily routines like a health worker. Anita focuses on emotions and spirits of the residents.

For people with dementia, the world can sometimes be clear, sometimes confusing, and their logic may differ from ours. What makes Anita unique is her approach. She never corrects, but always "catches the ball", meeting residents where they are.

Many people living with dementia retain clearer memories of people and events from many years ago. That's why Anita often leads reminiscence groups. However, she once had a service user frown and ask her, "What's the point of learning about all these old things?" Anita didn't rush to explain. She simply responded gently, "Hmm, that's truly a question worth pondering."

There are times when elderly residents, facing difficulties, speak to her with a touch of self-mockery: "When you reach my age, not knowing things is perfectly normal, isn't it?" Anita recognised that behind this humour was a desire to maintain dignity. She smiled and affirmed, "You're absolutely right", offering recognition and empathy.

There was even a resident who once declared, "This centre belongs to me. I'm taking it back tonight!" Most people would be at a loss for words, but Anita responded with equal seriousness, "Alright, let's arrange together later." This wisdom of "going along" is not about appeasement, but about providing deep comfort. Anita says, "I have to let go of conventional 'logic' and enter their world with full acceptance and flexibility."

She understands that behind many words spoken by people with dementia lies a longing for attention, respect, or simply a sense of security. "This role gives me the chance to truly connect with people. For many residents, companionship is more than enough. What they need is someone who can become 'one of their own' in their world."

這不只是一份工作，更是一段生命旅程

From Uncertainty to Unwavering Commitment

「廿五年前，我帶着一份懷疑走進耆智園。」惠琼回憶道。當時的她心中有一個大大的問號：為什麼這間院舍聲稱可以完全不使用約束物？要照顧那麼多的腦退化症長者，真的不會「很難搞」嗎？

第一天上班，她戰戰兢兢，手心冒汗。但很快她就發現，這裏的同事都很用心指導，從不讓她獨自面對困難。更讓她驚訝的是，這裏的照顧理念如此不同！長者依然有選擇的權利，小至「今天想吃魚還是吃肉？」這樣的日常決定，依然備受尊重。

她坦言早期園友人數較少，讓她有空間慢慢適應。而院舍特別為腦退化症園友設計的環境，不僅減輕了長者的混亂與焦慮，也實實在在地「幫到手」，讓照顧變得更從容。

當然，難題從未缺席。每當遇到特別棘手的個案，上司和團隊總會及時出現，成為她最堅實的後盾。「不會讓你覺得一個人在單打獨鬥。」這種支援文化，讓她有勇氣一次又一次迎難而上。

廿五年過去，最初的那份懷疑，早已化作一份深深的滿足感。「能夠幫到人，真的很開心。」她說。這份工作的回報，有時來得意外和長情——曾有一位移民海外兩年的園友，重返香港時特地回到耆智園，一眼就認出了她，並親切地叫她「關姑娘」。

那一刻，她更加確信：這份工作給予她的，不僅是一份職業，更是一段特別的旅程。

"25 years ago, I walked into JCCPA with a sense of doubt," Wai King recalls. Back then, a big question loomed in her mind: How could this care home claim to operate without using any restraints? Is it really possible to care for all residents with dementia without things becoming 'unmanageable'?

On her first day at work, she was nervous, palms sweating, heart racing. But she soon discovered that her colleagues were incredibly patient and supportive, never leaving her to face challenges alone. What surprised her most was the philosophy of care: people with dementia still have the right to choose. Everyday decisions such as "would you like fish or meat today?" were met with respect.

She admits that in the early days, the smaller number of residents gave her space to gradually adapt. The environment, specially designed for people with dementia, not only reduced confusion and anxiety among residents but also made caregiving much more manageable.

Naturally, challenges have never failed to appear. Whenever she encountered particularly difficult cases, her supervisors and team would always show up in time, becoming her strongest support. "You never feel like you're holding it all up alone." This culture of support gave her the courage to face each challenge, time and again.

25 years on, the doubts she once carried have long since transformed into a deep sense of fulfillment. "Being able to help others truly brings me satisfaction," she says. Sometimes, the rewards of this work come unexpectedly and with enduring warmth. One former resident, who had emigrated overseas for 2 years, returned to Hong Kong and made a special visit to JCCPA. The moment he saw her, he recognised her instantly and greeted her affectionately as 'Miss Kwan'.

In that moment, she was even more certain: this job has given her not just a career, but a truly special journey.

關惠琼
保健員

服務近二十五年
以愛心照顧每位長者

Kwan Wai-King
Health Worker

Serving for nearly 25 Years with
Heartfelt Care for Every Elderly Resident

AGEING GRACEFULLY AT HOME

安老院舍並不是唯一出路

賽馬會「回家易」腦退化症人士離院支援計劃

Jockey Club Post Discharge Programme for People with Dementia

賽馬會「回家易」腦退化症人士離院支援計劃專為腦退化症人士設計，其靈感源自耆智園顧問委員會委員陸文慧律師提出的「復康陪月計劃」概念。正如新手父母需要指導來照顧嬰兒，許多家庭也缺乏照顧剛出院腦退化症人士的經驗與知識。

一般腦退化症人士準備出院時，身體狀況都非常不穩定及虛弱，家人在安排他們出院回家復康時都倍感徬徨。「回家易」計劃致力支援這過渡階段，透過三大核心方針：

專業過渡及介入：
醫療團隊協助腦退化症人士安全返家

家屬能力建構：
提供專業護理培訓

社區協作：
整合資源實現持續照顧

The Jockey Club Post Discharge Programme for People with Dementia is specially designed for person with dementia. The concept was proposed by Ms. Angelina Luk, solicitor and member of the JCCPA Advisory Board. Just as new parents need guidance to care for a newborn, many families lack the experience and knowledge to support elderly loved ones after hospital discharge.

When people with dementia are preparing for hospital discharge, their physical condition is often fragile and unstable. Families frequently feel overwhelmed and uncertain about how to support their recovery at home. The programme is dedicated to easing this critical transition through three core strategies:

Professional Transition and Intervention:
A multidisciplinary medical team ensures a safe and supported return home for people with dementia.

Family Empowerment:
Providing professional caregiving training to equip families with essential skills.

Community Collaboration:
Integrating resources to ensure continuous and sustainable care.

提升腦退化症人士生活品質
Enhancing the quality of life for people with dementia

減輕醫療系統負擔
Easing the burden on the healthcare system

此計劃不僅幫助腦退化症人士安全回歸家居生活，同時減輕醫療系統負擔，實現「社區為本」的持續照護模式。[6]
This programme not only supports person with dementia in safely transitioning back to home life, but also helps reduce stress on the healthcare system, paving the way for a sustainable and “community-based” care model.[6]

吳小姐認為，企業同樣需要關注腦退化症人士，並積極推動社會更有效地支援有需要的人。我們每一個人都能參與其中，共同打造一個腦退化症友善社區。

Ms. Ng believes that the corporate sector should also pay attention to people with dementia and actively promote more effective societal support for those in need. Each and every one of us can get involved, working together to build a dementia-friendly community.

吳家敏
九巴顧客體驗部主管

在 50 多個車站設置「天使盒子」，協助尋找走失腦退化症人士

Ms. Carmen Ng
Head of Customer Experience, Kowloon Motor Bus (KMB)

Installed “Angel Boxes” across over 50 bus stations to assist in locating missing people with dementia.

腦退化症友善社區
Dementia-Friendly Community

在社會各界對「腦退化症」正名的正面回應下，耆智園開展了一系列深化公眾認知的項目，將友善理念從校園延伸至全社會。早在 2012 年推出的「護腦起動」計劃，率先於學校教育扎根，透過互動遊戲工作坊讓新一代理解腦退化症。近年更將影響力擴展至多元領域，賽馬會「友里蹤跡」計劃成功連結多間大型企業，共同裝設「友里蹤跡」手機應用程式及「天使盒子」定位裝置，這種跨行業協作模式，讓走失的腦退化症人士能透過遍佈全城的據點迅速獲得協助，真正體現了「友善城市」的核心精神——從教育、商業到公共服務，每個環節都能成為守護腦退化症人士的安全網。

過去十多年的進程見證了社會觀念的轉變：從初期單向的疾病宣導，發展成全民參與的支援網絡；從校園萌芽的認知種子，茁壯成長為覆蓋交通、金融、社區的保護傘。

In response to society’s growing recognition of the dementia renaming campaign, JCCPA has launched a series of initiatives to deepen public awareness and extend the dementia-friendly concept from schools to the broader community.

As early as 2012, “Care Your Brain Campaign” laid the foundation in school education, introducing interactive game-based workshops to help the younger generation understand dementia. In recent years, this influence has expanded across multiple sectors. The Jockey Club “Caring Communities for Dementia Campaign” successfully partnered with major corporations to implement the “Dementia’s Secret Angel” mobile app and the “Angel Box” tracking device. This cross-sector collaboration enables public help locate people with dementia once receiving a lost-person report.

It is a powerful embodiment of the dementia-friendly city spirit, where every touchpoint, from education and business to public services, becomes part of a safety net that protects those people with dementia.

Over the past decade and more, we have witnessed a remarkable transformation in public attitudes toward dementia. What began as one-way disease education has evolved into a citywide support network. Seeds of awareness planted in schools have grown into a protective canopy that now spans transportation, finance, and community services.

已安裝「友里蹤跡」應用程式及「天使盒子」定位裝置的機構
Organisations that have Installed the “Dementia’s Secret Angel” Mobile App and “Angel Box” Tracking Devices

香港鐵路有限公司	MTR Corporation Limited
九龍巴士（一九三三）有限公司	The Kowloon Motor Bus Co. (1933) Ltd.
香港電訊	HKT
屈臣氏集團	AS Watson Group
信和集團	Sino Group
新鴻基地產發展有限公司旗下 25 個商場	25 shopping malls of Sun Hung Kai Properties
恒隆地產旗下淘大商場	Amoy Plaza, Hang Lung Properties Limited

創新理念：提升家庭傭工的照顧能力

Innovative Approach: Enhancing the Caregiving Skills of Domestic Helpers

在香港，許多腦退化症人士的家庭在照顧過程中，都依賴家庭傭工為主要的執行者。他們的角色至關重要，若缺乏適當訓練，可能影響腦退化症人士的安全與生活質素，甚至加速病情惡化。因此，若能提升傭工的溝通技巧和照顧能力，例如扶抱技巧、餵食方法、餐膳準備及營養管理等，同時關顧傭工的心理健康，不僅可以改善整體照顧質素，也可讓家屬更安心，更能減輕傭工的照顧壓力。

自 2005 年起，耆智園已開始舉辦外籍家庭傭工訓練，更於 2017 年與菲律賓駐香港總領事館及印度尼西亞駐香港總領事館合作，為超過 300 位傭工提供培訓，讓他們掌握照顧腦退化症人士的知識與技巧，並能將所學分享給其他同伴。

In Hong Kong, many families of people with dementia rely heavily on domestic helpers as the primary caregivers during the care process. Their contribution is vital, but without proper training, the safety and quality of life of the person with dementia may be compromised, and in some cases, their condition maybe potentially accelerated.

Therefore, enhancing domestic workers' communication skills and caregiving abilities—such as safe lifting techniques, feeding methods, meal preparation, and nutrition management—while also attending to their mental well-being, can significantly improve the overall quality of care. This not only offers peace of mind to families but also helps reduce the stress and burden on foreign domestic helpers.

Since 2005, JCCPA has been offering training programmes for foreign domestic helpers. In 2017, it partnered with the Philippine Consulate General in Hong Kong and Consulate General of Indonesia in Hong Kong to further expand its efforts, successfully training over 300 helpers to become skilled caregivers for people with dementia. These participants not only gained essential knowledge and techniques, but also became peer ambassadors, sharing what they learned with fellow helpers.

300+ 培訓人數 | 2017 年開展國際合作 | 三贏成效
300+ trained care partners | International collaboration launched in 2017 | Triple-win impact

獲菲律賓及印度尼西亞駐香港總領事館認可培訓需要
Training needs officially recognised by the Philippine Consulate General in Hong Kong and Consulate General of Indonesia in Hong Kong

提升專業照護技巧
Enhanced professional caregiving skills

改善腦退化症人士生活質素
Improved quality of life for people with dementia

減輕家屬負擔
Reduced burden on family members

推行國際認可的腦退化症個案管理及優質生活模式

Implementing Globally Recognised Dementia Case Management and Quality Living Models

國際合作 提升業界水平

International Collaboration: Elevating Industry Standards

自 2006 年起，耆智園與英國斯特靈大學腦退化症服務發展中心合作，將其國際認可的以人為本腦退化症個案管理及優質生活模式引入本園。其後，雙方共同開發中文版的《以耆為本腦退化症護理培訓課程》，在英國教材的藍本上加入香港本土照顧文化，推動以人為本的照顧原則，協助業界的專職同工成為導師，再由他們培訓前線同工，將專業知識廣泛傳遞。完成此課程的導師及學員可獲英國蘇格蘭斯特靈大學及本園聯合頒發的畢業證書。至今，本園已培訓過百名專職醫療復康及社福界同工，以及超過一千位前線工作人員，冀為腦退化症人士提供更優質的服務。

本計劃於新加坡舉辦的第七屆世界安老節（亞洲區）創新安老服務照顧論壇中入圍「最佳腦退化症護理獎」五強。

Since 2006, JCCPA has partnered with the Dementia Services Development Centre at the University of Stirling, UK to introduce its internationally recognised person-centred dementia case management and quality-of-life model into the centre. Building on this collaboration, the two institutions co-developed a Chinese version of the Best Practice in Dementia Care Programme, adapting the original UK curriculum to incorporate local caregiving culture and practices. The programme promotes person-centred care principles and equips professional practitioners to become certified trainers, who then pass on their expertise to frontline staff.

Graduates of the programme, both trainers and trainees, receive a certificate jointly issued by the University of Stirling and JCCPA. The Centre has trained over 100 healthcare and social welfare professionals, and more than 1,000 frontline workers, all working toward delivering higher-quality services for people living with dementia.

This programme was shortlisted as one of the top 5 finalists for the “Best Dementia Care Award” at the 7th World Ageing Festival (Asia Edition) held in Singapore.

國際合作 International Collaboration:
英國權威機構專業支持。
Supported by leading dementia care institutions in United Kingdom.

人才培訓 Talent Development:
培訓超過一百名專業導師及一千名前線同工[7]。
Trained over 100 professional trainers and 1,000 frontline staff[7].

業界認可 Industry Recognition:
入選第七屆世界安老節「最佳腦退化症護理獎」亞洲區五強。
Top 5 finalist for “Best Dementia Care Award” at the 7th World Ageing Festival (Asia Edition).

貢獻業界 Sector Contribution:
提供融合本地及華人文化的中文版本，裨益香港、澳門及內地業界。
Delivered a culturally adapted Chinese version of the programme, benefiting professionals in Hong Kong, Macau, and the Mainland.

JCCPA 里程碑 MILESTONES

2000

賽馬會耆智園由香港賽馬會慈善信託基金撥款八千一百萬港元倡導及成立。自耆智園成立，中大一直協助管理；而醫院管理局亦與馬會及中大一同擔任其管理委員會的創始成員。

JCCPA was initiated and established by The Hong Kong Jockey Club Charities Trust with an initial funding of HK$81 million. Since inception, CUHK has assisted with the management of JCCPA, while the Hospital Authority has served as a founding member of the Centre's Board of Management alongside the Club and CUHK.

2005

設立記憶診所
Set up the Memory Clinic

開辦外傭培訓課程
Provided training for domestic helpers

2009

增設「記憶在線」熱線服務
Introduced "Xpress Memory" hotline enquiry service

2011

與香港中文大學合辦一年制「支援腦退化症實務證書課程」
Partnered with CUHK to organise the "Certificate Programme in Dementia Care"

2013

舉辦「護腦起動」計劃，為建立腦退化症友善社區播下種子
Staged the "Care Your Brain" Campaign, sowing the seed for building a dementia-friendly community in Hong Kong

2002

展開耆智產品的研發
Initiated product research and development

2006-2007

與英國斯特靈大學腦退化症服務發展中心展開合作
Established collaboration with Dementia Services Development Centre of the University of Stirling

成立家屬支援小組
Formed the caregivers support group

2010

舉辦「痴呆症」正名比賽——將痴呆症正命為腦退化症，廣受大眾媒體及家屬歡迎
Launched a renaming campaign for the Chinese term for dementia to reduce stigma. The term "腦退化症" became widely adopted

2012

推出專為家屬照顧者而設的「耆智同行」網站 adcarer.com
Launched adcarer.com to support family caregivers

發表「減少使用身體約束措施對病人的住院時間之影響」研究結果及「長者對腦退化症觀感及態度調查」調查結果
Published research results on reduced hospital stays after physical restraint reduction and surveyed elders' beliefs about dementia

開拍腦退化症微電影《小小花》
Released the short film "The Little Flower": Understanding Dementia – A Different Reality

2015

推出「腦退化一按知」流動應用程式，包含腦退化症資訊、健腦遊戲及照顧貼士

Released "A Click to Know Dementia" app for dementia education, cognitive games, and care tips

2016

製作「預設醫療指示」微電影《蚪尾》，於多地的微電影節勇奪獎項

Produced the award-winning short film "The Tail Before", promoting advance care planning

2018

開展賽馬會「回家易」離院復康計劃

Launched Jockey Club Discharge Support and Rehabilitation Programme

2019

與社會福利署合辦「照顧認知障礙症長者訓練課程」

Introduced the "Training Course on Working with Elders with Dementia and their Carers" for carers and health workers with the Social Welfare Department

開展賽馬會「與耆同行」腦退化症支援計劃及賽馬會「友里蹤跡」社區計劃

Launched Jockey Club Post-diagnostic Support in Dementia Care Programme and Caring Communities for Dementia Campaign

製作微電影《一雙》，推廣「零約束」院舍照護理念

Released the short film "A Pair" promoting physical restraint-free care

2020

推出協助尋回走失腦退化症人士的「友里蹤跡」應用程式

Developed "Dementia's Secret Angel" app for finding missing elderly

推出自我認知檢測的「智活心智測試」

Developed the "EC-Screen" self-diagnostic app

2021

與英國斯特靈大學合作啟動碩士銜接途徑

Established the Articulation Pathway for MSc Dementia Studies with the University of Stirling

開展賽馬會早發性腦退化症支援計劃

Launched the Jockey Club Younger Onset Dementia Support Project

2022

賽馬會「友里蹤跡」社區計劃（與香港科技大學和聖雅各福群會合作）以眾包及藍牙定位科技獲得2022年香港資訊及通訊科技獎智慧市民（智慧共融）金獎

Jockey Club Caring Communities for Dementia Campaign's crowdsourcing and Bluetooth technology (a collaboration with The Hong Kong University of Science and Technology and St. James Settlement) awarded the Hong Kong ICT Awards 2022: Smart People (Smart Inclusion) Gold Award

開展賽馬會「智康健」腦退化檢測及社區支援計劃，協助有記憶衰退疑慮的人士進行初步篩查及提供適當的進一步跟進工作

Launched the Jockey Club "Brain Health" Dementia Screening and Community Support Project

2023

推出全港首個全方位腦退化症網上學習平台：edu.jccpa.org.hk

Launched the first dementia-specific e-Learning Platform (edu.jccpa.org.hk) in Hong Kong

於葡萄牙International Psychogeriatric Association Congress 2023發表「賽馬會『回家易』離院復康計劃」及「賽馬會『與耆同行』腦退化症支援計劃」成效研究

Presented intervention research posters at the International Psychogeriatric Association Congress 2023 in Portugal

2024

與多間公共交通機構、電訊、銀行、物業管理、零售公司和集團及政府部門等攜手合作建立腦退化症友善社區

Expanded collaboration across transport, telecom, banking, retail, property management, and government sectors to promote dementia-friendly practices

香港賽馬會慈善信託基金撥款資助中心完成全面翻新，擴展住宿服務以配合與日俱增的需求

With the funding support from the Hong Kong Jockey Club Charities Trust, JCCPA completed a full renovation aimed to serve users better by increasing the number of beds, re-planning spaces, enhancing therapeutic activity areas, and improving facilities

加入世界衛生組織的iSupport Global Network，利用在iSupport本地化研究的經驗，協助其他國家進行本地化工作

Joined the World Health Organization's iSupport Global Network, leveraging experience in the iSupport cultural adaptation study

2025

舉辦「集思啓未來」腦退化症國際會議

Organised the International Conference of Dementia Innovation Readiness

舉辦「觸・動・記憶」體驗館

Organised Echoes of Memory Exhibition

組織「悠輪『耆』遇記」，與腦退化症人士及照顧者展開遊輪海上之旅

Organised a cruise tour for people with dementia and their families

2026

推出腦退化症風險因素登記名冊

Launched the Dementia Registry

寄語

WORDS FROM THE HEART

賽馬會耆智園 Jockey Club Centre for Positive Ageing
總經理 General Manager
何貴英女士 Ms. Florence Ho

我有幸協助帶領耆智園的同仁走過二十五週年。二十五載，恰為四分之一個世紀，對一個完全自負盈虧的慈善團體而言，殊不容易。

感恩我們還在，努力推動創新及與時並進的介入模式；
感恩我們還在推動「無綁」、以人為本及有尊嚴的照顧；
感恩我們還在建構腦退化症友善社區；
感恩我們開始推動腦退化症的預防工作；
感恩我們在資源緊絀之際，仍能開展「平安三寶」服務，讓更多香港市民預早作醫療及財務規劃的關鍵決定。

感恩我身邊有如此出色的同事，不論是已離職、重回或還在耆智園工作的隊友。衷心感謝香港賽馬會慈善信託基金，以及現屆及歷屆顧問督導委員會主席及委員們和顧問團委員的鼎力支持與真知灼見，使我們得以較正方向、茁壯成長。感謝各善長及工作伙伴的支持及關心。最後，更要感謝每一位曾經使用服務的長者及家屬，你們正是讓耆智園永不停步的最大力量。

再過二十五年之後，耆智園將會如何？我自己又將會如何？腦退化症是否終有一日消失？抑或如傷風感冒般，雖普遍卻可治癒？

無論未來如何，我也會存謙卑之心，繼續與我的神及你們每一位同行。

I have been privileged to lead the entire team of JCCPA through our 25th anniversary. Twenty-five years, a full quarter century, is a remarkable milestone for a completely self-financing organisation.

I am deeply grateful that we are still here, continuing to drive innovative, forward-looking care models;
grateful that we uphold person-centred, non-restrictive, dignity-preserving support;
grateful that we persist in building dementia-friendly communities;
grateful that we have started promoting dementia prevention;
grateful that, despite limited resources, we launched the “Three Instruments of Peace” service, helping more Hong Kong people make timely medical and financial decisions.

I am profoundly thankful for my outstanding colleagues who have journeyed with JCCPA, whether they have moved on, returned, or remain by our side today. Heartful thanks to the Hong Kong Jockey Club Charities Trust, the current and former Chairman and Members of Board of Management and members of the Advisory Board for their guidance and support, which have kept us on course and helped us grow. I am also deeply grateful to our donors, partners, and especially every person with dementia and family who has used our services. You are the strongest reason JCCPA keeps moving forward.

Looking ahead 25 years from now: What will JCCPA become? What will I become? Will dementia one day vanish completely, or become as common yet manageable as the common cold?

Whatever the future holds, I will continue with a humble heart, walking alongside my Lord and each one of you.

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25th ANNIVERSARY
賽馬會耆智園
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