

**Project Final Report for
Professional Services Advancement Support Scheme (“PASS”)**

1. Project Details

- 1.1 Project Reference No.** : PS184006
- 1.2 Project Title** : International Conference on Gerontechnology
- 1.3 Grantee** : The Open University of Hong Kong (OUHK)
- 1.4 Collaborating Organisation(s)** : Association of Hong Kong Nursing Staff (AHKNS)
- 1.5 Implementation Agent(s)** : Nil
- 1.6 Sponsoring Organisation(s)** : Nil
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) (Post title)
Dr WONG Yuet-ying, Moon Associate Professor
- 1.9 Deputy Project Co-ordinator** : (Name) (Post title)
Prof. LEE Yin-king, Linda Associate Dean and Professor
- 1.10 Project Period (duration)** : from 01/08/2019 to 31/12/2020 (17 months)
- 1.11 Major Beneficiary Sector(s)** : Health-related services
- 1.12 Approved PASS Grant (HK\$)** : 448,000

2. Project Implementation

2.1 Project Summary

(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

This project aims to:

1. Enhance the understanding of health care professionals (including doctors, nurses, physiotherapists and paramedical personnel) on gerontechnology;
2. Provide a platform for health care professionals to present and demonstrate the latest technological developments and share their challenges in the implementation of technology in real situations; and
3. Facilitate collaboration among stakeholders.

2.2 Project Deliverables

(Please compare the actual results achieved with the agreed targets for each item.)

Agreed Targets		Actual Results Achieved <i>(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)</i>	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
01/03/2020 to 31/03/2020 One 3-day conference in Hong Kong	100 local and 20 non-local health care professionals (including doctors, nurses, physiotherapists and paramedical personnel) in gerontechnology field	25/11/2020 to 27/11/2020 One 3-day online conference	606 participants (including 243 Hong Kong health care professionals and 363 non-local and other participants) (For Hong Kong professionals: 243% of the target met)
01/04/2020 to 30/04/2020 One final report on the project outcome	Browsers on internet	07/12/2020 One final report on the project outcome was completed	Browsers on internet

2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

<p style="text-align: center;">Agreed Activities</p>	<p style="text-align: center;">Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i></p>
<p>(a) For Project Promotion:</p>	
<p>To place advertisements via Facebook (social media). The target participants are mainly local doctors, nurses, physiotherapists and paramedical personnel</p>	<p>Seven Facebook announcements have been posted on OUHK (“theouhk”) and OUHK School of Nursing and Health Studies (“ouhknursing”). Among the 7 posts, we have especially picked 3 posts to be boosted. The ads have attracted over 10,000 views respectively.</p>
<p>To place advertisements on School’s / OUHK’s website</p>	<p>Five mass mails were sent to over 10,000 target global and local recipients (academics, healthcare practitioners, technology and NGO professionals).</p>
<p>To promote the conference to University collaborative partners through email</p>	<p>Hard copies of posters dispatched to 48 public and private hospitals.</p> <p>An outdoor banner was hung on OUHK campus.</p>
<p>To issue invitations (including submission of abstracts) and distribute promotion posters for the conference to local health and social care sectors/ organisations and academic institutions by email</p>	<p>Our collaborating organisation, the Association of Hong Kong Nursing Staff (AHKNS), helped promote the conference by sending an email to its 30,000 members</p> <p>Press release has been sent to the media.</p>
<p>To invite local press to the conference</p>	<p>A post-event editorial was published in Sing Tao Daily.</p>

(b) For Dissemination of Project Deliverables:	
<p>A final report on the project outcome (including photos/video recordings, conference proceedings, programme rundown, all accepted abstracts and biography of the invited speakers, abstracts for oral and poster presentation, feedback, etc.) was produced and uploaded onto OUHK's website.</p>	<p>Final report on the project outcome: http://icg2020.ouhk.edu.hk/gfx/Report_ICG2020.pdf</p> <p>e-Programme book: http://icg2020.ouhk.edu.hk/gfx/ICG2020-ProgrammeBook.pdf</p> <p>Programme rundown: http://icg2020.ouhk.edu.hk/e-programme.html</p> <p>Photos: http://icg2020.ouhk.edu.hk/e-photo2.html</p> <p>Videos: https://www.youtube.com/watch?v=_O1yTyXMFFk</p> <p>Biography of the invited speakers: http://icg2020.ouhk.edu.hk/e-speakers.html http://icg2020.ouhk.edu.hk/e-mspeakers.html</p> <p>A mass email with the links of event videos and photos was sent to all conference participants in February 2021.</p>

3. Achievements and Grantee's Evaluation of the Project

3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
(i) One three-day online conference	243 Hong Kong healthcare professionals (including doctors, nurses, physiotherapists and paramedical personnel)
(ii) One final report on the project outcome	Browsers on internet

3.2 Feedback from participants / users / professional services sectors

See Section 3.4

3.3 Dissemination of project deliverables to relevant professionals

The conference proceedings and speeches, photos, video recordings and final report of the conference were uploaded to the OUHK website, which are open to public, professionals might review it after the event day.

3.4 PASS and other objectives reached *(May choose more than one)*

- Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- Promoting relevant publicity activities
- Enhancing the standards and external competitiveness of Hong Kong's professional services
- Others

Please elaborate on how the objective(s) was/were met:

The ICG2020 was very successful with over 600 attendees. We have reached our target audience such as healthcare professionals including nurses, doctors, physiotherapists and paramedical personnel in gerontechnology field. The 3-day conferences delivered 5 keynote and plenary sessions, 3 master classes, 5 workshops and 16 paper and poster presentations.

We received overwhelmingly positive responses. 97% of respondents rated the overall program good and among them 32% even stated that it was excellent. The attendee has commented our conference was very useful and fruitful to enhance continuum and quality of care in the community and home setting. Another attendee has also remarked that the conference was wonderful and enriched her knowledge in gerontechnology.

3.5 Overall achievements of the project

Our local and overseas speakers showcased and demonstrated the latest technologies in promoting the well-being of the older adults through the 3-day conference. There was various demonstration and experience sharing which have fostered the application of gerontechnology. Besides, rigorous discussions and dissemination of research findings regarding gerontechnology were promoted.

The Project Final Report is prepared by the Grantee.