

Progress Report on Southern District Health Centre

Purpose

1. This paper briefs and seeks members' views on the services of the Southern District Health Centre (S DHC).

Introduction

2. On 31st March, 2022, Aberdeen Kai-fong Welfare Association Limited (AKA, used interchangeably with “the operator”) was awarded the operation service contract for the Southern District Health Centre (S DHC) by the Government. With Southern District Healthy & Safe Association Limited as strategic partner, the six-and-a-half month Gearing Up Period has begun from 31st March, 2022 to 16th October, 2022. On 31st May, 2022, the site of Core Centre was handed over to AKA, a premise of about 1,000 sq.m. total floor area, located at the 21st and 22nd floor of Vertical Square in Wong Chuk Hang. During the gearing up period, AKA had devoted tremendous effort for the service commencement of the S DHC Core Centre and the preparatory works of the four Satellite Centres.

3. To prepare for the commencement of service and to ensure smooth operation of S DHC Core Centre on 17th October, 2022, one-month pilot run for S DHC was conducted since mid-September, 2022, focusing on four aspects: client journey, IT system, centre operation and logistics, and incident management. The pilot run began on 19th September, 2022, kicking off with the Intensive Trainings for all S DHC staff who gained an overview of S DHC services and Core Centre's facilities, including centre familiarization, incident management (e.g. fire drill, facilities breakdown, theft, etc.), operation of IT system (e.g. membership registration, programme enrollment, data input, etc.), customer service, and etc. From 3rd October to 8th October, 2022, AKA volunteers and service users were invited to participate as “clients” in the trial run at S DHC Core Centre, which tested the client journey, wellness classes, facilities and clinical equipment. Feedback from “clients” and staff was collected through focus group and/or questionnaire. All the pilot run completed on 14th October, 2022 with a final checking of systems, facilities and logistics.

4. This paper focus to report the work progress up till November, 2022. The following sections describe the Core Centre and Satellite Centres, staffing, present the work progress of promotion and publicity, network service provider, community engagement, delivery of three-tier health prevention services, innovative suggestions and the future of S DHC.

Core Centre and Satellite Centres

Site preparation of Core Centre

5. After the Core Centre was handed over to AKA on 31st May, 2022, major defects have been rectified by the contractor of Architectural Services Department at the site before the service commencement on 17th October, 2022. Some of the clinical equipment have been installed in the gym rooms before service commencement of Core Centre services.

Setting up of Satellite Centres

Site identification of Satellite Centres

6. Four Satellite Centres have been identified. Subsequently, the leasing contracts of Southern (North) and Southern (East) Satellite Centres have been signed whereas the offer letters of Southern (South) and Southern (West) Satellite Centres were signed by AKA and submitted to landlord for review. An interior design and project management consultant has been appointed for the fitting-out works of the four Satellite Centres. Details of the tentative work schedule of the fitting-out works are as follows:

| Sub-districts | Address | Floor Area (estimation) | Expected the start date of fitting-out works | Expected commencement date |
|----------------------|--|---|---|-----------------------------------|
| Southern (East) | G/F & C/L, 53 Stanley Main Street, Stanley, Hong Kong (Stanley Lot No. 414), Hong Kong | - G/F: 57.2 sq.m. - Cockloft: 51.1 sq.m. (with flat roof: 3.8 sq.m.) | December, 2022 | April, 2023 |

| Southern (South) | Shop 401B, Commercial Complex I, Lei Tung Estate, Hong Kong | 141 sq.m | January, 2023 | May, 2023 |
|------------------|--|-------------------------|--|----------------------------|
| Sub-districts | Address | Floor Area (estimation) | Expected the start date of fitting-out works | Expected commencement date |
| Southern (West) | Shop A, G/F, Block 17, Fu Ming Yuen, Chi Fu Fa Yuen, Hong Kong | 64 sq.m | January, 2023 | May, 2023 |
| Southern (North) | G/F, 42 Aberdeen Main Road, Aberdeen, Hong Kong | 92.4 sq.m | December, 2022 | April, 2023 |

Staffing

7. As at 30th November 2022, 33 staff have been recruited. The staff types include: Executive Director, Chief Care Coordinator, Care Coordinator, Nurse, Physiotherapist, Occupational Therapist, Pharmacist, Social Worker, Dietitian, Administrative, Accounting, Information Technology, Social Worker, Health Communication, Rehabilitation Assistant, Care Assistant and Workmen.

Promotion and Publicity

Branding and identity creation

8. Prior to finalization of the branding and identity of S DHC, branding research was conducted. Two interviews were conducted with five S DHC staff and four AKA board members on 10th August and 12th August, 2022 respectively. Questionnaires were also issued to AKA service users and community members in Southern District between 15th August and 19th August, 2022 and 48 questionnaires were collected and compiled with observations on the expectations of stakeholders regarding the image and functions of S DHC.

9. The branding and identity creation with visual and core messages were finalized in mid-September, 2022. To disseminate the key messages of S DHC, the visual messages and the promotional materials have been displayed in the public area of Core Centre. Details of the key visual are as follows:



**A: Captain; B: Compass; C: Anchor;
D: Hull; E: Smile; F: Sea waves**

Promotional materials and channels

10. S DHC has developed a series of promotional strategies with the aims of attracting new members, creating awareness, broadening the customer reach and promoting the concept of primary health care. Below are the details of using online and offline channels for promoting S DHC Core Centre services:

| Key Promotional Items | Work Progress |
|---------------------------|--|
| ONLINE | |
| Website | Website was launched on 17 th October, 2022 |
| Facebook and Instagram | Facebook and Instagram were launched on 13 th October, 2022. As at 15 th November, 2022, there were 18 posts with 105,000 views. |
| WhatsApp Business Account | WhatsApp Business Account was set up and has been in use since 17 th October, 2022. |
| OFFLINE | |
| Banners | 11 banners have been displayed in Southern district. |
| Pamphlets | 26,000 pamphlets have been printed. |
| Souvenirs | Five popular types of souvenir have been produced for the newly recruited members. |
| Local bulk | Over 7,000 local bulk mails have been sent out to Wong Chuk Hang |

| | |
|-----------------------------------|--|
| mail | commercial buildings and residential areas. |
| Handbill of programmes pamphlets | 650 pieces of handbill were distributed during lunch hour and after office hour in Wong Chuk Hang commercial areas for three consecutive days, starting from 17 th October, 2022. |
| Bus-body and seatback advertising | Advertisement will be printed on 65 bus bodies and seatbacks. The mobile signage will be posted for six weeks, starting from 18 th November, 2022. |
| Minibus-body advertising | Advertisement have been printed on 10 green minibus bodies. The eye-catching posters have been posted for three months, starting from 14 th November, 2022. |
| MTR station advertising | MTR station posters have been posted at Wong Chuk Hang, Lei Tung and South Horizon stations for 26 weeks, starting from 12 th November, 2022. |
| Promotion truck roadshow | A decorated promotion truck with attractive body design and health games will station 10 places in Southern district for 30 days, starting from 12 th December, 2022. |

Promotional events

11. Before the commencement of Core Centre services, S DHC has organized five outreach promotional activities with the aims of promoting DHC services as well as recruiting potential members. In total, 679 participants attended these activities and 302 were recruited as potential S DHC members. S DHC Team has been contacting the potential members and encouraging them to proceed to the formal application of membership on or after 17th October, 2022. Six outreach and indoor promotional events were launched after the commencement of Core Centre services with 829 participants and 219 potential members were identified.

Network Service Provider

12. Recruitment of NSPs: To facilitate the public-private partnership in the delivery of primary healthcare services, NSPs will be recruited so as to provide more choices to clients. As at 15th November, 2022, 58 Medical and Health (M&H) Practitioners were approved by PHO.

Community Engagement

Community partners

13. S DHC has started to liaise with different community partners at three levels in accordance with their level of participation, including strategic partner, collaborative partners and supporting organisations. From April to November, 2022, S DHC has contacted over 25 community partners, including government departments, local organizations, women associations, Parent Teacher Associations, private medical groups, private hospital, NGOs and business organisations. A “S DHC network” will be soon established to enhance their commitment in primary healthcare promotion.

Delivery of three-tier health preventive services

Primary Prevention

14. Primary prevention services aim to promote health behavior change of residents, and to empower them to maintain and comply to the lifestyle change. S DHC has started to organize a series of primary health prevention programmes since the commencement of Core Centre service on 17th October, 2022. For example, talks on Eczema, Pro-Stroke Care and Prevention, Introduction to Melioidosis and Prevention and Knee Pain Care etc. (Please refer to Appendix 1 for more activity examples).

Secondary Prevention

15. Secondary prevention services aim to facilitate early identification of health risk factors and diseases through health assessment and screening. Clients who meet the referral criteria of the targeted chronic diseases (diabetes mellitus and hypertension) after health risk factors assessments will be referred to S DHC network doctor for further consultation and examination in order to confirm the diagnosis of diabetes mellitus and hypertension.

Tertiary Prevention

16. Tertiary prevention services aim at enhancing clients’ self-management skills, controlling risk factors to prevent disease progression and minimizing recurrence, and supporting clients to live safely and healthily in the community. S DHC has closely worked with the Hong Kong West Cluster of Hospital Authority for the referral

mechanism of the chronic disease management programmes and community rehabilitation programmes. Patient Empowerment Programme of Diabetes Mellitus (DM) and Hypertension (HT) will start in mid of December 2022. The Community Rehabilitation Programme – Hip Fracture will start pilot run in early January 2023.

Innovative Suggestions

17. AKA will carry out five innovative projects to enhance the quality and effectiveness of S DHC services. Progress of each innovative projects are as follows:

| Innovative Suggestion & Key objectives | Expected commencement date |
|--|--|
| <p><i>The Outdoor-based Community Reintegration Programme</i></p> <p>To rebuild the independent living ability of persons with disabilities or health conditions through outdoor-based community training and improve his/her quality of life</p> | March, 2023 |
| <p><i>Wellbeing Prescription Scheme</i></p> <ul style="list-style-type: none"> - To connect with individual healthcare services providers and medical practitioners in community and encourage high-risk individuals to participate in activities - To promote medical-social collaboration | The service objectives and concrete content of this initiative are under review. |
| <p><i>“Take the Community Pulse” Programme for middle class in Southern District</i></p> <p>To identify people at high risk of diabetes and hypertension in earlier stage and formulate long-term service plans</p> | November, 2022 |
| <p><i>The Community Health Pathway for the excluded groups</i></p> <p>To provide equal opportunities for citizens living in remote and inconvenient areas to access the services of the centre</p> | March, 2023 |
| <p><i>Southern Health Library Service and Healthcare Equipment Collection</i></p> <p>To introduce and lend suitable and advanced rehabilitation equipment to encourage self-management of health and improve health literacy</p> | July, 2023 |

Future

18. Looking forward, AKA will perform outreaching tasks, such as contacting the commercial partners to promote S DHC services, approaching the members and potential members through outreaching, etc. Moreover, AKA will further collaborate with local organizations, in order to reach out to more potential clients.

Advice Sought

19. Members are invited to offer views on S DHC.

Aberdeen Kai-fong Welfare Association Limited
January, 2023

Southern District Health Centre
Programme Schedule

| 28 November 2022- 3 December 2022 | | | | | | | | | |
|-----------------------------------|--|----------------------------|------------|-----------------|----------|-----|--|-----|-------------------------------|
| | MONDAY | | TUESDAY | WEDNESDAY | THURSDAY | | FRIDAY | | SATURDAY |
| | 28 | | 29 | 30 | 1 | | 2 | | 3 |
| 10AM | | | | | | | | | Exercise Class (1st Class) |
| 11AM | Dietary Class (High Blood Sugar) | Talk on Fall Prevention | | Talk on eHealth | | Gym | Gym | | Exercise Class (1st Class) |
| 11:30AM | | | | | | | | | Exercise Class (1st Class) |
| 12PM | | | Yoga Class | | | Gym | Talk on Joint Protection by Specialist | Gym | |
| 1:00PM | | | Yoga Class | | Gym | | | Gym | |

| | | | | | | | | | |
|--------|-------------------------------------|--|----------------|-----------------------------------|-----|--|------------------------|--|--|
| 2:30PM | Dietary Class (High Blood Sugar) | | | | | | | | Weight Management Class (Primary School Students) (1st Class) |
| 3:00PM | | | | | | | Talk on Back Pain Care | | |
| 3:30PM | | Wellness Class about The 24 Solar Terms | Talk on Eczema | Dietary Talk on Brain Nourishment | | | | | |
| 4:30PM | | | | | | | | | Talk on Sensory Integration (Primary School Students) |
| 5:30PM | Exercise Class (3rd Class) | | | Exercise Class (4th Class) | Gym | | Gym | | Gym |
| 6:30PM | Exercise Class (3rd Class) | | | Exercise Class (4th Class) | Gym | | Gym | | Gym |