



Ageing in Place

Campaign Guide and Resources

2025



Ageing in Place: Addressing the need

We all have changing needs as we age. At Habitat for Humanity Hong Kong, we believe that no matter what stage of life we are in, we all deserve to be safe, secure, and comfortable in our homes.

Hong Kong remains the most expensive property market in the world. In the first quarter of 2024, **20% of the population, over 1.39 million people, lived below the poverty line.**¹ Around **220,000 people reside in cramped and unhygienic subdivided units**, with many waiting years for public housing. Like other developed economies, Hong Kong is experiencing **rapid population ageing** and is projected to have **one of the world's oldest populations by 2050**. The city also faces the challenge of **ageing housing stock**, with conditions further deteriorating under a sub-tropical climate. Following the World Health Organization (WHO) guidelines on age-friendly cities, fostering **age-friendly communities** can promote active ageing through health, participation, and security, ultimately enhancing the quality of life of older adults. The WHO has identified **housing** as one of the **eight key domains** for assessing the age-friendliness of a community.

In partnership with ZeShan Foundation, in June 2022, Habitat for Humanity Hong Kong launched the pilot phase of our "Project Home Works: Ageing in Place" programme. We worked with a local university to field test a new assessment tool to identify the needs of underprivileged elderly people living in public rental housing. We worked with a network of community-based organisations, home repair experts, and local NGOs to provide appropriate home modifications to 60 grassroots households, enabling vulnerable elderly people to live in age-friendly homes through installations of handrails, bed rails, anti-slip floor treatments, flooring repairs, lighting improvements, flashing doorbells and other age-appropriate modifications.

We subsequently launched Phase 2 of the programme in January 2024 with funding and support from ZeShan Foundation, Kerry Group and the Yau Family Charitable Foundation, with the aim to deliver home modifications to a further 350 elderly households (benefitting around 525 elderly beneficiaries and caregivers), develop an online resource platform and launch a campaign to raise public awareness and adoption of home modifications, and increase engagement with stakeholders in the private and social welfare sectors. Leveraging our experience as Ageing in Place practitioners, we can make an impact on the NGO sector, service provision and elderly welfare policy. Together, we can also influence the private sector to explore more inclusive senior housing solutions that cater to marginalized populations and improve accessibility in the city.

Our programme goals

The Ageing in Place project aims to improve the daily activity performance of elderly individuals, prevent accidents at home, and increase psychological well-being. Our public campaign, which includes public usage of an online platform, aims to promote awareness of age-related issues and acceptance of home modifications. We also form long-term partnerships with other NGOs to assist their social workers in increasing the use of home assessment tools in their daily work. We also want our partnering service providers to have more understanding about age-friendly homes and to use more age-friendly knowledge in their business practices. Our goal is to assist Hong Kong's ageing population in maintaining their comfort and dignity in their own homes.

Who we aim to serve

We aim to serve Hong Kong's ageing populations, caregivers, adults with elderly parents, NGOs and social workers. The project aims to create a supportive environment for these groups, enhancing their knowledge and resources related to ageing in place, ultimately fostering a community that values and supports our elderly population.

For older adults aged 60 and above, living in public rental housing and currently receiving Old Age Living Allowance (OALA) or Comprehensive Social Security Allowance (CSSA), we can also offer direct support. Many are eligible to receive free home modification services from Habitat for Humanity Hong Kong if referred to us by social workers.

Impact stories from our Home Partners



Ms. Wong's Story

Ms. Wong lives alone and is in the late stages of breast cancer. Despite the struggles with her health, she has a remarkably optimistic outlook on life. What nearly broke her, wasn't the cancer, it was a nasty fall.

After conducting a thorough home safety assessment, we quickly made several changes to her home. We installed a secure shower chair in the bathroom so she could bathe while seated, without worrying about fatigue or losing balance. Foldable and wall-mounted grab bars were added beside the toilet to help her stand up safely. We also fitted a bed rail to her bed frame, giving her a sturdy structure to hold onto when getting in and out of bed.

Once the modifications were complete, seeing Ms. Wong smile with relief and confidence was the most heartwarming reward we could ask for. Our home modifications not only enhance her safety at home, they help to restore confidence and bring dignity back into her life.



Ms. Cheung's Story

Ms. Cheung moved slowly with a walking stick borrowed from a relative. The corridor to her toilet was so narrow that she had to walk without support, relying on the wall to steady herself. Her bedrail was also temporarily rented from another welfare organization. These stopgap solutions were not enough to make her feel safe in her own home.

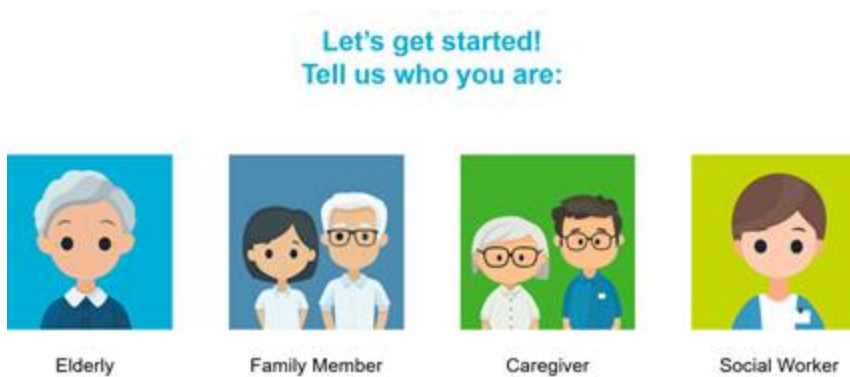
We provided Ms. Cheung with a sturdy four-legged cane and installed a permanent bed rail, so she now owns it and can rely on it every day without worrying about time running out. These small changes gave her back a sense of independence and peace of mind.

Her bathroom posed even greater risks. Without proper handrails, Ms. Cheung had to pull herself up using the sink. She showered while sitting on a short, unstable chair, unaware that it was straining her body and damaging her bathroom over time. We transformed her bathroom into a safe, well-equipped space to protect her from future falls and injuries.

Ageing in Place assets



Website



Home Safety Assessment



Discussion Guides



Home Safety Assessment

The Home Safety Assessment is an online tool designed to help older adults, family members, caregivers and social workers assess accessibility in homes across Hong Kong.

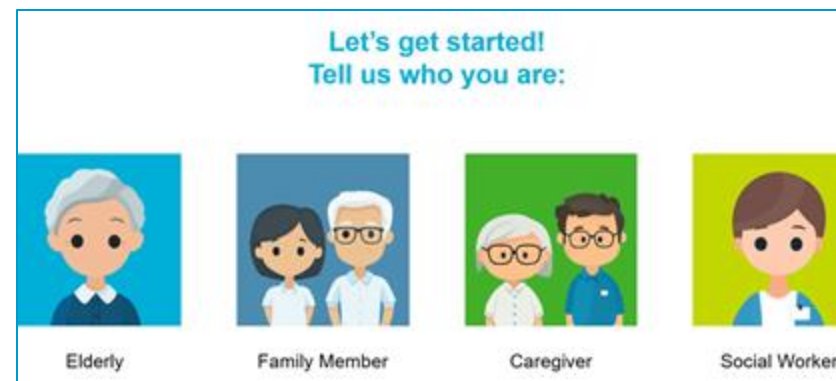
Users can access the online tool on Habitat Hong Kong's website (<https://aip.habitat.org.hk>) and to understand how living spaces can be enhanced to better meet older adults' needs. The tool provides an evaluation of their home to identify areas and actions to take to improve safety, accessibility, and comfort. Once users complete the survey, they have access to personalised recommendations for home modifications and additional resources.

The easy-to-use interface is designed to be engaging and give different stakeholders the ability to connect to resources to enhance their homes. Once they complete the assessment, they are given tips on how to make homes more comfortable and secure, with links to resources for partners for home upgrades.

The Home Safety Assessment is available to all partner organisations to share with their stakeholders. The Habitat for Humanity Hong Kong team are also available to provide guidance on how to use the assessment and implement recommended home enhancements.

The Home Safety Assessment is available in Traditional Chinese and English.

[Access the Home Safety Assessment here](https://aip.habitat.org.hk)



Let's talk! Discussion guides

Let's talk! discussion guides are at the centre of our community outreach. We know that conversations about ageing can be difficult, so we've aimed to broach the conversation by providing key tips to talk about ageing in a productive way and engage older adults to take action to enhance their homes as they age.

Through discussion guides, we aim to encourage conversations with older adults in Hong Kong about how they can benefit from home enhancements. The guides – tailored for older adults, their children, carers, and potential programme partners – provide key discussion points and resources to encourage more open dialogue about ageing.

The Let's talk! discussion guides are available on the Habitat for Humanity Hong Kong website and are free for partners to use to train and engage their stakeholders to drive discussions among community members.

[Access the discussion guides here](#)



Events

Habitat for Humanity Hong Kong regularly hosts events featuring Ageing in Place insights and experts and our team are available to participate in ageing-related events and conferences.

We welcome the opportunity to collaborate with partners on events and contribute printed materials, physical signage, and content to our social media feed to promote events that help to raise awareness of how to age more safely in your home.

Contact us today to explore how we can collaborate to promote and engage the community at your events.

[Contact us here](#)

Example event:

Ageing in Place (AiP) Symposium 2024: Addressing housing challenges for an ageing population

On October 29, 2024, Habitat for Humanity Hong Kong hosted the Ageing in Place (AiP) Symposium, bringing together policymakers, housing experts, community leaders and members of the community who have experienced our ageing in place home modifications to share their insights and explore innovative solutions for creating age-friendly living environments.

The event showcased key findings from Phase 2 of our AiP Project and highlighted successful home modifications that have transformed the lives of vulnerable elderly individuals. Panel discussions and interactive sessions addressed critical topics, including ageing-related policy advancements, sector collaboration, and the importance of empowering caregivers.

[Read the event report](#)



How can I get involved?

ENCOURAGE YOUR COMMUNITIES TO TALK

The Let's talk! discussion guides are designed to encourage conversations. Use these resources based on research and conversations among hundreds of older Hong Kong adults, to guide conversations and encourage a proactive approach to enhancing living spaces. [Learn more](#)

SHARE THE HOME SAFETY ASSESSMENT

As a free, online resource for all Hong Kong people, we encourage you to share the Home Safety Assessment survey with your friends, family, members of your community and any of your stakeholders who you think could benefit from the tools. The survey can connect older adults and other community members to the resources they need, and provide important guidance on how to enhance living spaces. [Learn more](#)

VOLUNTEER

With Habitat for Humanity Hong Kong, you have the opportunity to volunteer in your local community and also in communities around the world. Thanks to the help of people like you, whole neighbourhoods can be completely transformed. Through this transformation, families can achieve the strength, stability, and independence they need to build a better life. [Learn more](#)

PARTNER WITH US

Reach out to our team to see how you can join our growing list of partners to improve the lives of the elderly across Hong Kong. Our partnerships allow us to share materials and research, provide access to additional assets, and open up opportunities to collaborate and co-sponsor events. More information for [businesses](#), [universities](#), [schools](#), and [NGOs](#).

DONATE

Your donation can help us to improve the living conditions for vulnerable families in Hong Kong. Every donation can make a huge impact and help us to achieve our vision of a world where everyone has a safe, decent and affordable place to live. [Donate now](#)

Become an Ageing in Place partner

Contact us today to join our growing list of partners, to inquire about resources, or to get involved.

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Funders



嘉里集團
KERRY GROUP

Yau Family Charitable Foundation

Research & Development Partner



NGO Partners



Habitat's impact in Hong Kong



Habitat has been serving the local community in Hong Kong since 2004.

We work with local NGOs and social workers to identify families most in need of our services.

Our programmes fills a critical service and resource gap by providing cleaning, repair, renovation and modification services for vulnerable people in need.

everyone

deserves a safe, secure
place to call home

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