



Service Priorities and Programmes Electronic Presentations

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Community Outreach Programs 2017

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Introduction

As family physicians, we play an important role in health promotion by networking with partners, such as private doctors in our locality, as well as engaging in community for health education and screening.

Objectives

(1) To bring better health to our community by means of educational platforms and health checks; (2) To enhance communication and partnership with community doctors and local primary schools for health promotion; (3) To provide an opportunity to engage junior staff in caring the elderlies through a community service project.

Methodology

The main themes of the program include:

- 1) Certificate course for community doctors working in Yau Tsim Mong area from May to September 2017 at Queen Elizabeth Hospital (QEH);
- (2) School outreach program was conducted from Sep to Oct 2017 for students from 5 different primary schools to promote healthy lifestyle;
- (3) Community Service Day for residents in Kowloon City district: partnering with Hong Kong Medical Association (HKMA), HK College of Family Physicians (HKCFP) and Auxiliary Medical Service, public health talk on cardiovascular disease prevention with on-site basic health parameters screening was held at HAHO on 3rd Dec 2017. Residents from Kowloon City were invited to join the event.
- (4) Community service for the elderlies: organized by Hong Kong Elite Athletes Association, this event assembled visits to over 2500 solo-living/low income elderlies on 12th Nov 2017.

Result

A certificate course of 15 lectures were delivered (in 5 sessions) for doctors (both private and public sectors) and totally 180 doctors enrolled for the course. Over 1500 primary school students attended the School Outreach Program. Students were taught to keep a balanced diet with appropriate exercises and adequate sleep. 107 participants attended the Community Service Day. 30 doctors from QEH and 10

from private sectors helped to explain the health screening results with the participants individually. 28 members of our department visited over 20 elderly in the lower social economic class.

Community outreach programs 2017 promotes better health to our community by reaching out to different targeted populations through 4 channels. Together with our community partners, the programs provided a conduit for health promotion and are expected to produce synergies effect in the long run.