

News Release

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HSBC Life and Hong Kong Lutheran Social Service join forces again to Fulfil the Eldercare Promise

Provide necessities as immediate relief to 800 households with elderly suffering from dementia and 1,200 caregivers along with tailored “Care Treasure Pack” to support their holistic well-being

Further cross sector partnership in eldercare to offer timely and practical solutions to help beneficiaries maintain daily routines and cognitive health amidst the pandemic

HSBC Life today announced the launch of a community support programme – “HSBC Life – Fulfilling Eldercare Promise” (the ‘Programme’) in collaboration with the Hong Kong Lutheran Social Service (‘HKLSS’), benefiting 800 households with elderly suffering from dementia or mild cognitive impairment and 1,200 caregivers amid the Covid-19 pandemic.

Edward Moncreiffe, HK Chief Executive Officer, HSBC Life, said, “Hongkongers have been staying at home in observance of the prevailing social distancing regulations and most of us are experiencing disruption to our daily routines. This is especially true for our elderly citizens suffering from dementia, and their caregivers, who have been unable to maintain their much needed social interaction for quite some time. We remain deeply concerned about their health risks, physically and psychologically. Sharing the same vision and passion to do better in the field of eldercare, HSBC Life is pleased to join hands with HKLSS again to bring timely and practical solutions to a group of people who are often forgotten by the community at large.”

This latest Programme is a continuation of the HSBC Life Eldercare Programme introduced last year with the objective to raise awareness around dementia, encourage people to take preventive measures, support caregivers as well as mobilise public-private partnership to help relieve the current and future burden of eldercare. In view of the burgeoning issue of ageing, in May 2019, HSBC became the first bank in Hong Kong to launch a new dementia-friendly bank account.

Under the Programme, in addition to a Necessity Bag¹ containing essential food items, basic toiletries and epidemic prevention materials, each eligible household will receive a Care Treasure Pack that gives access to online cognitive training modules designed to encourage interaction between the elderly with dementia and their caregivers with a view to promoting their physical and mental well-being. Activities such as cognitive training are common treatment modalities for people with dementia by helping delay their physical and cognitive decline. The

interaction involved also helps improve their relationship with caregivers, relieve caring stress and ultimately enhance the quality of life for all². HKLSS has therefore developed five tailored online training modules covering a diverse range of topics from cognitive training toy, home exercise, horticulture therapy, DIY healthy snacks to hand-made epidemic prevention materials.

Dr Annissa Lui, Chief Executive Officer, Hong Kong Lutheran Social Service, said,“ HKLSS received a great deal of concerns from elderly dementia clients and their caregivers that they are facing shortages of daily necessities due to the pandemic. On the other hand, because of the social distancing regulations, elderly dementia clients are not able to come to our centres to practise cognitive exercises as they usually did. As HKLSS and HSBC Life share the same aspiration on improving eldercare, we are collaborating once again for the second consecutive year to provide support to elderly dementia clients and their caregivers. I am grateful for the benevolence of HSBC Life to help us address their needs. I sincerely hope the Programme will serve as a heartening support for them during the pandemic”

HKLSS will facilitate door-to-door delivery of both the Necessity Bag and the Care Treasure Pack for eligible clients and their caregivers, and provide follow up calls constantly to ensure their physical and mental wellness.

Notes:

1. Each Necessity Bag contains essential food items, basic toiletries and epidemic prevention materials including rice, cooking oil, hand wash, hand sanitiser, disinfecting wipes and surgical masks
2. Elderly Health Service, Department of Health, The Government of the Hong Kong SAR
https://www.elderly.gov.hk/english/carers_corner/dementia_care/activityprogramforpersonswithdementia.html



A caregiver (left) makes use of the cognitive toy training pack to help her husband suffering from dementia (middle) brain remain active while increasing interaction and bonding between them.

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Hong Kong Lutheran Social Service, LC-HKS

HKLSS is one of non-government organization in Hong Kong. HKLSS is now having a team of over 1,000 professional and quality staff members and supervises over 50 service units. We are providing different kind of services for the needs such as children and youth services, elderly services, rehabilitation services, etc. which is located in Hong Kong Island, Kowloon, New Territories and Island. You may view our website for further information: <https://www.hklss.hk/hk/>.

HSBC Life Eldercare Programme

In 2019, HSBC Life (International) Limited (“HSBC Life”) launched the “HSBC Life Eldercare Programme” (the “Programme”) to raise awareness of the burgeoning issue of eldercare with a view to mobilising cross sector collaboration amongst the Government, employers, individuals and financial institutions to help address the current and future burden of eldercare. In May 2019, prior to the official launch of the Programme, HSBC Life worked jointly with Sau Po Centre on Ageing at The University of Hong Kong and The Women’s Foundation to conduct a study, namely “[Eldercare Hong Kong: The Projected Societal Cost of Eldercare in Hong Kong 2018 to 2060](#)” (the “Study”), to provide empirical evidence on eldercare by looking into the future economic cost of eldercare in Hong Kong. In June 2019, to further raise awareness of eldercare and dementia, HSBC Life announced the official launch of the Programme together with the Hong Kong Lutheran Social Service to provide cognitive health check services, the first dementia risk screening system developed by Health View Bioanalytic and powered by the “Automatic Retinal Image Analysis – Assessment on the Risk of Cognitive impairment” (“ARIA”). Through this Programme, HSBC Life is the first insurer in Hong Kong to bring this innovative screening service to the local community, its customers and employees. Both the Study and the Programme testify to HSBC Life’s advocacy around eldercare and supplement HSBC’s continuous efforts to provide market-leading dementia friendly services.

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