



# Activities and Society

## “Elderly in Wonderland” Ambassador Scheme (EA Scheme)

In 2013, City-Youth Empowerment Project (CYEP) extended the serving population to elderly. With the generous support from Providence Foundation Limited, elderly living in the Shek Kip Mei Community were greatly benefited through the regular caring visits offered by CYEP volunteers' team. Aiming to better connect this group of elderly with their community, CYEP collaborates with The Neighbourhood Advice-Action Council (NAAC) and organizes regular caring visits and outdoor activities for them.

The caring visits are conducted twice a week with a total of 12 sessions in each semester. Volunteers are firstly trained up for appropriate attitudes, knowledge and skills, then they are paired up to visit the elderly. These volunteers pay attention to the elderly's daily needs, health conditions, and psychological needs, etc. In addition to individual engagement work, connecting the elderly with their neighbours/ community is also an identified goal of this program. Volunteers play a significant role in showing their care to the elderly, initiating cross-generation communications, and enhancing the elderly's competence to connect with the community.



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Sharing by the four Elderly Ambassadors:  
▲ From left to right: Angus, Tabia, Eunice, Andy





▲ The volunteer is making the 'in-flight meals' with our elderly.

Over the past 4 years, volunteers showed their deep commitment and enthusiasm in serving the elderly. Quite many of them enrolled in this service for a few consecutive semesters. We realized that some of the volunteers are ready to commit more than just being a participant. Because of this, the “Elderly in Wonderland” Ambassador Scheme was established in 2017/18. Four potential student volunteers were selected as the Elderly Ambassadors (EA). They took up a leadership role in designing programs that not only benefit the elderly’s but also provide learning opportunities for the volunteers.

## Integrating Creative Ideas on Volunteering

Given the elderly’s low mobility to get around and lack of travelling experience, the Elderly Ambassadors (EA) initiated the idea of creating the ‘world-travelling experiences’ for them. This creative program was organized at CityU. The EA mobilized other volunteers for preparation as well as implementation. The flight experiences were simulated, including check-in procedures, virtual cabin, and in-flight meal-making, etc. The classrooms were designed with special themes of different countries, such as Italy, Australia, and Singapore, etc. Creative activities include photo-shooting at a travel-themed photo booth, handicraftmaking, and postcard-writing, etc. The leaders facilitated interactions between the elderly and volunteers.

Apart from initiating creative ideas, EA also contributed in enhancing learning of the volunteers. During the debriefing sessions, EA offered different perspectives for volunteers to understand the elderly more comprehensively. Taking the strength perspectives, the volunteers could discover and identify the potentials of some elderly. With the volunteers’ encouragement, the elderly ‘showed off’ their talents in the Christmas Party, such as Hong Kong Style milk-tea making performance, and cake-making tutorials. The EA and the volunteers created such an empowering platform for the elderly.



▲ Hong Kong Style milk-tea making performance by the elderly

Andy,  
CHEUNG Wai Yip

“Amazing” – the word I would use to describe my experience as an Elderly Ambassador (EA) in the City-Youth Empowerment Project. As a newbie in organizing activities, my fellow EA partners and supervisor helped me a lot in making our activities more interesting and serving our elderly friends well. The program also allowed us to learn more about how to serve the elderly better from different new perspectives. I really enjoyed having everyone in the program to work towards a common goal – to empower the elderly and bring happiness to them. It was grateful that CYEP supported us to make bold attempts in our service. It brings such an amazing experience not only to the elderly, but also to us, the Elderly Ambassadors. :)



Angus,  
LI Ki Fung

"It is my pleasure to work with my teammates as an Elderly Ambassador. Honestly, it is my first time to have a long term service targeting at the hidden elderly. I was worried at the beginning when I was getting promoted to be an elderly ambassador by Yan, the CYEP officer in charge of the E1 service. Fortunately, I got a lot of support and advice from her and my fellow teammates in both practical and knowledge-based ways.

As an elderly ambassador, I got the chances to design various kinds of services for the elderly to experience something different and impressive with the CityU volunteers, including the in-flight service experience, Christmas party and so on. Organizing events is not an easy task since it requires a lot of preparation work before the event, such as designing the flow and the content of an event, and allocating appropriate resources. Although the tasks mentioned above were challenging, we worked as a team to solve the difficulties step-by-step. Finally we accomplished various tasks and achieved our final goals. Most significantly, the smiles from the elderly and volunteers that we saw after the event have motivated us a lot and helped us develop a sense of success and belonging to the E1 service. To put it simply, I learned a lot from this service, particularly in designing events for the elderly and working with different volunteers. I hope more and more volunteers from the E1 services will join this scheme in the future because it is a valuable opportunity for you to explore deeper into your own personality and social issues related to the elderly."



Eunice,  
LI Kwan Ni

It has been my pleasure to be an Elderly Ambassador in my final school year despite the fact that I had an extremely tight schedule. As an EA, I was much more involved in the activity-planning and decision-making process than a volunteer. Such experience has enabled me to think in multiple perspectives and gain a broader view of elderly service. It also gave me an edge when taking part in services outside CYEP. We were also encouraged to participate in elderly service related forum and workshop which allow us to learn from the Taiwanese social groups and other brilliant professionals. It was a great opportunity for me to exchange knowledge and experience with others and improve the service quality in both CYEP and external service organizations.



Tabia,  
Tabia Calligenia Lui

In E1, we are really blessed to have volunteers joining us to serve the stay-home elderly. Due to a million reasons, these seniors are no longer as active as they used to be in the community. More often, they are overwhelmed by the rolling waves of social issues. As an EA, I had the opportunity to brainstorm with volunteers concerns from different elderly people that may sound trivial to youngsters. Such ensuing responsibilities provided me with an ever-changing montage of seniors in our community and their life after retirement. If you see yourself as someone willing to go the extra mile, EA is certainly a platform for you to learn the multi-facets of elderly, our seasoned contributors, in Hong Kong!



**Through the enhanced leadership roles taken by student volunteers, we are looking forward to witness more positive changes in the elderly as well as student volunteers in the future!**



# A Activities and Society

## Empowering Homeless through SPORTS activities



The City-Youth Empowerment Project (CYEP) organized a community sports event with Street Soccer Hong Kong ( 香港街頭足球 ) called Street Soccer X CityU • Friendly League 2018 on 24th March, 2018. It was arranged as a five-a-side tournament for six teams: two CityU alumni teams; two Dawn soccer teams (former representative of Hong Kong in Homeless World Cup); a team comprising CYEP volunteers; and one team from the CityU student residence. A sharing session before the matches was hosted by Mr. CHAN Wing-Pak, Chairman of the Executive Committee of Street Soccer Hong Kong; Mr. NG Wai-Tung, Community Organizer of the Society for Community Organization (SoCO) and Vice-Chairman of the Executive Committee of Street Soccer Hong Kong; Mr. WU Chung-Man, Mr. Eddy LEE and Mr. WONG Kam-Pong, players who have represented Hong Kong at the Homeless World Cup; and Mr. Danny CHOW Tsz-Kin, founder of the CYEP Volunteer Soccer Team. This event aims to enhance CityU students' engagement with the community through sports activities.



▲ Street Soccer X CityU • Sharing Session in CityU

### “Homeless is useless?”

For many years, social workers has been advocating welfare policies for homeless. Sadly, not to mention the blueprint of the establishment of policies, the government officials do not show a supportive attitude to it. We often saw news reporting parks, flyovers, and 24-hour restaurants in some districts refuse to allow homeless to stay overnight. Banners made by district councilor claimed that the homeless has arisen hygienic concerns in the community. Homeless people are often being labeled with negative images – drug addicts, alcoholics, gamblers, etc. After the results of Homeless

Outreach Population Estimation (HOPE) HK 2015 was released, the public attention was greatly raised. Since then, there were more stories of the homeless reported on the news and social media. Having a deeply-rooted image of homeless in the general public, the homeless people are always placed on a position of ‘needing help and resources’. Is this the only perspective that we can acquire to understand this group of citizen who are under the same sky as us? Instead of merely offering tangible assistance, what else do they need? As a university student, and as a citizen, what can you contribute?



## From the “ Being Empowered ” to an “ Empowerer ”

Homeless World Cup was firstly held in 2001 and it is organized annually in different countries to advocate global solution for homeless. Every year, it brings homeless people all over the world to be the representing football players. This is an empowering platform for them to uncover their strengths and potentials. Street Soccer Hong Kong and SoCO take up the significant role to mobilize potential players in Hong Kong. With the tremendous support and encouragement by social workers and organizers, the former players of Hong Kong Homeless Soccer Team experienced significant life changes after the game. Mr Eddy LEE, Hong Kong representative of Homeless World Cup 2015, shared his life story: ‘I was once a pathological gambler. But then I was selected to be the HK representative and joined the intensive training and encountered team members who shared similar life experiences with me. The bonding among the team members was really strong which gave us persisting support and encouragement’. He felt truly grateful to have such a precious chance to represent HK in an international event. Without hesitation, he hopes to continue passing on the spirits by sharing their life experiences to more people.

Mr Ng Wai-Tung, Community Organizer of SoCO, added that, ‘In long-term, we sincerely hope that Hong Kong can be the host of Homeless World Cup. Government’s involvement and support, general public perception are all key factors to make this happen.’



▲ Mr. WONG Kam-pong, Mr. Eddy LEE, Mr. WU Chung-man, Mr. CHAN Wing-pak, Mr. NG Wai-tung, Mr. Danny CHOW Tsz-kin, Ms. Beatrice YIP

## “Be it homeless or not, when it comes to soccer, everyone is the same on the soccer pitch”

On the day of the soccer league, all teams showed their best efforts in the games. One of the CYEP soccer team members, **LEONG Wei-Jian, Derek** (Year 1 Student from Social and Behavioural Sciences), said that: ‘At first, I signed up this program simply because of my strong interests in playing soccer. But then I found that I gained much more than simply enjoying soccer. I was greatly impressed by the players’ sharing about their experiences of how they got engaged with soccer and how their life was then impacted. Sports is such an amazing thing that can connect people from all walks of life together and work hard for the common goal. In the future, I really hope to devote myself more to these meaningful volunteering activities.’



▲ LEONG Wei-jian, Derek (Left) represented CYEP Soccer Team in the Friendly league.





# S tudents

## Applied Sociology Students Showcasing their Achievements at the CityU Employers' Luncheon 2018

▲ The three student representatives from SS at the CityU Employers' Luncheon 2018, Mr. Cheung Ho Ming (Caspar), Ms. Chan Hiu Laam (Glorious), and Ms. Xie Dongyi (Difa)

The CityU Employers' Luncheon 2018 held on 15 March 2018, at Hong Kong Convention and Exhibition Centre. It aimed at providing a platform for students to demonstrate their talents to potential employers, and showcase their outstanding achievements in the exhibition.

This year we had invited 3 student representatives, who are final year students of Applied Sociology. They have actively participated in preparing the display boards, attending the workshops by Student Development Services (SDS), and introducing their unique experiences to the guests during the exhibition.

### Chan Hiu Laam, Glorious (Major in Applied Sociology, BSS4, Cohort 2014)

I was honored to represent the Department of Social and Behavioural Sciences at the "CityU Employers' Luncheon 2018". It was out of my expectation that we could meet a lot of employers from well-known companies and share our internship experience with them. Through our conversation, I learned how to equip myself in a better way to enhance my competitiveness. They also encouraged us to get more global exposure during our four-year university life in order to broaden our horizons and experience different cultures. It will be beneficial for us to work in a multicultural environment in the future.

Mr. Lau Ming-Wai's speech during the Luncheon was also inspiring; he shared the importance of maintaining good connections between corporations and young employees. It reminded me about the importance of listening. Young employees may find corporation way too traditional for them, or they may disagree with the way it is operated. However, it is through listening that we can understand the rationale behind their management and gain more experience from our seniors.



**XIE Dongyi, Difa  
(Major in Applied Sociology, BSS4, Cohort 2014)**

It is an unforgettable experience to participate in “CityU Employers’ Luncheon 2018”. At the beginning, I thought it was just an ordinary event held on campus, but later I discovered that it was not as simple as I imagined. It is a formal event where we, as student exhibitors, can exchange ideas with employers from different companies.

It was a good chance to present our internship experiences and introduce SS Department to the employers. In addition, we also met employers from diverse industries and got more ideas about what kind of talents they are looking for. By doing so, we can better prepare ourselves for our future career. Sometimes, you should be brave and try different things, even if you are at first uncertain about your own capabilities. When we try to do it well, at the end, what we learnt is more than what we have paid for.



**Cheung Ho Ming, Caspar  
(Major in Applied Sociology, BSS4, Cohort 2014)**

Being a student exhibitor, I shared my summer internship experience at the Employer’s Luncheon of CityU. During the event, I met employers from different industries, not only from non-governmental organizations, but also from other sectors, such as business and industry. I talked with the employers and they shared their practical experiences and current situation of their industries with me. Their sharing broadened my horizons in my career’s pathway. Most employers expect graduate students to develop a wide range of skills, rather than just being knowledge-oriented. I believe that, as graduates of Applied Sociology, we are always sensitive to different social issues. We are capable of strong analytical thinking. Our career is diversified and we should accept the challenges from different industries. With this, we will be able to contribute to our society and country.





# Message from Head

The Department of Applied Social Sciences has been retitled as Department of Social and Behavioural Sciences (社會及行為科學系) with effect from 1 July 2018. This change arose after the 5-year Review of Academic Excellence (RoE 5) exercise conducted by a panel of overseas experts in December 2017. Social and Behavioural Sciences is an established and prestigious, academic discipline within departments in many leading universities around the world, such as Harvard University, Yale University and Brown University. Social and behavioural sciences involve a wide range of disciplines and skills, typically encompassing counselling, criminology, psychology, social work, sociology, anthropology, education and political science. Social and behavioural sciences have also become increasingly international in scope with concerns about connecting the global with community and selfhood, whilst retaining a key focus on social and behavioural challenges and transformations. Social and behavioural programmes and Majors produce leaders in society, including governmental and non-governmental organizations, private and public sectors. These programmes provide a professional training for those seeking positions in local and international agencies, research consultancies and related organizations.

It is thus evident from our review of the academic field that the title Social and Behavioural Sciences comfortably and effectively accommodates the existing core activities of the Department in the areas of applied psychology, applied sociology, counselling, criminology, psychology, social research, sociology and social work in the geographical context of the Asia-Pacific region. The new title would provide the Department with a clearer and more distinct profile that would aid student recruitment at all levels, locally and internationally. It would also provide us with a more robust research platform and would enhance graduate recruitment and research links with similarly oriented departments in the US, Europe and the Asia-Pacific region. The new title responds to key objectives of the Strategic Plan of City University of Hong Kong notably in relation to globalization, internationalization and in raising the quality and depth of the student learning experience. It will promote, sharpen and enhance the department's reputation as the producer of professionals in social and behavioural sciences, and it will enhance the university's global reach and visibility in research and education.

This summer, the Department co-organized the 16th International Symposium of the World Society of Victimology 2018 between 10th and 14th June 2018. This world congress is held once in every three years. This year's event was co-organized with the World Society of Victimology and the Renmin University of China. This was the first time for this Symposium to be held in China. The theme of the Symposium was Victims and Victimization: Moving towards an International Victimology. We organized the Symposium with the aim to provide a platform for academics, professionals, policy-makers and practitioners to learn from each other, share experiences, explore challenges, and develop initiatives for the implementation of international victimology. The Symposium formed successful partnerships in the promotion of victimology, which is still under-developed in many countries in this region. We were honoured to have distinguished speakers from different parts of the world to share their unique experiences and issues of concern. It was also encouraging to see so many participants representing a wide range of countries and institutions dedicated to the promotion of victim rights and victimology.

Prof Wing Lo  
Head (SS)

Department of Social and Behavioural Sciences

