HOPE
Help Our Precious Elderly

H. O. P. E
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GEYS 4010 COLLEGE SENIOR SEMINAR

GROUP 5

Executive Summary

As Hong Kong has been frequently reported to experience one of the fastest aging phenomena in the world with an estimation of more than 30% of senior citizens in its populations by 2036, it is of utmost importance that we formulate a comprehensive yet practical strategy to help curb this issue. Prompted by the fact that there is an apparent lack of volunteering information for the youngsters and insufficient social support for the elderly, this H.O.P.E. (**H**elp **O**ur **P**revious **E**lderly) project serves to integrate the needs of both parties in order to help build Hong Kong into an age-friendly city.

H.O.P.E. is a social enterprise that strives to proactively promote the helping behaviour of the public by utilising the mobile platform to provide more accessible volunteering information while implementing a stipend volunteering system. Briefly, elderly could request for help with details such as types of service, location, date and time, through the mobile application where registered volunteers could respond and provide the assistance to the elderly based on their availability and capability. In exchange for the services, volunteers would be awarded with points which they could use to request for help in the future or be transferred to other people. Moreover, active volunteers would also be invited to an appreciation dinner and given a photobook as a recognition for their contributions at the end of the year. This would greatly reinforce their engagement with H.O.P.E. so that they will continue to help the elderly.

Furthermore, to further strengthen H.O.P.E.'s position in the community and gain sustainable financial income, we will also collaborate with various parties that have well-established and - overlapped vision or CSR direction with us such as Eldpathy, IKEA, Hyatt Corporation and Hong Kong Jockey Club. Two-faceted promotional strategies will be implemented to target both elderlies and youngsters to expand our user demography, which include elderly-themed escape room in universities, IKEA shopping night and leaflet distribution. On a long-term basis, we hope to sustain H.O.P.E. through in app advertisement and increase our user base by incorporating it into universities' curriculum structure. Thus, we believe that H.O.P.E. would drastically promote the helping behaviours of the society and increase the awareness on the aging population issues in Hong Kong so that Hong Kong can eventually develop into an elderly-friendly city.

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1. Background Research

The aging population has become a global worrying issue, particularly in Hong Kong as the United Nation has predicted Hong Kong as one of the top 10 areas with the largest share of people aging over 60 in the near future (1). By 2036, Hong Kong is estimated to have over 30% of senior citizens in its populations and this situation is further exacerbated when the social support is insufficient for elderly (2).

1.1 Home injury

According to the Census and Statistics Department, 38% of elderly in Hong Kong are either living alone or only with their spouse, making them prone to getting injured as most of them are physically incapable of taking care of themselves (3). Home was found to be the most commonly reported place of accidents among the elderly in Hong Kong and 19% of them reported to have had at least one fall per year, with 75% of them sustaining injuries (4).

1.2 Suicide

Furthermore, even for the elderlies who live with their children, they still spend a significant amount of time alone at home which has caused them to feel disconnected from the society. HKJC Centre for Suicide Research and Prevention reported that elderly belonged to the highest suicide age group which could be attributed to the loneliness and lack of belonging they feel towards the society (5) (Chart 1).

1.3 Current Policy

Although the local government has put in considerable amount of effort to tackle this issue, the AgeWatch Index 2016 revealed that Hong Kong had the poorest performance in the domain of social support for elderly, suggesting the support given was still largely inadequate despite the government's tremendous recurrent expenditure on elderly which came up to about 20% of total government expenditure in 2014-15 (6,7).

Moreover, the HK Jockey Age-Friendly City Project Survey has shown that participants perceived community support and health services as the least age-friendly domain due to insufficient and unsatisfactory community care services for the elderly community (8) (Chart 2). This suggests the allocated resources from government has not reached the elderly or are simply not enough to satisfy their needs.

2. Primary Research

To ensure the feasibility of our product, we have sought opinions from three relevant research groups; expert, youngsters and elderly. Opinions of each party were collected either through in-depth interviews or questionnaire.

2.1 Expert

Professor Doris Yu from The Nethersole School of Nursing, CUHK, was deemed as the best candidate to act as our professional advisor because her primary research interest in elderly and her position as the advisor for elderly service in non-governmental organisation highlight her knowledge and expertise in this topic.

The insights of our interview with Professor Yu can be summarized in three main aspects. On the types of services H.O.P.E could provide, professor stressed that companionship and housekeeping are most needed by the elderlies as their needs are often neglected by the society. To increase elderly's liking and usage of our application, professor emphasized on the importance of user-friendly interface and a sense of security and trustworthiness to the elderly. From the youngsters' perspective, professor suggested that we should provide positive feedbacks to volunteers as a form of recognition of their effort to encourage their participation. Furthermore, a tangible and instant reward may be more attractive to the youngsters.

2.2 Youngsters

A survey was conducted on 120 residents to provide local perspectives on the current volunteering situation in Hong Kong. The result revealed that lack of information was the major reason that deters youngsters' participation in voluntary act while a greater likelihood and willingness to participate is expressed if incentives are given (Chart 3 & 4).

2.3 Elderly

To gain a deeper insight on elderly's view, interview sessions with 10 randomly selected elderlies were conducted in Wong Tai Sin District which ranks the highest in elderly population (3). The results of our interview demonstrated that elderlies generally showed supportive opinions on getting voluntary services through mobile applications with 6 positive, 3 neutral and 1 negative feedbacks given. They expressed that our idea is practical and most of them were opened to the idea of helping elderlies and receiving help from volunteers (Picture 1 & 2). Consistent with the

feedbacks from Professor Yu, the elderlies asserted that companionship was most wanted as they would like to have someone to interact with.

3. The H.O.P.E. Project & Mobile Application

As our research has concretely demonstrated the inadequate elderly-social support and volunteering information for youngsters, we believe our H.O.P.E. project, (**H**elp **O**ur **P**recious **E**lderly) can serve to integrate both their needs. This project aims to provide more accessible information on volunteering opportunities using mobile platform while implementing a stipend volunteering system to encourage voluntary acts. Although some may argue elderlies might not be inclined to use mobile app, statistics have shown that over 60% of elderlies own a smartphone and this number is expected to keep increasing in this digital age (9). Moreover, our mobile application is thoughtfully designed with big buttons and simple user interface, such that it is elderly-friendly (10).

In the homepage, elderly can request for help while the volunteer can respond to the requests by clicking on the buttons (Figure 1).
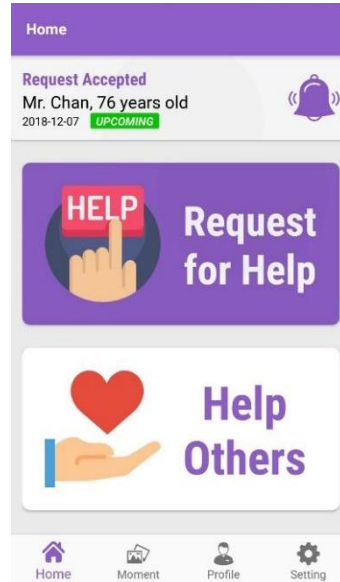

Figure 1. Home page of H.O.P.E. applications

When requesting for help, elderlies will be asked to select their location, date, start and end time and choose the type of services needed such as house chores, repairing and maintenance, companionship and others (Figure 2, 3). As a safety concern, elderlies could request up to two

volunteers to help them if they feel insecure, so that both the volunteers could monitor each other during the voluntary service (Figure 4).

Figure 2. Request for help page.   Figure 3. Request for help page.   Figure 4. Request for help page.

The details of these help requests will be listed chronologically so that the volunteers could respond to them based on their capabilities and availability (Figure 5). Besides, a map view is available to provide a clearer indication on the locations of help requests (Figure 5).

Figure 5. Help others page (List View and Map View)

Upon tasks completion, volunteers earn 1 point for every minute they spend on the voluntary service while the elderly rates them from 1 to 5 stars to reflect their performance and attitude to ensure the quality of the volunteering services. The total points and rating of individual users

will be recorded in their profile and these points can then be used to request for help in the future or transfer to others (Figure 6).
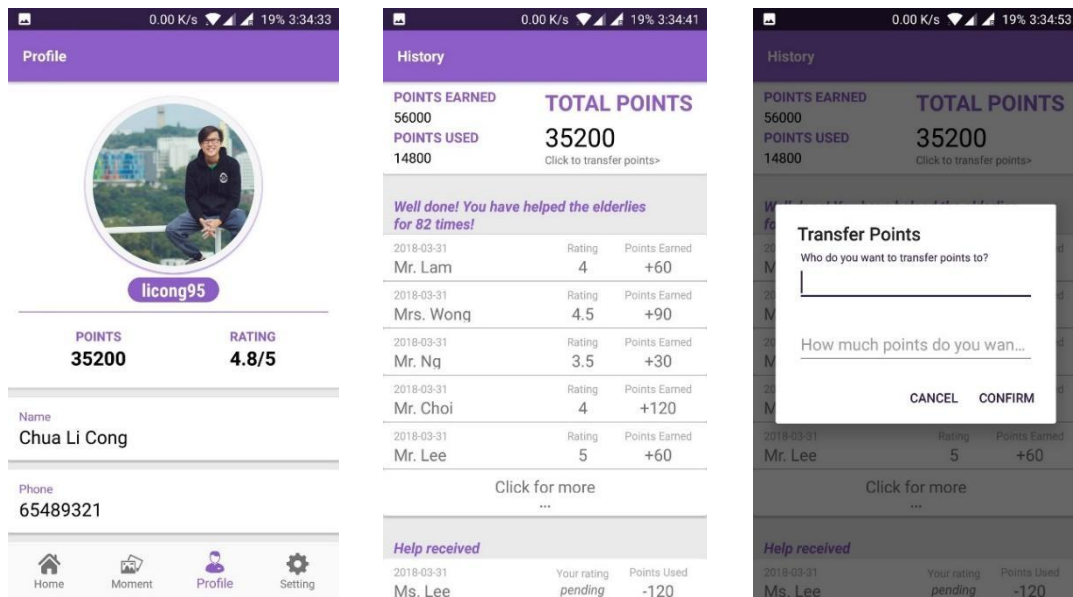

Figure 6. Profile page, points history and transfer points.

Moreover, we will incorporate a "Moment" section, where users can publish their volunteering stories to increase their self-efficacy (Figure 10). This aims to spread the kind act of helping elderlies among other users and to be kept as memories for the volunteers.
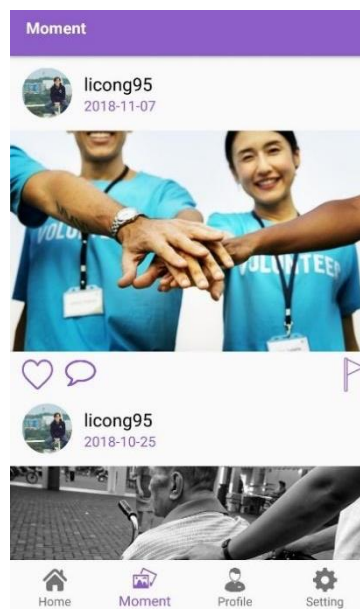

Figure 7. Moment page.

4. Execution

For H.O.P.E. execution, we will partner with existing organizations such as District Elderly Community Centre and Social Centre for the Elderly to reach elderly who are more positive about receiving helps from volunteers and to increase the credibility of our platform.

Besides, these organizations act as a third-party to review and identify elderlies who need our service but lack the points to request for help. Typically, the eligibility includes aging over 64, living alone or having physical incapability. In these cases, 300 points will be given monthly and cannot be accumulated to the following month. Moreover, we will organise monthly workshops at various community centres to guide the elderlies to use our app because from our interview with elderlies, we found their active interest to participate in workshops organised by these centres. Meanwhile, volunteers are strictly required to perform in-person registrations for the verification of their identity and to sign a T&C statement (Document 1) which clarifies the responsibilities and liabilities of our platform. These minimize the risk of fake accounts created for illegal intention, and further secure the benefits of all parties involved in our platform.

On the other hand, the points collected by volunteers could be used for request of services when they are eligible to register as an elderly user or be transferred to others including parents, spouse and friends. With this time-based point system, we can greatly encourage volunteering activities in the society. However, as Professor Yu pointed that youngsters are more motivated towards instant rewards and recognitions, we will introduce more tangible incentives to attract their active engagement. For instance, we will organise an annual appreciation dinner in Hyatt Corporation which has a CSR direction that is well-aligned with our mission to actively encourage the volunteering acts (11). To participate in this dinner, volunteers are required to contribute for more than 50 hours per year, whereas elderlies who are active users will also be invited. Moreover, the dinner also acts as an award ceremony where certifications are given to recognize and applaud the contribution of active volunteers, and as a fundraiser where we can gain financial support to sustain our platform and increase the visibility of our platform with more media coverage.

Besides, to foster a sustainable engagement with the active volunteers, they will be given a photobook with compiled stories and photos collected from "Moments". This serves as a souvenir and provides a perceivable timeline where they can review their volunteering progress.

In addition, as the Hong Kong Jockey Club is one of the most proactive advocators in building Hong Kong into an age-friendly city, we will pitch them with H.O.P.E. for sponsorship (12). We

believe our interests are well overlapped which is to promote public awareness on the aging issues in Hong Kong and provide beneficial resources for elderly to achieve active aging in the society.

5. Marketing Strategies

For the marketing, a two-faceted strategy is essential to reach youngsters and elderlies in Hong Kong. Hence, our marketing objectives are to raise awareness and introduce our application to both parties to generate more active users.

5.1 Targeting Youngster

To promptly amplify our reputation, we will collaborate with large corporates with well-regulated CSR policy such as Eldpathy and IKEA. Not only would these collaborations help subsidise our expenditure, they also allow us to drastically increase our exposure with their huge existing customer base.

A. Elderly-Themed Escape Room

Our first promotional event will be a collaboration with Eldpathy, the first social enterprise that introduces elderly simulation suit in Hong Kong. Similarly, we share their vision to increase social awareness on elderly issue and provide more opportunity for elderly to involve in the society (13). The suit provides experiences that mimics the hurdles faced by elderlies on a daily basis using equipment such as goggles that impedes eyesight, weighted jacket, crutches and earplug so that participants can understand the hardships of elderly.

University students are our primary targets as they have more flexibility in time and capability to participate in volunteering activities. By partnering with the eight government-funded universities in Hong Kong, this escape room will be held for three days in each university with an entrance fee of HKD100 per person. To complete the game, participants are required to wear the suit while investigating on clues to escape the room. Elderly-makeup services will be provided to guarantee a more vivid experience and as a gimmick to attract more participants. Moreover, participants are required to download our app, like our Facebook and Instagram pages, upload photos of our event on their social media and hashtag #hopelderly. This would promote our event to a great deal of youngsters to increase the awareness on our app while generating income to sustain our operation.

Figure 8. Example of elderly-simulation suit

B. Treasure Hunt in IKEA

To expand our audience demography, we will collaborate with IKEA whose mission is to create a better everyday life for most people (14). IKEA's previous cooperation with Save The Children (15) and UNICEF (16) displayed their developed CSR direction in children issues. Realising that most children-friendly items such as anti-slip mat and lift chairs, are also elderly-friendly, we would like to take this opportunity to pitch IKEA to establish a more comprehensive CSR profile while promoting H.O.P.E to a larger population of audience.

Previously, IKEA has organised the "Crazy Shopping Night" where the branch in Kowloon Bay was opened to the public at midnight. This offline event had gone viral on the social media as all products were discounted up to 90% (17,18). Inspired by this event, our Treasure Hunt in IKEA allows participants to collect up to ten elderly-friendly items in 3 minutes and explain why they are elderly-friendly. This event is suggested to be held on October 1, which is the international elderly day, from 11.00p.m. to 2.00a.m.. All items that are successfully described as elderly-friendly will be given out for free after they have downloaded H.O.P.E., liked our Facebook and Instagram pages, posted the details of our application and hashtag #hopelderly.

C. Social Media Account

Social media account including Facebook and Instagram page will be set up. Our "HOPE HK" Facebook page will mainly provide basic information such as H.O.P.E. introduction and events information (Picture 3). On the other hand, our Instagram account, "HOPEHK_", will primarily post updates on current situations and problems in Hong Kong's aging population and information about different events (Picture 4).

5.2 Targeting Elderly

As research showed that offline promotion is most effective to reach elderly, leaflet will be distributed to elderly-centred areas to build awareness of our platform (19). The leaflet is tailor-designed to be elderly-friendly based on the guidelines by the National Institute on Aging (20). On the main page, H.O.P.E. logo is inserted with the message "We offer FREE non-medical elderly care volunteer services" (Picture 5 & 6) to structure a direct and specific point that facilitates memory retainment.

Other design criteria including colour, font, size and layout are also considered thoughtfully (Picture 7). For instance, Royal Purple color was chosen as the main theme to associate HOPE in supporting the awareness on elderly disease because it is the official ribbon color for Alzheimer's disease (21). Red, orange and yellow colors are avoided as they are unclear for elderly with vision problems. Meanwhile, Times New Roman font is used as research suggested that fonts with tails on the ends of characters can create an illusionary line that helps in guiding elderly to read characters on printed materials. Lastly, the overall layout of the leaflet was designed to allow more white spaces because they help build breaks for our eyes to relax from prolonged attention span. Leaflet will be distributed at elderly day-care centres and public rental housing districts with high elderly population such as Kwun Tong, Wong Tai Sin and Eastern District (Picture 8).

6. Short Term and Long-Term plan (Timeline)

A. Short-term Plan

Date	Plan	Execution	Remarks
Dec 2018	Final preparation	- App debugging - Leaflet printing - Collaborate with the existing volunteering organisations	-To ensure the smooth running of our app and execution of marketing promotion
Jan-Feb 2019	App launching and promotion	- Leaflet distribution - Social media promotion (Facebook and Instagram)	-To increase our reach to both youngsters and elderlies in the shortest of time
Mar-Apr 2019	Escape room Workshop for elderly	- Organise first monthly workshop in community centres - Launch escape room in all 8 universities in HK	- To personally introduce our app to the elderlies and teach them how to use it - To encourage youngsters to download and use our app
May-Jun 2019	IKEA and HK Jockey Club Pitching	- Pitch IKEA and HK Jockey Club to collaborate and sponsor HOPE - Look for other potential sponsors	- To approach them after we have established a considerable amount of users and reputation - To sustain our app through app advertisement for companies that typically make elderly-friendly products
July-Aug 2019	Half-year review and evaluation	- Receive feedbacks and comments from users in the form of surveys and questionnaire	- To diligently improve the users' experience - Half-year target: 300 elderlies and 100 active volunteers
Sep-Oct 2019	IKEA Treasure Hunt	- Co-organise IKEA Treasure Hunt in Kowloon Bay	- To expand our user demography with IKEA's existing customer base
Nov-Dec 2019	Appreciation dinner Photobook distribution	- Hold appreciation dinner and distribute photobook to active users	- To recognise and compliment the contribution of active users (both elderly and volunteer) - To ensure their continuous engagement with our app

B. Long-term Plan

Our targets for the number of users are:

1st year: 600 elderlies and 300 active volunteers

3rd year: 1800 elderlies and 1200 active volunteers

5th year: 6000 elderlies and 4000 active volunteers

These estimations are made based on the milestone achieved by HandsOn HK which is a well-established volunteering organisation to provide a more reliable and realistic approximations (22).

By the end of first year, we hope to have established a stable partnership with IKEA and HK Jockey Club due to our well-coincided interests to build Hong Kong into an elderly-friendly city. Besides, we hope to have generated sustainable income through in app and social media advertisements for companies that make elderly items.

In the third year, as we have established our reputation, we would like to liaise with Wu Yee Sun (WYS) College so that H.O.P.E. can be included as part of WYS General Education because our vision resonates well with WYS mission which is to promote a sense of social responsibility in college students. Students will be required to perform at least 25 hours of volunteering service per year.

Then in the fifth year, with the successful integration of our app into WYS general education, we hope other universities in Hong Kong would also incorporate H.O.P.E. into their curriculum structure to promote the helping behaviour of youngsters in Hong Kong.

7. Financial Plan

For the escape room, we estimate that we would get an average of 70 participants per day which would total up to HKD168,000 (70×3 days×8 weeks×HKD100). This would serve to cover our expenses in the first year with a surplus of HKD34,150 in the first year as contingency.

On a long-term basis, our main sources of self-generated income will be through in app advertisements. The first advertising model is Cost Per Mille (CPM) which calculates the advertising bought on impression per thousand clicks. As we estimate to have 10,000 active users in 5 years and 50% of them will open the app every day, this open-screen advertisement will generate an income of HKD27,375 as the advertising cost per CPM is HKD15

(10,000×50%×365 days×HKD15÷1000). The second model is Cost Per Click (CPC) and we expect about 2% of our active users will be interested to click on the advertisements which charges at HKD0.3 per click. Hence, this would give us a revenue of HKD21,900 (10,000×2%×365 days×HKD0.3). Moreover, with the donations collected during the fundraiser and our established partnership with IKEA, Hyatt and Hong Kong Jockey Club, will at least cover our program expenditure including the annual appreciation dinner which in fact constitutes most of our total expenditure.

First-year financial breakdown	HKD	Long-term financial breakdown	HKD
Income		**Income**	
Escape room	168,000	CPM advertisement	27,375
		CPC advertisement	21,900
		Donations and sponsors	82,300
Expenditure		**Expenditure**	
App expenditure		App expenditure	
App development	10,000	Cloud server	10,000
App maintenance	2,000	App maintenance	2,000
Total app expenditure	12,000	Total app expenditure	12,000
Administrative expenditure		Administrative expenditure	
Promotional materials	2,000	Promotional materials	2,000
Travelling	400	Travelling	400
Telecomunication	400	Telecomunication	400
Stationaries and printing	150	Stationaries and printing	150
Total administrative expenditure	2,950	Total administrative expenditure	2,950
Program expenditure		Program expenditure	
Appreciation night	75,000	Appreciation night	75,000
Operational cost	5,000	Operational cost	5,000
Escape room (makeup artist)	33,600	Photobook	2,000
Escape room (design)	3,000	Workshop	300
Photobook	2,000	Total program expenditure	82,300
Workshop	300		
Total program expenditure	118,900		
Total surplus	34,150	Total surplus	49,275

8. Conclusion and Further Improvement

Undeniably, various obstacles will be met throughout the execution of our project and we will strive to provide constant improvements and monitoring to achieve long-term sustainability of our project. Improvement such as providing sufficient trainings for volunteers in order to provide a higher quality of volunteering services along with other possible and necessary changes depending on the situation are essential to increase the credibility of our platform.

To conclude, this H.O.P.E. project is initiated with the vision of developing Hong Kong into an elderly-friendly city by raising awareness on the needs of elderlies and instilling the practice of helping the needy among the younger generation. Our vision might seem to be a far-fetched utopia, but we hope that with this project, everyone has the opportunity to contribute a little in bringing this dream closer to reality.

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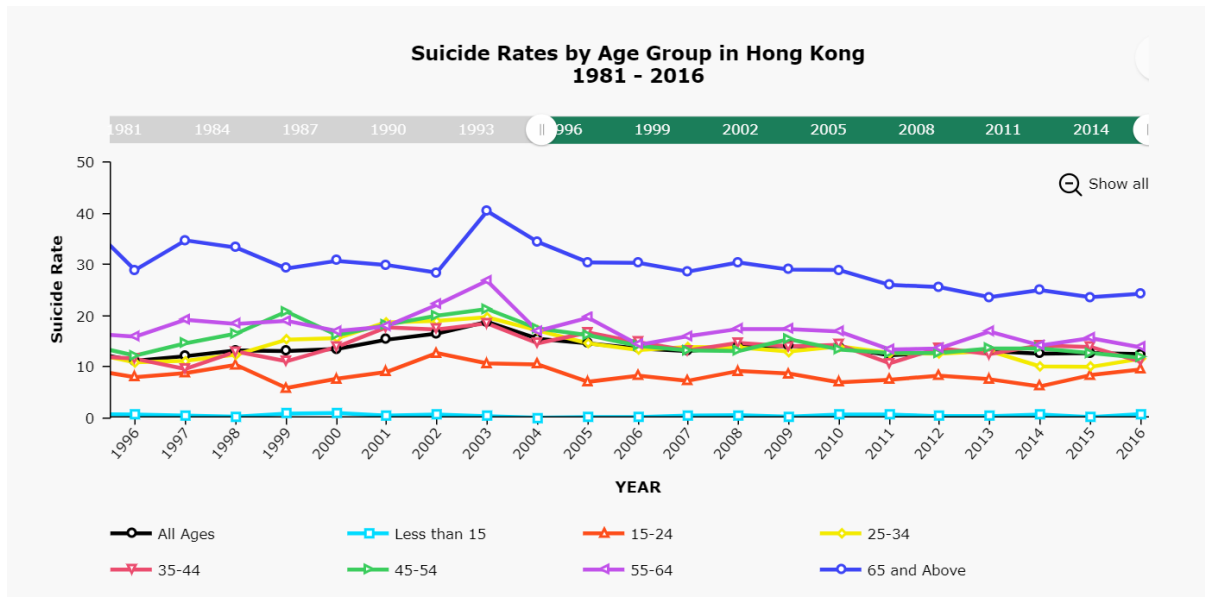
10. Appendix

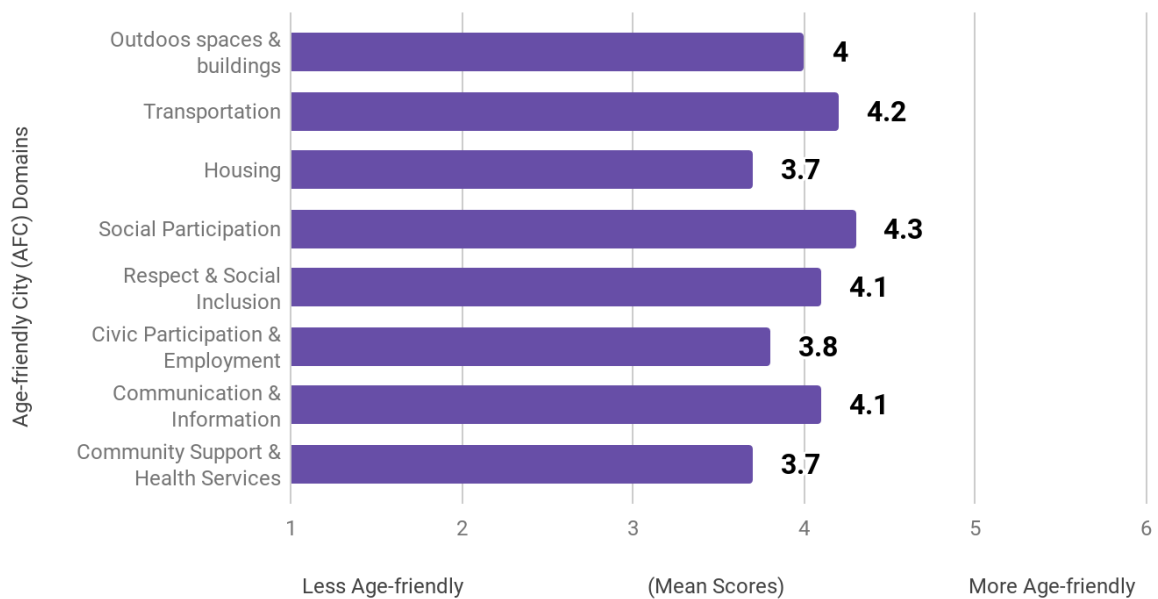*Chart 1. Suicide rates by age group in Hong Kong.*

Chart 2. Survey on the age-friendliness of different domains in Hong Kong.

Reasons that deter their participation in elderly volunteering service?

20.5%

43.6%

35.9%

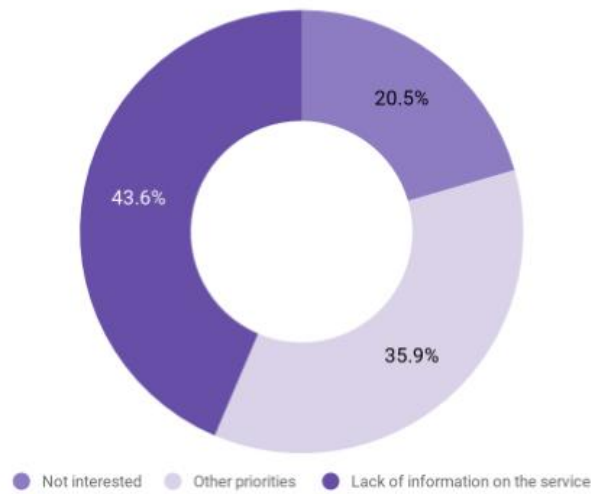● Not interested   ● Other priorities   ● Lack of information on the service

Chart 3. In a survey conducted by our team for 120 participants, 43.6% of the participants claimed that the main reason that deters their participation in elderly volunteering service is the lack of information on how and where they could provide such service.

Likelihood of engaging in volunteering service when incentive is given

■ Willingness

50.00%

40.00%

30.00%

20.00%

10.00%

0.00%

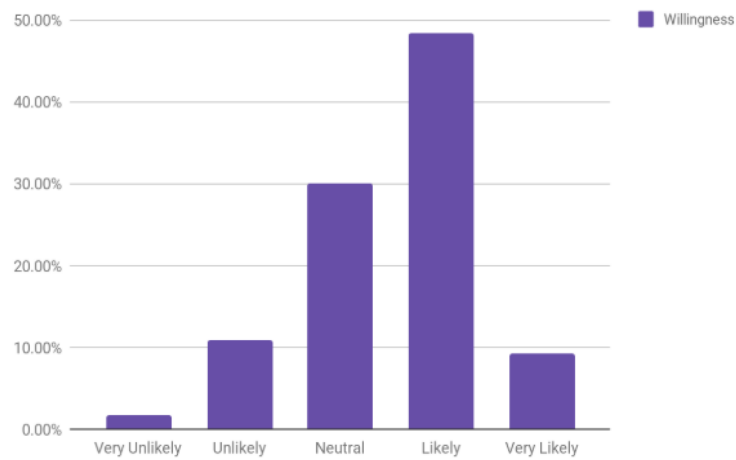Very Unlikely   Unlikely   Neutral   Likely   Very Likely

Chart 4. Similarly, in the same survey conducted for 120 participants, when being asked to rate on a scale of 1 to 5, most participants expressed that they would be more likely to engage in volunteering service when incentive is given.

1. TERMS

Help Our Precious Elderly (HOPE), is a non-governmental social enterprise that links the young and the elderly together to build a more elderly-friendly community in Hong Kong. HOPE strives to provide an integrative platform by making volunteer opportunities more accessible in the community. The HOPE membership is free but only those who have completed the in-person registration at our office or with any of the existing volunteer organisations which are collaborating with us are considered to be members. Nevertheless, members are expected to review and adhere to the terms and conditions below.

2. YOUR COMMITMENT AND RESPONSIBILITIES

A. By registering with HOPE, you agree not to use its platform, volunteer activities, or any of its other services to: (i) violate any local, national or international law; (ii) harass or endanger the safety of other users; (iii) collect or store personal data about other users; (iv) impersonate any person or entity, and; (v) interfere with the services provided or related to HOPE, or defy any policies or regulations to exploit any portion of HOPE and its services for any commercial purposes or other purposes not related to the volunteering services.

B. HOPE requires all members to act responsibly when the platform is being used by taking each volunteering activity seriously. It is important that you faithfully participate in the volunteer activity you sign up for as the volunteer spots for each elderly are limited. Should you fail to attend the activity you sign up for or fail to cancel in advance, it will prevent available "waitlisted" volunteers from providing the help needed by the elderly and damage the reputation of HOPE in the Hong Kong community.

C. While HOPE understands that the schedules and availability of its volunteers may change, HOPE asks that each volunteer should (i) sign up only for those activities that fit your schedule and which you are certain you are available to attend; (ii) cancel your volunteering appointment on the mobile platform within 48 hours of a volunteer activity, if you are unable to attend an activity that you have already signed up; (iii) maintain a courteous and professional manner while you are providing the services for the elderly.

D. If you do not hold a Hong Kong Permanent ID card, please refer to your Hong Kong visa and the Hong Kong Immigration Department for procedures needed to be taken to volunteer.

3. YOUR PRIVACY

By registering with HOPE, you will provide us with your personal data, as defined by the Personal Data (Privacy) Ordinance (PDPO).

The personal data may include:

User profile: HOPE collects information when you create or update your account which may include your name, email, login name and password, phone number, address, HKID or passport, birth date, photo and signature.

Background check information: HOPE may collect background check information if you sign up for HOPE's services as an elderly or volunteer. This may include information such as your any previous criminal record (where permitted by law).

User content: HOPE may collect information that you submit when you contact HOPE customer support, provide ratings or compliments for other users.

Communications data: HOPE allows users to communicate with each other by calling or texting on the mobile platform. To provide this service, HOPE receives some information related the calls or text messages such as the date and time, and the content of the communications. HOPE may also use this information for customer support services (including to resolve disputes between users), for safety and security purposes, to improve the services.

HOPE values your privacy and will only share your personal information, where necessary, with (i) our affiliates or collaborating partners, (ii) any agent or third-party service provider of computer, telecommunication, data processing or storage, or other services required for the operation of HOPE, (iii) any party to whom we or our affiliates are under legal obligation to make disclosure.

4. LIMITATION OF LIABILITY

You understand that to the extent permitted by law, in no event will HOPE or its affiliates be liable for any direct or indirect damages resulting during your volunteer activities or from your involvement with HOPE.

5. INDEMNITY

You agree to indemnify, defend and hold harmless HOPE or its affiliates from and against any and all third-party claims, liabilities, damages, losses, costs, expenses, fees that such parties may incur as a result of or arising from (i) any information you (or anyone accessing the account registered under you) submit or post through HOPE, (ii) your use of HOPE services, (iii) your violation of these terms or the rights of any other person or entity.

6. MODIFICATIONS TO TERMS

HOPE reserves the right to modify or change any of the terms and conditions at any time without notice. However, if significant changes are made, HOPE will notify you of the changes through the apps or others means, such as email.

HOPE volunteers who fail to follow any of the terms above may be blocked from accessing HOPE platform and its services including having the volunteer activities suspended on a temporary or permanent basis.

By signing below, you acknowledge and agree that (i) you have read these terms fully, (ii) understand them, (iii) agree to be bound by them, (iv) you are at least 18 years old, and/or (v) if you are under 18 years old, your legal guardian has given you permission to use the above mentioned mobile platform and its services and your guardian agrees to be bound by these terms and conditions.
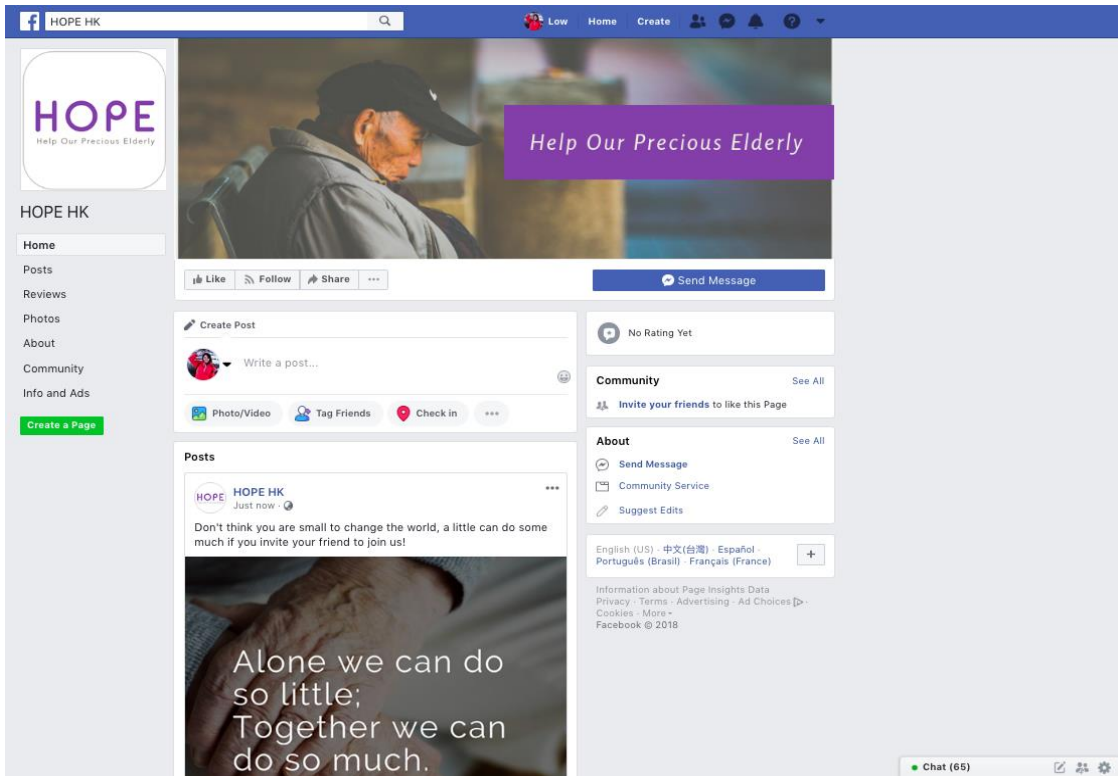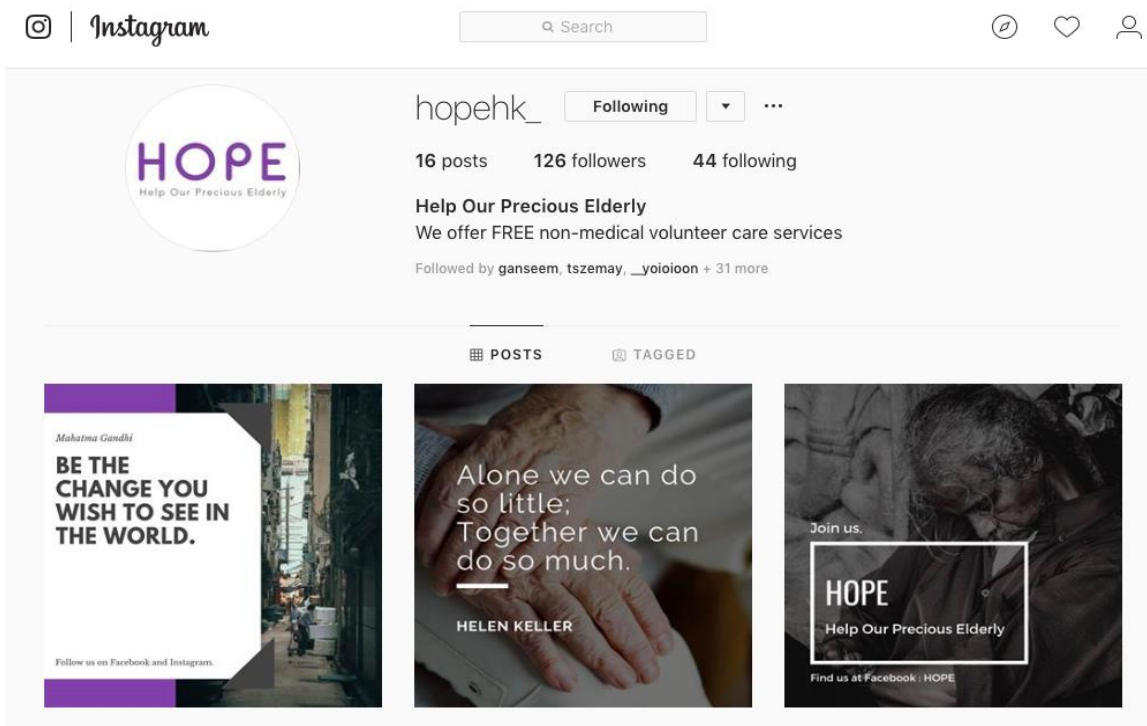
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Document 1. Terms and Conditions

Picture 1. Snapshot of interview clips with Elderly A
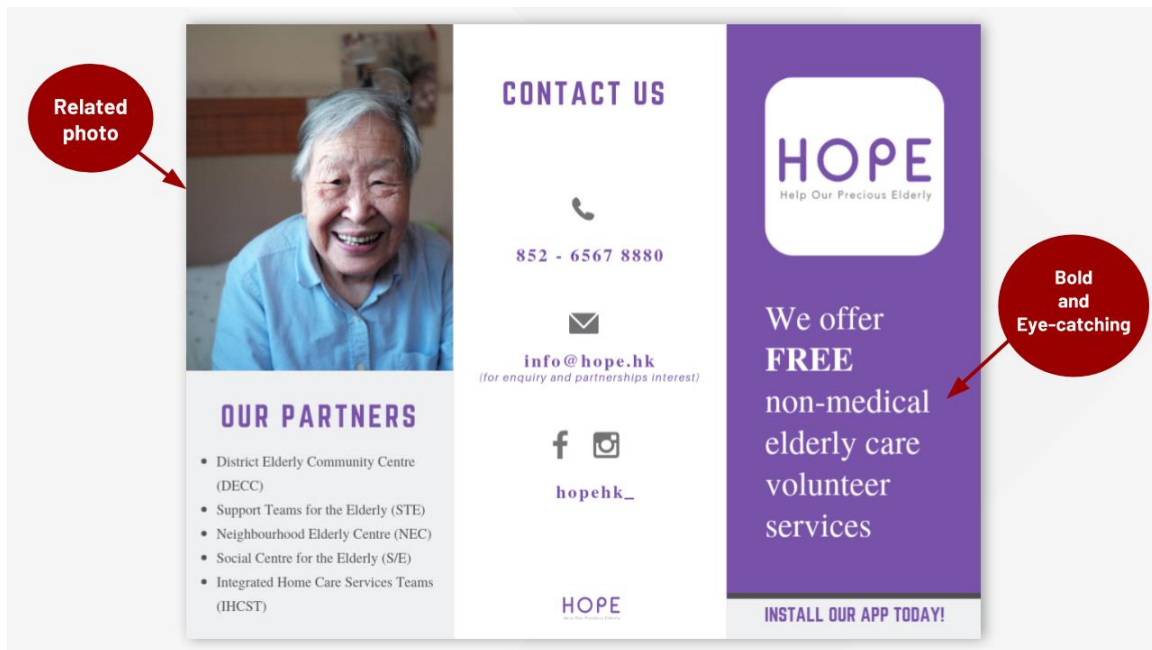

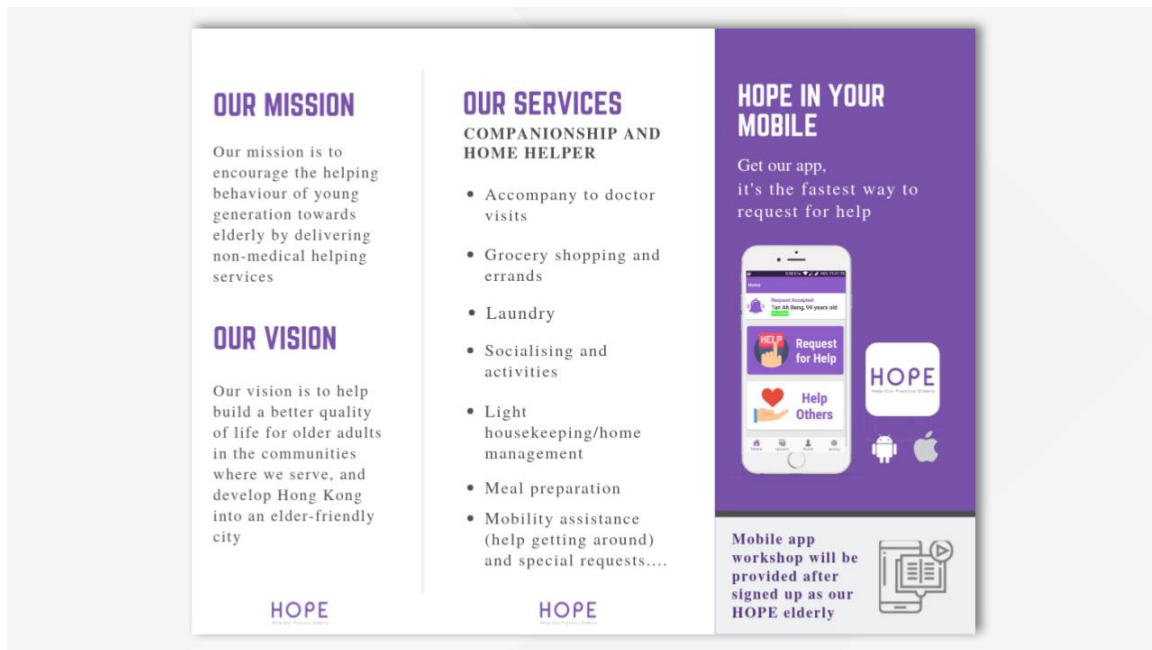*Picture 2. Snapshot of interview clips with Elderly C & D*

Picture 3. A sample design for H.O.P.E Facebook page.

Picture 4. A sample design for H.O.P.E Instagram page.

Picture 5. Sample leaflet for leaflet distributing campaign targeting elderly group.

Picture 6. Sample leaflet for leaflet distributing campaign targeting elderly group.

Elderly-friendly Leaflet Design Guidelines

COLOUR
- Maintain high contrast
- Use black type on a white background or vice versa
- Avoid red, orange, yellow, cause vision problems

FONT
- Serif typefaces (Times New Roman, Georgia)
- Create an illusionary line help guide the eyes across the print

SIZE
- Minimum 12-point of font size

LAYOUT
- Allow for white space
- Provide natural places
- Focus attention

Picture 7. Elderly-friendly leaflet design guidelines based on National Institute on Aging guidelines.

Target Leaflet Distribution Location

	Public Housing	Elderly Care Centres
Kwun Tong/Lam Tin	翠屏（北）邨 德田邨 興田邨	保良局 顧卞婁莉長者日間護理中心 基督教家庭服務中心 觀塘老人日間護理中心
Kwai Tsing	長發邨 長安邨	鐘聲慈善社蔡裕輝老人日間護理中心 保良局嗇盛長者日間護理中心
Eastern District	柴灣翠灣邨 柴灣峰華邨	香港嗜好老人福利會任白慈善基金老人日間護理中心 東華三院方樹泉長者日間護理中心
Wong Tai Sin/Diamond Hill	東頭（二）邨 竹園北邨 鳳德邨	基督教家庭服務中心 橫頭磡老人日間護理中心 救世軍 竹園長者日間護理中心

Picture 8. Target leaflet distribution location.