



# Let's talk

Do **YOUR CLIENTS** have what they need to be safe and secure as they age? Let's talk!

**Enhancing your clients living spaces can lead to increased safety, better quality of care, and more freedom for them to live their lives.**

Our partners' research has shown that making enhancements to ageing Hong Kongers living spaces can improve safety, give them more freedom of mobility, and improve their quality of life. By understanding what enhancements are possible, you can help them improve their quality of life. Discussing real-world improvements to their quality of life can increase their comfort with making changes to their living spaces.

**You know what can make a safer and more comfortable living environment for your clients, and your communication is key to help them enhance their home.**

Many ageing Hong Kongers do not easily share their thoughts on challenges they face with other people. Sometimes, they do not realise there are safety risks in their living spaces, or that enhancements could give them more freedom to live their lives. Your third-person views can help them find the words to communicate their challenges and needs about their living spaces, helping them to engage in a conversation that enhances the safety and comfort of their homes.



**With improved living spaces, your clients can have increased freedom to live their lives and better contribute to their personal care.**

For the ageing population, it can be hard to acknowledge that there are limitations to their movement, and to give up the freedom to care for themselves. However, many age-related enhancements to their living spaces can restore this freedom – from giving them more comfort and safety for caring for themselves in the bathroom to improving their mobility in the kitchen. Sharing how enhancements can improve their lives can make these conversations easier to access.

**There are resources for you to have conversations with your clients, today.**

From understanding their personal needs based on their living situation to seeing how products can be used, there are resources available to help you have conversations with your parents/clients. This all starts with understanding where improvements can be made. Start the conversation by taking the Ageing in Place Home Safety Assessment and view other resources on the Habitat for Humanity website.



**Take our quick Ageing in Place Home Safety Assessment with your clients to understand how you can help them improve their living space to be safer, more comfortable, and more secure.**

# Did you know?

Taking your clients through our Ageing in Place Home Safety Assessment can help you identify specific enhancements to their homes to help them age in place.

**Work with them to take the assessment today >**

Hong Kong's ageing population is already experiencing the benefits of home enhancements. Share their stories with your clients to help them understand the impact of home enhancements.

**Share their stories with your clients now >**

Resources are available through Habitat for Humanity Hong Kong and other NGOs to those who qualify to help you cover the costs of some enhancements.

**Contact us today to see if your clients qualify >**

More information about installation of home enhancements can be found on our website here.

**Learn more about enhancements >**

## About Ageing in Place

Hong Kong is the most expensive property market in the world, with 25% of the population living below the poverty line. Around 220,000 people live in cramped and unhygienic subdivided housing, many waiting years for public housing. Like other developed economies, the population is aging and by 2050, Hong Kong will have the oldest population in the world. The city will also face the challenge of aging housing stock, compounded by deteriorating conditions of residential buildings in a sub-tropical climate. Following the World Health Organization (WHO) guidelines on age-friendly cities, embracing age-friendly communities would create active aging opportunities for older adults through health, participation, and security, enhancing their quality of life as they age. The WHO has identified housing as one of the eight domains necessary to provide a comprehensive view of 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 under-privileged older adults people living in public rental housing. We worked with a network of community-based organizations, home repair experts and local NGOs to provide appropriate home modifications to 60 grassroots households, enabling

vulnerable older 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 relevant modifications.

We subsequently launched Phase 2 of the programme in January 2024 with funding from ZeShan Foundation, Kerry Group and the Yau Family Charitable Foundation, which aims to deliver home modifications to a further 350 elderly households (benefitting around 525 elderly beneficiaries and caregivers), develop an online resource platform and 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. 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.

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