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A report on an evaluation of the HOPE, worldwide seniors day 2003

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**A REPORT ON AN EVALUATION OF
THE HOPE, WORLDWIDE SENIORS DAY 2003**

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A Report on an Evaluation of the HOPE, worldwide Seniors Day 2003

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I. Introduction

1.1 Background Information

The HOPE *worldwide*¹ (HWW) in Hong Kong has been chartered as a charity organization since 1993 with its focus on organizing service programmes in China, Hong Kong and Taiwan. Amongst these, the Hope for Seniors Day is one of the many attempts initiated by the HWW to meet the urgent needs of the growing ageing population in Hong Kong. Starting from 1996, volunteers from corporations and social organizations have been recruited for the Hope for Seniors Day on an annual basis. The programme aims at giving practical assistance to elderly people who are living alone in public housing estates, as well as building up relationship between the volunteers and the elderly. The volunteers help clean and repaint the seniors' homes. In the past 7 years, the programme has already served over 37,000 single elderly people and mobilized more than 15,000 volunteers to participate.

1.2 Main Participants

The main organizer of the Hope for the senior day 2003 was HOPE worldwide. It was the fourth times that the HOPE *worldwide* collaborated with the Hong Kong Housing Authority to launch the Hope for Seniors Day. With the previous years' successes, the programme was also received supports from a number of Non-Governmental Organizations, corporate partners and sponsors. A total of 2,585 volunteers from corporate companies, schools and non-profit agencies were involved in the service for the lone elderly. Among them, near 200 volunteers were young children. There were 768 elderly recipients from 24 public housing estates with over 12,000 volunteer hours served (See table 3).

In order to assess the outcomes of the programme, the HOPE *worldwide* has commissioned the Asia-Pacific Institute of Ageing Studies of Lingnan University to conduct an evaluative study on the event. The present report is organized into five sections as follows: Section I introduces the background information of the Hope worldwide and the main participants involves in the programme of HOPE, worldwide Seniors Day 2003. Section II reviews the programme objectives and its implementations. Section III outlines the evaluation

¹ Founded in 1991 by the International Churches of Christ, HOPE *worldwide* is a non-profit charity organization headquartered in Philadelphia. Their mission is to 'bring hope to a hurting world'. With over 100,000 committed volunteers, HOPE *worldwide* annually serves more than 2 million needy people in areas include education, children, senior, health and global outreach services.

methods adopted in the study. The programme outcomes including the general findings from the surveys on the elderly recipients and the volunteers as well as feedback from the programme coordinators and objective-specific findings from the programme output will be presented in section IV. Finally, section V will conclude on the outcomes achieved matching the programme objectives and initiative recommendations.

II. Programme Objectives and Implementation

2.1 Programme Objectives

The Hope for the Seniors Day 2003 was a half year programme. It was commenced in October 2002 and lasted till the Chinese Lunar New Year at 19 January 2003. The main goal was to improve the living environment of single elderly living in public housing estates before Lunar New Year. The programme was co-organized with the Hong Kong Housing Authority (HKHA). The service targets were the single elderly who are referred by HKHA and the NGOs in the community. To make it more specifically, the programme objectives are addressed as follows:

1. to promote inter-generational integration in the community which builds into programme design for the young volunteers serving older people;
2. to enlarge the social network of single elderly through volunteer services which builds into programme design for involving many Non-government organizations (NGOs) to enlarge the helping network of older people;
3. to improve the living environment of single elderly in public housing estates by cleaning and repainting their homes which builds into the programme contents of the service designs.

2.2 Programme Implementation

The programme implementation could be divided into four phases: (a) recruitment, (b) training, (c) services and (d) programme evaluation. Table 1 described the schedule of the programme implementation.

Firstly, the recruitment of both service recipients and volunteers was implemented on or before mid-October 2002. Those single elderly people were referred by the Housing

Department and Non-Governmental Organizations (NGOs) in the community, while community relation teams from the corporate partners helped organize company volunteers to participate in the Hope for Seniors' Day 2003. There were in total 7 NGOs and 6 corporate partners involved in the recruitment exercise and service delivery process.

Secondly, training workshops started from late October 2002. The aims were to equip volunteers with painting and cleaning as well as communication and relationship skills, in order to prepare the volunteers to launch their pre-service visit and provide quality service for the seniors. During their first visit to the seniors' homes, the volunteers also grasped the opportunity to budget the resources and manpower required for the programme.

Thirdly, the services (HOPE for Senior Day 2003) were delivered on 19 January 2003. On that day, over 2,500 volunteers were mobilized to repaint and clean the homes of more than 750 seniors.

Finally, to get better understanding of the service quality and the effectiveness of the programme, a survey was conducted to obtain the feedbacks from the volunteer's representatives, older people as well as the programme coordinators. The evaluation report was commissioned by the APIAS, Lingnan University in April 2003.

Table 1 : Programme implementation schedule of the HOPE for the Senior Day 2003

Date	Programme	No. of Participants	Service Content
Mid October 2002	1. Recruitment Programme Briefing for the Elderly	650 elderly	➤ To enable the elderly to have a clear understanding of the programme.
Late October 2002	2. Training Volunteer Workshops	500 volunteer representatives	➤ To equip volunteers with painting and cleaning as well as communication and relationship skills before the 1 st visit.
19 January 2003	3. Services Hope for Seniors Day 2003	650 elderly households	➤ 3000 volunteers are mobilized to clean and repaint the single elderly homes.
May 2003	4. Evaluation Programme evaluation report	100 elderly 500 volunteers 20 programme coordinators	➤ To evaluate the outcomes of the programme and make recommendations.

III. Program Evaluation Methods

In view of the quality assurance of the programme evaluation, apart from the objective specific findings (programme output), this evaluation report will also include the feedback from the older people, volunteers and programme co-coordinators. Hence, two evaluators were developed to guide the evaluation of the effectiveness of the programme as described in section 3.1. Survey will be adopted to collect the feedback from the participants while the programme output was provided by the HWW programme co-ordinator's service report which will be discussed further in this section.

3.1 Evaluative Indicators

In order to examine the achievements of the HOPE for Seniors Day and the extent to which the specific objectives of the programme have been fulfilled, this report has used two indicators (item a and b) for evaluative purposes:

- (a) the number of participants (including elderly recipients and volunteers) and agencies/organizations involved; an increase in these numbers participants by the split-over effects of the programme
- (b) the attainment of the programme objectives especially for the degree of participants' satisfaction (including elderly recipients, volunteers and programme coordinators);

The programme output was regarded as the evaluators of item (a) which was the programme objectives specific outcomes. The general findings from the surveys were then used to shed light on items (b). In reviewing and considering these findings, then, a list of improvement areas could be identified.

3.2 Survey

The survey method was the main tool employed to solicit feedbacks from different parties regarding the programme design, implementation and outcomes/effectiveness of the Hope for Seniors Day 2003. In order to obtain views from these different groups of participants, three sets of questionnaires were developed for the older people, volunteers and programme co-coordinators.

The older people's survey and volunteers' survey were similar in most aspects which were designed to obtain their views on the service quality, relationships between the older people and volunteers and the overall evaluation of the programme (refer to appendix I, II). The programme coordinators' survey aimed to evaluate the programme design which included the preparation work, programme implementation and follow up (refer to appendix III).

3.3 Sampling

As there were three types of respondents for the surveys, the method of sampling employed for each survey was varied. Older people were randomly invited by the NGOs which had involved in the organization of the Hope for Seniors Day 2003 and they need to fill in the questionnaire upon the completion of the programme. Team leaders of each volunteer teams who had served in the programme were invited as respondents for the volunteers' survey, while personnel from HWW and NGOs who had involved in the programme's coordination work and provided logistic support were targets of the programme coordinators' survey.

3.4 Questionnaire Design

Structured questionnaires were designed of the older people and volunteers' survey. Respondents were asked to show their level of agreement to a set of statements based on the Likert Scale that contained a scale range from 1 to 7 with 1 stands for strongly disagree/very bad, and 7 stands for strongly agree/very good.

The elderly's questionnaire was divided into four parts that contained a total of 20 statements. The statements covered the following areas: (a) service quality of the volunteers, (b) volunteers working attitude, (c) volunteers service knowledge and (d) volunteers working skills.

The volunteers' questionnaire was divided into 4 parts that contained a total of 18 statements and 1 open-ended question. The areas examined included: (a) perceptions of the volunteers in serving the elderly, (b) reasons for serving the elderly, (c) expectations of serving older people and (d) self-evaluation of service quality by the volunteers. To extend and improve the programme outcomes, an open-ended question was used to collect the qualitative feedbacks and recommendations of the programme.

The questionnaire for the programme coordinators contained a total of 12 questions. The respondents were asked to give their feedbacks on the effectiveness of the programme including (a) preparation work, (b) implementation and (c) follow-up work. Most of the questions were open-ended and the respondents had to give details in relation to the actual context.

3.5 Data Collection

3.5.1 General Findings (Survey)

The questionnaires were distributed to these three parties after the completion of the programme. While the questionnaires were designed mainly to be self-administered by the respondents themselves, some of the elderly had to complete the questionnaires with the assistance of the volunteers, the volunteers helped read out the statements to the elderly. A total of 95 successful questionnaires were collected from older people, 494 from the volunteers and 12 from the programme coordinators respectively. All the questionnaires were completed between January and March 2003.

3.5.2 Programme Specific Findings (Service Report)

The service report (Programme output) was provided by the HWW programme co-ordinator on April, 2003. The service output (number of participants recruited, household served, service hours and service items) were further confirmed by the HWW programme manager and audited by researcher of APIAS.

3.6 Data Processing and Analysis

The Asia-Pacific Institute of Ageing Studies (APIAS) of Lingnan University was invited to process the data and compose the final report. The questionnaires contained both quantifiable and qualitative data. Quantifiable data were computed and analyzed by employing SPSS (11.0) and descriptive statistics in the form of percentage and frequency were reported. Content analysis was used to study and report the qualitative feedback from the volunteers and programme coordinators.

IV. Program Outcomes

The programme outcomes were divided into general findings and objective-specific findings as mentioned in section 3.1. Objective specific findings were obtained from the programme output. General findings were generated from the services performances and feedback of the survey.

4.1 Objective-Specific Findings

Compared to the figures of the past seven years in which the Hope for Seniors Day was organized, the number of older people served in HOPE for Senior day 2003 is the greatest (see table 2). The figures show a growing trend in the number of elderly served, from 417 in 1996 to 768 in 2003, while the number of volunteers participated in the programme has also steadily increased, growing from 1,800 to 2,585 within seven years. The total number of man-hours served in 2003 is 11,763 and 24 public housing estates have been involved. About 1,110 cleaning tasks and 681 painting tasks were completed on a single day. Table 3 is a list of the estates where elderly were served throughout Hong Kong, Kowloon and the New Territories.

Table 2 : Number of participants served on Hope for Seniors Day, 1996-2003

Year	1996	1997	1999	2000	2001	2002	2003
No. of volunteers	1,800	1,836	1,959	2,042	2,389	2,838	2,585
No. of volunteer hours*	18,300	6,969	6, 575	11,675	11,007	11,596	11,763
No. of elderly served	417	465	400	436	526	750	768

*Figures include all the preparation work

Table 3 : Estates served on Hope for Seniors Day 2003

District	Estate	No. of Cases	Estate	No. of Cases
Kowloon	Shek Kip Mei Estate	51	Lok Fu Estate	10
	Choi Hung Estate	24	Kai Yip Estate	31
	Lower Ngau Tau Kok Estate	42	Ngau Tou Kok Estate Lotus Tower	30
	Lai Kok Estate	64	Lai An Estate	49
Hong Kong	Hing Wah Estate	23	Wong Chuk Hang Estate	26
	Lei Tung Estate	18	Ap Lei Chau West Estate	20
	Tin Wan Estate	12	Yuen Kong Estate	6
	Wah Fu Estate	26	Wah Kwai Estate	8
	Hing Wah Estate (1)	53		
New Territories	Fuk Loi Estate	38	Shek Wai Kok Estate	39
	Lei Muk Shue Estate	53	Lek Yuen Estate	30
	Sha Kok Estate	35	Wo Che Estate	35
	Lai King Estate	45		
Total	768			

Apart from the increase in the number of service recipients, the collaboration with Non-governmental organisations (NGOs) and corporate partners had also been enhanced. There were 6 NGOs comprising a total of 8 elderly centres, church and resident association, 5 corporate partners and 6 sponsors involved in the organization of this year's Hope for Seniors Day. The main collaborative organizations and sponsors are listed below in Table 4.

Table 4 : Main collaborative organizations, corporate partners and sponsors

Co-organizers	<ul style="list-style-type: none"> ➤ HOPE <i>worldwide</i> in Hong Kong ➤ Hong Kong Housing Authority (房屋署) <ul style="list-style-type: none"> – Estate Social Service for the Elderly Scheme (老人社區服務計劃)
NGO partners Center/scheme	<ul style="list-style-type: none"> ➤ Aberdeen Kai-fong Welfare Association Social Service Center (香港仔街坊福利會社會服務中心) <ul style="list-style-type: none"> – Jockey Club Wong Chi Keung Multi-service Centre for the Elderly (賽馬會黃志強老人社區服務中心) ➤ Evangelical Lutheran Church Social Service - Hong Kong (基督教香港信義會) <ul style="list-style-type: none"> – Shatin Multi-service Centre for the Elderly (沙田多元化老人社區服務中心) ➤ Kowloon City Baptist Church (九龍城浸信會) <ul style="list-style-type: none"> – Lok Fu Social Centre for the Elderly (樂富耆英中心) ➤ The Salvation Army (救世軍) <ul style="list-style-type: none"> – Grace Apartments (耆恩居) ➤ Sik Sik Yuen (齋色園) <ul style="list-style-type: none"> – Ho Kin Multi-service Centre for the Elderly (可健耆英綜合服務中心) ➤ The HK Society for the for the Aged (耆康會) <ul style="list-style-type: none"> – Chan Tseng His Tsuen Wan Multi-service Centre for the Elderly (懷熙荃灣社區中心) – Chai Wan Multi-service Centre for the elderly (柴灣社區老人服務中心) ➤ Lai King Estate (荔景村) <ul style="list-style-type: none"> – Residents Association (居聯會)
Corporate Partners	<ul style="list-style-type: none"> ➤ General Electric In'l Ltd. ➤ State Street Bank ➤ Hong Kong Church of Christ ➤ Trust Co. ➤ ICI Swire Paints Ltd.
Sponsors	<ul style="list-style-type: none"> ➤ CPC/AJI Ltd. ➤ ST Micro electronics Ltd. ➤ Levi Strauss (HK) Ltd. ➤ True Light Middle School Hong Kong ➤ MTR Corporation ➤ Unilever Hong Kong Ltd.

To a large extent, from the above output shows that the programme objectives 2.1 and 2.2 have been achieved.

4.2 General Findings

The general findings from the older people, volunteers and programme co-ordinators were the major sources of data to evaluate programme outcomes (item b) as discussed in section 3.1. The present report will describe the survey findings from older people, volunteers and programme coordinators respectively.

4.2.1 Older People's Survey

The survey had 95 valid questionnaires returned by elderly recipients of the programme. The results show that older people were greatly satisfied with the service outcome as well as the attitude of the volunteers. Their evaluations are grouped into four domains as stated in section 3.4.

(a) The Quality of the Volunteers' Service

Over 80% of the elderly respondents gave very high or high in regards to the volunteers' work performance, including providing a more comfortable (mean score = 6.4) and cleaner *living environment* (mean score = 6.3), adequate *preparation* work (mean score = 6.3), high *efficiency* (mean score = 6.3) and completion of work on time (mean score = 6.4). Less than 5% expressed opposite views to these evaluations. (Table 5)

Table 5 : Evaluation on the quality of service

n = 95

	Comfortable living environment %	Cleaner living environment %	Adequate preparation work %	High efficiency %	Finished work on time %
<i>Strongly agree</i>	<i>61.7</i>	<i>59.6</i>	<i>58.5</i>	<i>59.6</i>	<i>61.7</i>
<i>Agree</i>	<i>22.3</i>	<i>25.5</i>	<i>20.2</i>	<i>23.4</i>	<i>23.4</i>
Slightly agree	11.7	8.5	16.0	10.6	8.5
No comment	2.1	4.3	2.1	2.1	4.3
<i>Slightly disagree</i>	<i>2.1</i>	<i>1.1</i>	<i>2.1</i>	<i>4.3</i>	<i>2.1</i>
<i>Disagree</i>	-	-	<i>1.1</i>	-	-
<i>Strongly disagree</i>	-	-	-	-	-
Mean Score	6.4	6.3	6.3	6.3	6.4
S. D.	0.9	1.1	1.1	1.0	1.0

(b) Volunteers' Working Attitude

In evaluating the attitude of the volunteers during their service, over 90% of the elderly respondents expressed their satisfaction with the volunteers' working attitude (mean score = 6.7). They expressed agreement with the statements that the volunteers were *willing to offer help* (72.3% strongly agreed, 20.2% agreed); being *friendly* and *patient* (73.4% strongly agreed, 20.2% agreed); (71.3% strongly agreed, 23.4% agreed); able to *respect my choice* (70.2% strongly agreed, 20.2% agreed); *understand my grievances* (67.7% strongly agreed, 18.3% agreed) and being a *good listener* (71% strongly agreed, 19.4% agreed). (Table 6)

Table 6 : Evaluation on working attitude

n = 95

	Satisfied with attitude %	Willing to offer help %	Being friendly %	Being patient %	Respect my choice %	Understand grievances %	A good listener %
<i>Strongly agree</i>	74.2	72.3	73.4	71.3	70.2	67.7	71.0
<i>Agree</i>	20.4	20.2	20.2	23.4	20.2	18.3	19.4
Slightly agree	4.3	4.3	3.2	2.1	5.3	9.7	6.5
No comment	1.1	3.2	2.1	3.2	3.2	3.2	3.2
<i>Slightly disagree</i>	-	-	1.1	-	-	1.1	-
<i>Disagree</i>	-	-	-	-	1.1	-	-
<i>Strongly disagree</i>		-	-	-	-	-	-
Mean Score	6.7	6.6	6.63	6.63	6.54	6.48	6.58
S. D.	0.6	0.7	0.75	0.69	0.88	0.88	0.76

(c) Volunteers' Service Knowledge

Similar to the above two aspects, near 90% of the elderly respondents were highly positive with the volunteers' performance in this respect (mean score = 6.6). A large majority of them either strongly agreed (60.9%) or agreed (28.3%) that the volunteers possessed a clear knowledge of their *work procedure*, were able to *follow-up* on the respondents' request and be *accountable* (65.2% strongly agreed, 25% agreed). Most of them agreed that the volunteers could give them *confidence* (71.7% strongly agreed, 17.4% agreed). (Table 7)

Table 7 : Evaluation on service knowledge**n = 95**

	Clear about work procedure %	Follow-up and Accountability %	Give me confidence %	Overall satisfaction %
<i>Strongly agree</i>	<i>60.9</i>	<i>65.2</i>	<i>71.7</i>	<i>77.4</i>
<i>Agree</i>	<i>28.3</i>	<i>25.0</i>	<i>17.4</i>	<i>11.8</i>
Slightly agree	5.4	5.4	8.7	6.5
No comment	5.4	4.3	2.2	4.3
<i>Slightly disagree</i>	-	-	-	-
<i>Disagree</i>	-	-	-	-
<i>Strongly disagree</i>	-	-	-	-
Mean Score	6.5	6.5	6.59	6.6
S. D.	0.8	0.8	0.74	0.8

(d) Volunteers' Working Skills

Regarding the work skills of the volunteers, over 70% of the response from the elderly was favourable, the mean score for overall satisfaction in this regard is 6.4. A significant portion (from 54.9% - 67%) of them agreed that the volunteers exhibited very good *household cleaning, decoration* and *communication* skills. They were highly satisfied with all the work skills involved and less than 5% gave poor ratings to the volunteers. (Table 8)

Table 8 : Evaluation on particular working skills**n = 95**

	Cleaning skills %	Decoration (Painting) %	Communication skills %	Overall satisfaction %
<i>Very good</i>	<i>58.9</i>	<i>54.9</i>	<i>57.4</i>	<i>67.0</i>
<i>Good</i>	<i>18.9</i>	<i>18.3</i>	<i>26.6</i>	<i>17.0</i>
Quite good	12.6	14.6	10.6	9.6
Average	2.1	4.9	3.2	4.3
<i>Quite poor</i>	<i>4.2</i>	<i>2.4</i>	-	<i>1.1</i>
<i>Poor</i>	-	-	-	-
<i>Very poor</i>	<i>1.1</i>	<i>2.4</i>	<i>1.1</i>	<i>1.1</i>
Mean Score	6.25	6.0	6.29	6.4
S. D.	1.19	1.6	1.18	1.1

4.2.2 Volunteers' Survey

There were totally 494 valid questionnaires returned by the volunteers. In analyzing the results of the volunteers' survey, they were divided into four domains as stated in section 3.4. The quantitative data from questionnaire (domain a, b, c, d) will describe using descriptive statistics (percentage and frequency) while the qualitative data will analyze by content analysis and present in section 4.2.3 respectively.

(a) Perception of the Volunteers in Serving the Elderly

In asking about how the volunteers viewed their service for the elderly, more volunteers perceived their acts in terms of responsibility and meaningfulness, rather than seeing it as an act of sympathy or compassion. The majority agreed that serving the elderly was *paying respect* to them (74.5% strongly agreed, 14.1% agreed). Over 80% agreed it was their *social responsibility* and over 90% thought it was *meaningful* to help the elderly in household cleaning (mean score = 6.61). There are also over 75% regarded helping the elderly as an act of generosity and 30% seen it as done out of compassion. The lower mean scores (4.29) obtained from the items of "out of compassion" (Table 9)

Table 9 : Perception in serving the elderly

n = 494

	Paying respect to elderly %	Social responsibility %	Meaningful %	An act of generosity %	Out of compassion %
<i>Strongly agree</i>	74.5	58.5	77.8	52.4	15.1
<i>Agree</i>	14.1	22.8	14.9	24.5	16.3
Slightly agree	6.3	10.0	3.7	13.6	18.4
No comment	2.2	4.9	1.2	5.5	16.5
Slightly disagree	0.8	1.6	0.2	1.2	11.8
<i>Disagree</i>	0.6	0.8	0.8	1.2	10.0
<i>Strongly disagree</i>	1.4	1.4	1.4	1.0	11.8
Mean Score	6.52	6.23	6.61	6.14	4.29
S. D.	1.08	1.21	1.00	1.19	1.92

(b) Reasons for Serving the Elderly

Apart from paying respect to the elders and carrying out social responsibility, the volunteers also expressed their desire to seek and to provide company for the elderly. About 50% (strongly agreed to agreed) revealed that they hoped to make friends with the elderly, while near 65% (strongly agreed to agreed) thought, for the elderly, having *someone to talk to* was more important than receiving help with house cleaning, less than 5% showed disagreement in this regard. Moreover, a great majority (74.3% strongly agreed, 17.9% agreed) of the volunteers expressed their *happiness* in serving the elderly, less than 4% of respondents disagreed with such feeling. (Table 10)

Table 10 : Reasons for serving the elderly

n = 494

	To make friends with the elderly %	Enable the elderly to have someone to talk to %	Feeling Happy in serving the elderly %
<i>Strongly agree</i>	29.7	38.7	74.3
<i>Agree</i>	19.8	26.9	17.9
Slightly agree	21.4	16.7	3.5
No comment	20.4	12.2	0.8
<i>Slightly disagree</i>	5.5	4.1	0.4
<i>Disagree</i>	1.8	0.4	1.8
<i>Strongly disagree</i>	1.4	1.0	1.2
Mean Score	5.37	5.8	6.6
S. D.	1.44	1.3	1.1

(c) Expectations of Volunteers in Serving the Elderly

Regarding the expectations of the volunteers, about half of them believed their service could help *relieve the loneliness* of the elderly (29.7% strong agreed, 22.8% agreed). More than half (31.6% strongly agreed, 28.8% agreed) hoped to widen their *life experience*, while about 44 % (strongly agreed to agreed) wanted to learn from the elderly about how to *deal with people and matters* and about 50% (strongly agreed to agreed) hoped to learn *patience* from serving the elderly. A majority of 85% (59.3% strongly agreed, 23.2% agreed) expressed their desire to *serve* the elderly during their lifetime (mean score = 6.3). (Table 11)

Table 11 : Expectations in serving the elderly

n = 494

	Relieve loneliness of elderly %	Widen life experience %	Learn to deal with people & matters %	Learn to be patient %	Serve the elderly %
<i>Strongly agree</i>	29.7	31.6	24.1	29.9	59.3
<i>Agree</i>	22.8	28.8	20.9	19.8	23.2
Slightly agree	22.8	16.5	24.1	20.6	11.2
No comment	13.0	12.9	17.6	15.9	3.1
Slightly disagree	5.5	4.7	7.2	8.6	1.4
<i>Disagree</i>	3.3	3.3	3.7	2.4	1.0
<i>Strongly disagree</i>	2.9	2.2	2.5	2.9	0.8
Mean Score	5.4	5.5	5.2	5.3	6.3
S. D.	1.5	1.5	1.5	1.6	1.1

(d) Self-Evaluation of Service Quality by the Volunteers

The volunteers' self-evaluation showed a relatively favourable rating of their *overall performance* (mean score = 5.6). Near 90% of the ratings fell within the very good (19.2%), good (40.9%) and quite good (28.4%) range, less than 5% rated their own performance poor or very poor. As for individual type of work skill, although the ratings ranged from very poor to very good, the mean scores fell mainly between the ranges of good and quite good. The results showed that the volunteers rated themselves better in *listening* (mean score = 5.7) and *communication* (mean score = 5.5) skills, while less favourable in practical skills such as household *cleaning* (mean score = 5.5) and *painting* (mean score = 5.2), but the differences in ratings of the respective areas were only marginal. (Table 12)

Table 12 : Self-evaluation on service quality**n = 494**

	Cleaning	Decoration	Communication skills	Listening Skills	Overall performance
	%	%	%	%	%
<i>Very good</i>	<i>22.8</i>	<i>19.1</i>	<i>20.7</i>	<i>27.5</i>	<i>19.2</i>
<i>Good</i>	<i>31.2</i>	<i>24.0</i>	<i>34.5</i>	<i>35.4</i>	<i>40.9</i>
Quite good	24.2	27.7	26.1	23.4	28.4
Average	14.9	20.2	12.4	8.3	7.0
Quite poor	5.4	6.5	5.0	3.4	2.7
<i>Poor</i>	<i>0.9</i>	<i>1.9</i>	<i>0.9</i>	<i>1.1</i>	<i>1.6</i>
<i>Very poor</i>	<i>0.7</i>	<i>0.7</i>	<i>0.5</i>	<i>0.9</i>	<i>0.2</i>
Mean Score	5.5	5.2	5.5	5.7	5.6
S. D.	1.3	1.3	1.2	1.2	1.1

4.2.3 Qualitative Feedback from Volunteers

The qualitative feedback from the volunteer could be categorized to 5 main theme using content analysis methods. Followings summarized the reflections and feedbacks of the volunteers in terms of (a) service quality, (b) resources, (c) program design, (d) perception of the elderly and (e) things learnt by volunteers.

(a) Service Quality

After the cleaning, the houses became cleaner than before. However, there were some technical problems. “In some households, the situation was so bad that the paint was flaking off the wall,” as mentioned by one of the volunteers. As the volunteers were not professional workers, they suggested that painters or technicians were needed next time.

(b) Resources

- Cleaning Materials

Some volunteers stated that there were not enough materials, for example, the amount of buckets, towels and detergent, so they suggested an increase in the supply of cleaning and painting materials were necessary in the future.

- Gifts to Elderly

Some volunteers suggested giving cakes for the elderly who have no teeth and they also suggested giving red tea as little gifts.

(c) Program Design

- Number of Volunteers per Group

Some volunteers stated that the arrangement of letting one group responsible for one household was good. The working conditions, however, were not ideal enough as there were too many people—several people per group serving one household at the same time. Notwithstanding the over-crowded working conditions, the volunteers tried to “make a mutual compromise” to solve the problem.

- Timing

One of the volunteers suggested that it would be better if the service started earlier, for example 9:30am, so that they could have more time for preparation work and control. Besides, one volunteer suggested that it would be better to inform or call the elderly first before going to their households. Hence, they could understand better the elderly’s needs beforehand and could have more time to prepare.

(d) Perception of the Elderly

- Change in Perception

Before the Seniors Day 2003, some of the volunteers thought that the elderly were troublesome and would talk nonsense forever. Besides, some volunteers also presumed that the elderly were always very demanding. After the service, however, they have changed their perception of the elderly. They thought that age should not be a barrier to friendship. The service programme has narrowed the generation gap between the elderly and the volunteers. Even more, some volunteers were worried that the elderly would dislike getting help from them before the program. However, they found out afterwards that their worries were ungrounded and that the elderly were very receptive to their help.

- Nice and Talkative

Most of the volunteers thought that the elderly were so nice and talkative. For example, some of the elderly asked the volunteers to drink tea. The elderly also gave a hand to the volunteers immediately when one of them got hurt.

Besides, they knew that the elderly liked to share with them their stories in the past. The volunteers thus gained a lot of knowledge in terms of the history of Hong Kong throughout the service.

(e) Things Learnt by Volunteers

- Cleaning and Decorating Skills

For the technical skills, some volunteers stated that it was a good chance for them to learn something that they seldom did, for example, painting.

- Communication Skills

The volunteers found that it was a good chance for them to learn how to get along with others, including the elderly and their group members. When one of the elderly was talking about her experiences, she cried. The volunteers had to learn to comfort her.

- Importance of Cooperation

A lot of volunteers thought that it was worthy helping the elderly though the work was quite difficult and tough. They believed that “unity and cooperation are the sources of power”, every volunteers tried to pay their effort in the work. They encouraged and appreciated one another during the services, and they shared everything. In general, the relationships among the volunteers were very intimate and harmonic.

- Helping is Meaningful

The volunteers thought that it was meaningful when they could help in doing things, which the elderly could not do by themselves. “Every volunteer is giving unconditional support without any grumbles, they all hold the belief that they should be duty-bound without turning back”, as mentioned by one of the volunteers. Also, the program gave an opportunity for the children volunteers to learn “giving is more blessed than receiving”.

The volunteers said that the elderly felt an immense gratitude to the volunteers for their work. One of the elderly reported that, “Due to your good-hearted and kindness, I can feel that there is warmth in the world. Thank you very much for your help today, I feel like just moving into this house.” Appreciation from the elderly was encouraging to the volunteers. The volunteers also felt happy when they saw the elderly smiled.

Besides, the volunteers could also get satisfaction and fulfillment by finishing the work. Some volunteers were worried that they could not deal with the work at first, but once they finished the work, they were very satisfied, as they could give the older people a warm and happy New Year.

- Change in the Views on Life

The volunteers came to realize that helping the elderly was the social responsibility of the younger generation. They knew that it was important to care for the elderly. Through the activity, they could contribute to the society.

Some of the volunteers thought they had changed their views on life. They thought that the importance of life was not only satisfying the material needs, but also the spiritual need. One of the volunteers mentioned that, ‘I asked myself how much I understand the wants of those around me, and how much I want to satisfy their wants, though there are so many people around me.’ This program inspires them to help those needy.

In conclusion, the volunteers hoped that the activity could be launched every year. They were so disappointed when they did not have enough time to help the elderly who were in need. Besides, they hoped that the mass media could help promoting the activity in order to make it well known to the public. In general, they thought that it was a good experience and thanked the HOPE *worldwide* for giving them the chance to help the elderly and learn.

4.2.4 Programme Coordinators’ Survey

A total 12 self-administered questionnaire were collected from the Programme coordinators in this April 2003. Generally speaking, the majority of the comments on the programme are reasonably positive, also reflected in the high ratings (mostly scored 8 – 10 along a 0 – 10 scale) by the coordinators for the different items in the questionnaire. The following is a summary of the opinions and recommendations on the programme.

(a) Preparation Work

There were little difficulties encountered in the recruitment of volunteers during the preparation stage partly due to the support from church officials and related organizations. Members from these organizations and current HOPE *worldwide* members were encouraged to participate and the volunteers themselves also showed great willingness and resolution to serve the elderly in the community. It is recommended that this programme be widely publicized such that more people from the community could get involved in the event.

Despite effective coordination launched by the elderly centres, a certain portion of the elders who had “health and mobility problems” was not available for service or could not be

reached. Some of them had difficulty to answer the phone owing to their disability (e.g. hearing).

With regard to volunteer training, as “a large proportion of volunteer helpers have been served in organizations for more than three years”, there was no big problem in this regard. The training materials were informative and useful (especially those with visual aids) and the preparation of the briefing session and promotion was “inspiring and effective”. However, some reflected that the training sessions were a bit long and certain topics were overlapped. Though the briefing session had improved, the scale was too small (as only a small proportion of volunteers could attend) and insufficient information was provided.

Apart from briefing on the information of the programme, more details of the HWW (e.g. background information) can be included in the briefing session. It was suggested to re-allocate the resources more efficiently, training materials and other useful information (e.g. notes of painting skills) can be uploaded onto the Internet so that volunteer helpers could access and learn it individually and conveniently at anytime, anywhere.

In matching and follow-up process, most of the teams were highly cooperative. They managed to maintain good communication with the elders based on their past experiences. However, the lack of time and relevant resources in contacting the elderly were the major impediments for the volunteers to establish pre-visits with the elders. Some of the elders whom could be initially reached had declined the service without any reasons. The other problem was to team up those English native speakers with non-English speaking volunteers.

(b) Implementation Day

Logistically, sufficient manpower and detailed instruction in preparation work were given so that all the “sudden incidents” were well predicted and handled properly. It was suggested that presents for elders to be packed in bags and tool containers be prepared.

In resources allocation and collection, there was a lack in the supply of specific items, such as tools and paint containers. There were also no clear and definite instructions on how to deal with the resources collected. It was suggested that cooperation could be sought with local metal dealers. Despite the drawbacks, the resources were orderly allocated.

On the actual day of event, everything was under good control. Each volunteer had put great effort in providing high quality of service and they had also gained valuable compliment.

Some centres did not have enough space for queues and activities. Some older people also asked to do additional work, e.g. moving furniture. There were volunteer groups that suffered from manpower shortage because they had to serve more than one flat. Despite that, all the problems were tackled at the end as other groups finished their work earlier and were able to help. A few groups were unable to finish their work on time, it had taken them extra hours to get the work completed.

(c) Follow-up

Evaluative meetings were held among programme coordinators after the implementation in which feedback and “constructive suggestions” were put forward. Revisit activities with the aim to convey health care messages to the elderly were launched but the response rate was not very encouraging. Despite that, some of the volunteers have maintained their contacts with the elders by phones.

All in all, “as the HOPE staffs are very experienced in organizing the Day and the volunteers are very zealous in the services, the arrangement is extremely smooth with no significant difficulties encountered. The obstacles encountered were predictable and easy to be solved”. In spite of the shortage of materials, “the devotion and response of the volunteers are the most encouraging” and it is proposed that “a training programme with emphasis on pre-service visit and promotional activities be organized”.

V. Conclusion and Recommendations

This section attempts to match the findings of the three respective surveys with the objectives of the Hope for Seniors Day 2003, in order to conclude on the effectiveness of the programme and draw up recommendations for future improvement.

5.1 Matching Results with Programme Objectives

The three objectives of the Hope for Seniors Day 2003 are: (a) to promote inter-generational integration in the community; (b) to enlarge the social network of lone elderly through volunteer services; and (c) to improve the living environment of lone elderly in public housing estates by cleaning and repainting their homes.

5.1.1 Inter-generational Integration

From the positive evaluation of the elderly respondents towards the volunteers' performance as well as the volunteers' self-evaluation and feedback from the programme coordinators (the former two surveys have maintained a mean score of over 6 points in a 7-point scale), we could conclude that the majority of both elderly and volunteers had enjoyed and valued their interaction during the event. Not only has the Seniors Day provided an opportunity for the two generations to meet each other in the form of the young serving the old, the event has also fostered a deeper understanding on the part of the younger generation towards the situation of the elderly, to the extent that some volunteers even admitted that the voluntary experience has changed their views on the older people and life in general.

5.1.2 Enhancement of Social Network for the Single Elderly

The Hope for Seniors Day 2003 has succeeded in mobilizing over 2,500 volunteers in the community to join in providing practical help and concern to the single elderly. As a one-shot programme, this is an impressive result. Moreover, there were near 20 welfare agencies, private companies and government department in total that lent their support in the event, demonstrating how different actors within the community could join forces together in providing support to its deprived members.

It is also notable that over 50% of the respondents in the volunteers' survey have expressed their desire to make friends with the elderly and their hope to relieve the loneliness of this group of deprived elders through personal contact and service for them. The event has hence provided a good source of social support for the elderly. However, the unsuccessful launch of the re-visit programme afterwards also reveals the short-term nature of such support to the elderly.

5.1.3 Improvement of Living Environment

Despite the technical problems encountered by the volunteers in painting and furnishing skills, the majority of elderly respondents in the survey agreed that the volunteers had provided them with a cleaner and better living environment (mean score = over 6 in a 7-point scale). In terms of the number of older people benefited from the programme, this year's figures (786 service recipients) break the records of all past years. There is however, a drop in the number of volunteers compared to last year, dropped from 2,838 to 2,585, while the ratio of volunteer to older person was approximately 3:1.

5.1.4 Overall Satisfaction

The Hope for Seniors Day 2003, on the whole, was launched successfully. The majority of elderly expressed their appreciation of the volunteers' work, this could be seen from the relative high ratings they gave to the evaluation of the volunteers' service quality, attitude, knowledge and skills. The mean score for overall satisfaction in the older people's survey was 6.6 (along a 7-point scale), whereas the score in the volunteers' survey was 5.6. The difference in mean score of overall satisfaction could be attributed to a sense of gratitude on the older persons' part while the volunteers might be more demanding in their own performance.

5.2 Recommendations

Feedback from the programme participants, including the elderly recipients, the volunteers and programme coordinators, reflects a consensus that the annual Hope for the Seniors Day has been a well-organized event. There have not been many problems encountered during its implementation mainly because of the accumulated experiences of both the organizers and volunteers. The following recommendations include two categories: the first is objective-driven which aims to further strengthen the scope and quality of the programme; the second category is based on the feedback from the older people, volunteers and programme coordinators' surveys.

Objective-driven Recommendations

5.2.1 Encouraging the Young Serving the Old

One of the objectives of the Hope for Seniors Day is to promote inter-generational integration, in order to ensure its effectiveness, the organizer could consider involving schools in the community for the supply of young volunteers. This could also widen the exposure of students and provide opportunity for them to come in closer contact with the older generation in the community.

5.2.2 Enlargement of Helping Network for the Elderly

The Hope world Wide Senior day 2003 has witnessed a close and effective collaboration and networking between the organizing agency, government department, NGOs and sponsors in the community. In order to enlarge and enhance the helping network of the lone elderly, it

is also worthwhile to organize re-visits to the elderly after the programme date. This year's experience reveals that more formal mechanism and careful planning is required to maintain the contact initiated between the volunteers and the older persons, and to ensure good response rate of volunteer participation in the re-visit programme.

Feedback from Programme Organizers and Users

5.2.3 Volunteer Recruitment and Training

There were relatively little difficulties reported in the programme coordinators' survey with regard to volunteer recruitment despite a drop in the total number of volunteer participants compared to last year. From the qualitative feedback of the volunteers and program coordinators' surveys, it was suggested that more territory-wide promotional activities should be launched to enhance the publicity of the programme as well as allowing more volunteers from different walks of life to participate in the service.

Regarding the training of volunteers, several aspects can be strengthened. These include: painting and furnishing skills, pre-visit skills and re-visit skills and mechanism. Moreover, in order to widen and deepen the volunteer experience, some of the more experienced volunteers could be invited to participate in the planning and organization of the event.

5.2.4 Manpower and Resources

In view of the vast supply of over 2,500 volunteers in the programme, the feedback from the programme coordinators suggests that apart from grouping the volunteers into teams and matching them with the elderly recipients, there is also the need to form a reserve team of volunteers whose duties would be to back up other volunteers in case of emergency.

Resource allocation was also a major concern as revealed from the feedback of both the volunteers and programme coordinators. There are suggestions that sponsors for paints and furnishing equipment tools be sought and there should be a better disposal plan for materials unused after the event.

寰宇希望

「長者希望日 2003」問卷調查（服務使用者／長者部份）
Hope World Wide Seniors Day 2003 Questionnaire (Older People)

長者個案編號：_____（轉介機構：_____）

問卷編號：_____（此欄由機構填寫）

填寫問卷日期：_____年_____月_____日

第一部份：服務使用者對義工的服務評價

	十 分 同 意							十 分 不 同 意
服務範圍：								
1 我覺得義工清潔完後，使我的居住環境更舒適	1	2	3	4	5	6	7	
2 我很滿意義工使我居住的地方執拾得很整潔	1	2	3	4	5	6	7	
3 我認為義工準備功夫做得足夠	1	2	3	4	5	6	7	
服務態度：								
4 我認為義工的服務工作很有效率	1	2	3	4	5	6	7	
5 我認為義工能於指定時間內完成工作	1	2	3	4	5	6	7	
6 我很滿意義工的工作態度	1	2	3	4	5	6	7	
7 我認為義工能樂意向我提供協助	1	2	3	4	5	6	7	
8 我覺得義工態度親切	1	2	3	4	5	6	7	
9 我覺得義工很有耐性	1	2	3	4	5	6	7	
10 我覺得義工能尊重我的意願	1	2	3	4	5	6	7	
11 義工能瞭解我的申訴	1	2	3	4	5	6	7	
12 義工能耐心聆聽我的說話	1	2	3	4	5	6	7	

服務知識：

- | | | | | | | | |
|--------------------------|---|---|---|---|---|---|---|
| 13 我覺得義工對服務工序很清楚 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 我覺得義工能跟進我的要求和作出交代很有效率 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 我覺得義工給予我信心 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 整體來說，我對義工提供的服務相當滿意 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

第二部份：服務使用者對服務項目水準的評價

- | | 非
常
差 | | | | | | 非
常
好 |
|-------------------|-------------|---|---|---|---|---|-------------|
| 17 家居清潔技術 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 粉飾家居技術（如油漆工作） | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 義工與我的溝通技巧 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 整體來說我覺得義工的服務水準 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

- 完 -

寰宇希望

『長者希望日 2003』問卷調查（義工部份）

Hope World Wide Seniors Day 2003 Questionnaire (Volunteers)

服務長者編號：_____

問卷編號：_____（此欄由寰宇希望填寫）

填寫問卷日期：_____年_____月_____日

(* 請由組長填寫，各義工小組只須填寫一份。)

第一部份：義工對服務長者的態度

	十 分 同 意								十 分 不 同 意
1 我覺得服務長者即是尊重老人家	1	2	3	4	5	6	7		
2 我覺得服務長者是自己的社會責任	1	2	3	4	5	6	7		
3 我服務長者的原因是想跟長者做朋友	1	2	3	4	5	6	7		
4 我覺得協助獨居長者打掃十分有意義	1	2	3	4	5	6	7		
5 我服務長者的原因是基於同情心	1	2	3	4	5	6	7		
6 我覺得長者能藉此機會與別人傾談，比我們協助他們打掃更重要	1	2	3	4	5	6	7		
7 我認為替長者做義工可消解他們的空虛寂寞	1	2	3	4	5	6	7		
8 我希望能藉著服務長者增加自己的人生經歷	1	2	3	4	5	6	7		
9 我希望從義務工作中跟長者學習做人處事的態度	1	2	3	4	5	6	7		
10 我希望從義務工作中跟長者學習耐性	1	2	3	4	5	6	7		
11 我祈望在我有生之年儘可能幫助到長者	1	2	3	4	5	6	7		
12 我覺得服務長者是樂善好施的表現	1	2	3	4	5	6	7		
13 整體來說能服務長者我覺得快樂	1	2	3	4	5	6	7		

第二部份：自我評估義工服務水準

	非 常 差						非 常 好
14 家居清潔技術	1	2	3	4	5	6	7
15 粉飾家居技術（如油漆工作）	1	2	3	4	5	6	7
16 與長者溝通技巧	1	2	3	4	5	6	7
17 聆聽長者的說話	1	2	3	4	5	6	7
18 整體來說我覺得自己的服務水準	1	2	3	4	5	6	7

第三部份：感想

~ 問卷完畢，多謝合作 ~

「長者希望日 2003」 程序設計意見調查
Programme Evaluation Questionnaire (Programme coordinators)

寰宇希望邀請嶺南大學亞太老年學研究中心就「長者希望日 2003」進行成效評估，為對整個計劃的設計及實際執行情況作具體了解，我們誠意邀請曾參與這個計劃負責統籌工作的您，對下列問題給與意見，使我們對「長者希望日 2003」程序設計有更全面的評估。由於研究計劃時間所限，煩請負責同工/統籌員填寫後於四月三日前傳真至 24694432 或電郵 Florence@ln.edu.hk。如有任何查詢可與寰宇希望項目主任歐陽家裕 27766829 或研究計劃主任馮明穗聯絡 26167424。謝謝。

姓名:_____ 所屬機構:_____ 職位:_____ 聯絡電話:_____

「長者希望日 2003」主要負責的工作項目:_____

註: 請負責同工/統籌員下列各方面給與你的意見或建議，如有需要可另加紙張 (中英文書寫均可)

(一) 請就「長者希望日 2003」事前籌備、當天活動情況和事後跟進工作等情況／執行困難／能否達到預期目標／滿意程度作一評述：

事前籌備工作安排

a. 邀募義工：

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

b. 長者申請服務及聯絡：

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

c. 義工培訓工作：

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

d. 活動宣傳及服務簡介會：

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

e. 長者及義工配對及跟進

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

當天活動情況

f. 後勤工作（如工作指引及人手安排）

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

g. 物資分配及收集

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

h. 當日進行服務的實際情況（如秩序、服務質素、效率、聯絡、人手安排等）

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

事後跟進工作

i. 檢討及跟進項目

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

j. 義工重訪 (Re-visit) 長者情況

滿意程度：_____ (1 分最不滿意至 10 分最滿意)

(二) 整體而言，你對「長者希望日 2003」程序設計及活動安排最滿意或最不滿意的地方是甚麼？原因？

(三) 你對「長者希望日 2003」計劃有何建議？

~ 完 ~

Asia-Pacific Institute of Ageing Studies (APIAS) at Lingnan University

History

The Asia-Pacific Institute of Ageing Studies (APIAS) was established as a University-wide institute in 1998 and has been operating as one of the research centers in the Institute of Humanities and Social Science (IHSS) since September 2001. The mission of APIAS is to facilitate and develop research in gerontology and issues related to population ageing in Hong Kong and the Asia-Pacific region.

Our Mission

“To develop a better environment for older persons and their families in Hong Kong and the Asia-Pacific region.”

Our Objectives

- To assist in the strengthening of undergraduate, postgraduate and professional training in areas related to health and welfare of older persons, demography and epidemiology
- To enhance knowledge, awareness and understanding of ageing in society amongst students, professionals and the wider public
- To encourage cross-cultural research and co-operation on ageing in the Asia-Pacific region
- To offer research and consultancy services

For further information on APIAS and opportunities for research collaboration and affiliations with the Institute, please contact

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