Happiness & Sustainability Around the Earth
SDSN Hong Kong Session
COVID-19, Globalisation and Philanthropy

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The Hong Kong Jockey Club
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The COVID-19 pandemic is a global humanitarian challenge with case counts in hundreds of thousands

The pandemic has spread globally, with cases outside of Asia growing dramatically in recent weeks...

... Among those affected, the elderly and those with chronic health conditions, are at greater risk

Data from three countries show that older populations are at greater risk.


Mitigation measures, including social distancing, comes with socio-economic costs

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<th>Unprecedented measures have been deployed in attempt to slow the spread of the virus so as not to overwhelm the healthcare system</th>
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<tr>
<td>• Travel restrictions and quarantines</td>
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<td>• Prolonged school suspension</td>
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<td>• Closure of public venues and facilities (incl. community centres, cultural and recreational venues)</td>
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<td>• Disruption of public services</td>
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<td>• Cancellation of recreational, sports and cultural programmes</td>
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<th>Prolonged application of these measures has socio-economic implications</th>
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<td>• Stress on carers for the old and disabled as social services are affected</td>
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<td>• Challenge for parents to educate and care for home-bound children</td>
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<td>• Difficulty in accessing medical or social services for those with special needs or chronic conditions</td>
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<td>• Loss of employment or income stability in affected industries</td>
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<td>• Social isolation</td>
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• These disproportionately affect disadvantaged and vulnerable groups who have less social capital and network to support in times of shock
• Panic and anxiety caused by the pandemic adds to mental health risks
How to bring **HAPPINESS** to society in this challenging time?

**How to build a more **SUSTAINABLE** city and community learning from COVID-19?**

- From immediate relief to recovery, and longer term planning
- Resilience, physical and mental well being of the population, especially for youth and vulnerable groups
- Build capacity for the new normal (new ways of providing services, digital transformation for NGOs)
- Medical and healthcare
Response and recovery requires concerted efforts from all sectors – Philanthropy in particular has an important role to play

**Government leadership**
- Coordinate and communicate policies to ensure preparedness and timely response

**Businesses**
- Establish continuity policies during pandemic
- Protect employee and customers
- Plan for likely impact on business, essential services

**Civil Society**
- Mobilise resources and network of organisations to provide timely support
- Empower non-profit organisations to help the needy and vulnerable

**Healthcare sector**
- Ensure quality of care and resilience of the healthcare system
- Enact steps to control the spread in healthcare facilities and the community, protect healthcare workers

**Community**
- Be vigilant and responsible in minimising transmission
- Stay informed of reliable information
- Strengthen social networks and support
The Club has responded quickly to the COVID-19 challenge with a total commitment of HK$196M (US$25M) to support a series of initiatives since January 2020

**Agility:** Supported the community to alleviate panic and provide essential services

- Funded $53M (US$6.8M) of care packs and anti-epidemic packs for home-bound frail elders, persons with disabilities, disadvantaged families and individuals through a broad network of NGOs
- Distributed 14.4 million surgical masks to the community, incl. Hospital Authority, vulnerable groups, frontline care professionals, residents in sub-divided flats, underprivileged people from ethnic minority communities, and patients with severe illness

**Empowerment:** Supported over 190 partners to provide urgent support to community

- Committed a total of $100M (US$13M) for the COVID-19 Emergency Fund to provide over 210 emergency grants to local organisations:
  - To support urgent access to hygiene and protective supplies
  - To support urgent access to safety and educational information
  - To support urgent assistance to cope with disruptions

**Creativity:** Convened business & charities to provide innovative support and services services

- Provide free mobile internet data bandwidth with $42.68M (US$5.5M) to over 102,000 underprivileged primary and secondary school students to facilitate online learning during the school closure period via mobile SIM card
- Further facilitated provision of free Zoom licenses to enable video conference online learning for 714 schools for 4 months
Six learnings on the role of philanthropy for response and recovery
**Speed over perfection**

Speed is paramount to support the community to cope with an uncertain and fast-changing crisis. Philanthropy can leverage its agility, creativity and audacity to mobilise resources through timely decision making, application processing and fund disbursement.

**Empower grassroots organisations to help the most vulnerable**

Invited organisations which work at grassroots levels to come up with practical ideas to touch the daily lives of small but important niches across the territory.

**Think beyond money**

Address digital divide and support online learning for less privileged students, promote mental wellness and support dissemination of accurate information and emotional assistance to the needy.

**Leverage corporate expertise and network**

Leveraged global network and procurement capability to source masks and sanitisers which are in very tight supply globally for the community, and prioritise underserved segments based on data-informed needs assessment.
Think longer term – from response to recovery

Challenges

- Prolonged business impact may lead to significant job losses and increased poverty rate, especially for those in lower-skilled occupation (retail, F&B, hospitality)
- Assistance to laid off or unemployed (e.g. retraining, short term assistance, reintegration into workforce, etc.)
- Support vulnerable groups who are disproportionately affected (i.e. those in chronic / transitional poverty, EM families, etc.)

Potential initiatives

- Non-profit organisations may have further financial distress as service income and individual / corporate donations drop
- Support NGO financial and organisational resilience by providing flexibility in funding
- Extended period of school closure:
  - burden on parents to educate children
  - burden on teachers to help students catch up on learning progress
- Online learning may need to become more mainstream, which has implications on teacher capacity and readiness, student motivation, access to bandwidth and electronic devices
- Interruption of social services causing increased burden on caregivers (especially people with higher risk of infection)
- More innovation needed to deliver home-based social services (e.g., e-healthcare, online counselling)
- Continued provision of protective supplies for essential in-person services (e.g. elderly care, rehabilitation services, etc.)
Think even longer term - start preparing for the next shock

Invest in institutions and infrastructure for future shocks (e.g., equip building / holiday camps to be more ready for quarantine or temporary shelter; build centralized warehouse with strategic stocks and distribution logistics defined?)

Strengthen media literacy of the general public to inoculate citizens against fake news and false information, and become informed reader to judge the veracity of information

Invest in big data and technology platforms for strategic research, communication, and collaboration within and across borders
Recovery and Beyond

• Mental well-being of the population is critical especially in difficult times like COVID-19
• Network and platform have to be built ahead of time and be prepared for crisis
• Training of professionals as well as volunteers are essential for the long term sustainability in providing necessary support to the target groups

• Case Sharing 1: JC JoyAge (elderly mental wellness)
• Case Sharing 2: Open Up (youth emotional support)
JC JoyAge: HK$366.86M (US$47M) To Provide Elderly Mental Wellness

- According a study, about 10% of the elderly population in Hong Kong have clinical depressive symptoms.
- The Project, commenced in 2016 and now in its second phase, aim to promote mental wellness of vulnerable elders and tackle elderly depression.

Phase I (3 years)

Training
- Protocol & curriculum development
- Training
  - Oct 2016 – Mar 2017

Service Alignment
- Internal referral
- Stakeholders interviews
- Public survey
  - Apr 2017 – Sep 2017

Model Implementation & Evaluation
- Public education and awareness campaign
- Case recruitment & intervention
- Impact evaluation
- Public survey
- Further rollout liaison
  - Oct 2017 – Dec 2019

Transition
- SW Training
  - Jan 2020 – Mar 2020

Phase II (4 years)

Extend the JoyAge service to 12 districts
(4 Phase I districts + 8 new)
- Oct 2017 – Mar 2018
- Oct 2017 – Dec 2019
- Oct 2019 – Dec 2021
- Jan 2020 – Dec 2023

Extend the JoyAge service to all 18 districts
(12 existing + 6 new)
- Apr 2017 – Sep 2017
- Oct 2017 – Dec 2019
- Jan 2020 – Dec 2023

We are here!

Stepped-care model Implementation
- Case recruitment & intervention
- Peer Supporters & Ambassadors recruitment and training
- Public education and awareness campaign
- Government & Stakeholders engagement
- Public survey
- Project evaluation

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To provide sufficient manpower in the community to implement early identification and intervention.

The service model fostered collaboration between Integrated Care Centre for Mental Wellness ("ICCMW") and District Elderly Community Centre ("DECC") in handling at-risk and depressed elderly according to their level of risks, symptom severity and intervention response. The University of Hong Kong and NGO partners have co-created a standardised service protocol and training curriculum on elderly mental health. Professional needs and risks assessments have also been provided for triage and programme selection according to the clinical protocol.
242 young-olds are trained (100-hour) as Peer Supporters. They have conducted more than 101,037 outreach and engagement sessions.

Direct support services have been provided for > 4,300 at-risk and depressed elderly. Among the depressed elderly people, 82%* showed reduction on symptoms of depression at discharge.

Over 2,000 social workers received training, and 21 Project Social Workers completed an intensive 256-hour training on elderly mental health.

JC JoyAge cases had better improvement than control in all key clinical outcomes.

Preliminary SROI findings of the Project suggested every $1 input creates a social return of $1.43.

^Note: The SROI ratio excluded the benefits of other stakeholders like Peer Supporters and trained Social Workers. Therefore, it may have underestimated the social return on investment ratio. The evaluation is ongoing and such benefits will be included in the final report.
With funding of **HK$59.21M (US$7.59M)** from the Trust, “Open Up” is established in 2018 as an online crisis support text line targeted for young people.

The service aims to get millennials to open up about mental health and preventing uprising suicidal trends among the youth, unlocking new channels to engage the digital generation.

The platform is accessible through web, Facebook messenger, SMS (free sponsorship from all telco operators), WeChat and Whatsapp.
1 in 4 children surveyed have considered suicide, while more than half of all adolescents in Hong Kong have shown some signs of depression

More than 1 in 4 children surveyed have considered suicide

% of adolescents (11-17) who considered committing suicide*
Percentage of total surveyed; n = 1,685 (HK)

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<td>Australia</td>
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Have you considered committing suicide in the past 6 months?
Have you considered committing suicide in the past year?
Have you considered committing suicide in the past year?

51 % of HK secondary school students have shown some signs of depression

% of secondary school kids with signs of depression*
Severity as a % of total, n = 10,140; 2014-15

- Mild signs (32%)
- Moderate signs (13%)
- Severe signs (6%)

• 11.4% of 12-17 year olds in the US had at least one major depressive episode in the past year
• 7.7% of 11-17 year olds in Australia claimed they were depressed

Sources:
- South China Morning Post (27/04/2016), Suicide facts, 2015, Youth self harm alarming, Second report of Child Fatality Review Panel, Prison inmates get more outdoor time, Are Hong Kong students under too much pressure?, Baptist Oi Kwan Social Service and the Institute of Education survey, Depression among adolescents: NIMH, The mental health of children and adolescents, Hong Kong Children Happiness Index

* Survey by the Paediatric Society and Paediatric Foundation, Mar–Apr 2016

* Survey by the Baptist Oi Kwan Social Service and the Institute of Education
Project design features: From benchmarking international organisations, we identified four key success factors for helplines

1. **Investment and innovation in outreach**

   **Accessibility:** 24/7, integrated with major instant messenger channels

   **Target** both at-risk youth and “gatekeepers”

2. **Efficient case and staff management operations**

   **Integrated service operations:** 3 agencies operating 1 unified service (with shared intervention protocol and training)

   **Technology-enabled efficiency:** remote access with real-time supervision and coaching

3. **Effective intervention protocol**

   **Knowledge and model building:** in online emotional counselling for youth (contribution to social work training)

   **Scale up and sustainability:** platform intended to be open for use by other NGOs (with training)

4. **Robust data analytics**

   **Support real-time service monitoring** (case load trends and staffing needs, wait-time and drop offs, etc.)

   **Optimise operations** (Prioritise high risk cases, handle repeat users)

   **Continuous improvement on intervention effectiveness** (risk assessment, engagement, resolution and follow up)
Response and Latest Trends (Oct 2018 – Mar 2020)

- Served over 34,700 cases, including over 1900 classified as high risk and crisis
- Record high month with valid cases in March 2020
- 178,200+ online counseling session
- Average chat time ~50 min
- 91% of help-seekers found the service to be helpful, 86% are more willing to seek help in the future
Stay Safe, Stay Healthy, and Stay Happy