



Think-Act-Contribute (TAC) as an Unique Way to Promote Healthy Living in Tuen Mun District

Professor CHAN Cheung Ming Alfred Ph.D. & Mr. Nicholas OOI BSc.

Chair, Elderly Commission, HKSAR Government
Director, Asia-Pacific Institute of Ageing Studies (APIAS)
Director, Office of Service-Learning
Chair Professor of Social Gerontology
Department of Sociology and Social Policy, Lingnan University
(Tel: 26167197 email: sscmchan@LN.edu.hk)

Project Officer, Office of Service-Learning (OSL)
Lingnan University
(Tel: 26168072 email: nicholasooi@LN.edu.hk)



Agenda

- 1) NCDs in Hong Kong
- 2) Tuen Mun Project Partners
- 3) What is TAC?
- 4) TAC Targets?
- 5) Action of TAC
- 6) Outcomes
- 7) Ways forward



World Ageing Trend: From Acute to Chronic Diseases

- Population ageing: more chronic illnesses
- From acute-curative model to chronic-self management model
- Needing mindset and systemic changes
- Healthy living, health promotion & strengthening primary healthcare system
- To achieve compression of morbidity



WHO's Gospel: Health promotion & 'STEPS'

- Healthy diets: 3 x lows (fat, salt, sugar)
 - & 1 x high (fiber)
- 30 minutes exercise/each day with adequate rests
- Less or nil alcohol
- Total bang of tobacco

- STEPs Int. = STEPwise approach to Health Surveillance:
 - Questionnaire
 - Physical measurements
 - Biochemical measurements

Easier said than done : esp. children need to form into a habit

** New WHO report: deaths from noncommunicable diseases on the rise, with developing world hit hardest - Noncommunicable diseases a two-punch blow to development, news release 27th April 2011 (Moscow).*



Non-Communicable Diseases (NCD) in Hong Kong

- WHO *Global status report on non-communicable diseases* (NCDs) confirmed that Non-communicable diseases (NCDs) kill more than **36 million people each year** around the world.
 - In 2010, the four major chronic NCD—cancer, heart diseases, stroke and chronic lower respiratory diseases—accounted for about **three-fifths (59.1%*)** of all registered deaths.
 - Cancer was the number one killer in Hong Kong, accounting for **30.5% of all registered deaths in 2012**.
- ➔ NCDs can be prevented and/or ‘compressed to the last year’

**Promoting Health in Hong Kong – The Strategic Framework for Prevention and Control of NCD, Department of Health, Hong Kong*
<http://www.censtatd.gov.hk/home/index.jsp>

**Leading Causes of Cancer Deaths,*

http://www.healthyhk.gov.hk/phishweb/en/healthy_facts/disease_burden/major_causes_death/cancers/cancers/



Hong Kong Health Profile

- Behavioral Risk Factor Surveillance (2012)
 - 50.1% and 62.2% of the surveyed sample (2,041) **did not** engage in any **moderate and vigorous** activity (respectively) in the week
 - 60.4% of them reported to **not having the WHO-recommended level** of physical activity
 - 36.7% of interviewed are overweight with BMI **over 23%**
 - 82% of them does not consume of at least five servings of fruit and vegetables per day
- Physical Fitness Test for the Community program (2012) stated that **20.7%** of children (out of 2723 people), **46.9%** of youth (out of 2517 people) and **48.7%** of adults (out of 1846 people) **remained sedentary** and the most common reasons being a barrier of exercise are **“being lazy”** and **“too tired”**



* Physical Fitness Test for the Community 2012,

http://www.lcsd.gov.hk/healthy/physical_fitness_test/download/KeyFindings_en.pdf

* Statistics on behavioural risk factors,

<http://www.chp.gov.hk/en/behavioural/10/280.html>



Tuen Mun Demographic and Health Profile

- Population Profile of Tuen Mun District (2013)*
 - 26.3% (128,100 people) of the population age above 55.
 - 33.6% (164,400 people) of the population with the age range of 35-54.
 - 29.2% (142,100 people) of the population with the age range of 15-34.
- TAC Health Survey – Tuen Mun District (2013)*
 - 26.1% (out of 329 people) of the interviewee is suffer from NCD.
 - 30% of the interviewee with BMI above 23 (overweight).
 - 69.3% of the interviewee does not heard of Daily 2+3 Campaign.
 - 10.1% of the interviewee remain sedentary and no exercise habit.

* Population Profile of Tuen Mun District,

http://www.swd.gov.hk/en/index/site_district/page_tuenmun/sub_districtpr/

* TAC Health Survey (2013)



Project Partners

- Healthy City (Tuen Mun) and Lingnan University together with various NGOs and corporations to jointly develop “Think, Act, Contribute” (TAC- 「思、動、獻」) as a unique way to promote healthy living in Tuen Mun District in 2012.
- TAC becomes the main theme of Healthy City (Tuen Mun)
 - ➔ University students leading groups of young & old, making every participant to think that when they move, others move with them, hence each is making a contribution to other’s health



T.A.C.

Jointly organized by the

Office of Service-Learning, Lingnan University

and

Tuen Mun Healthy City Association Limited
(TMHCAL, 屯門健康城市協會有限公司)

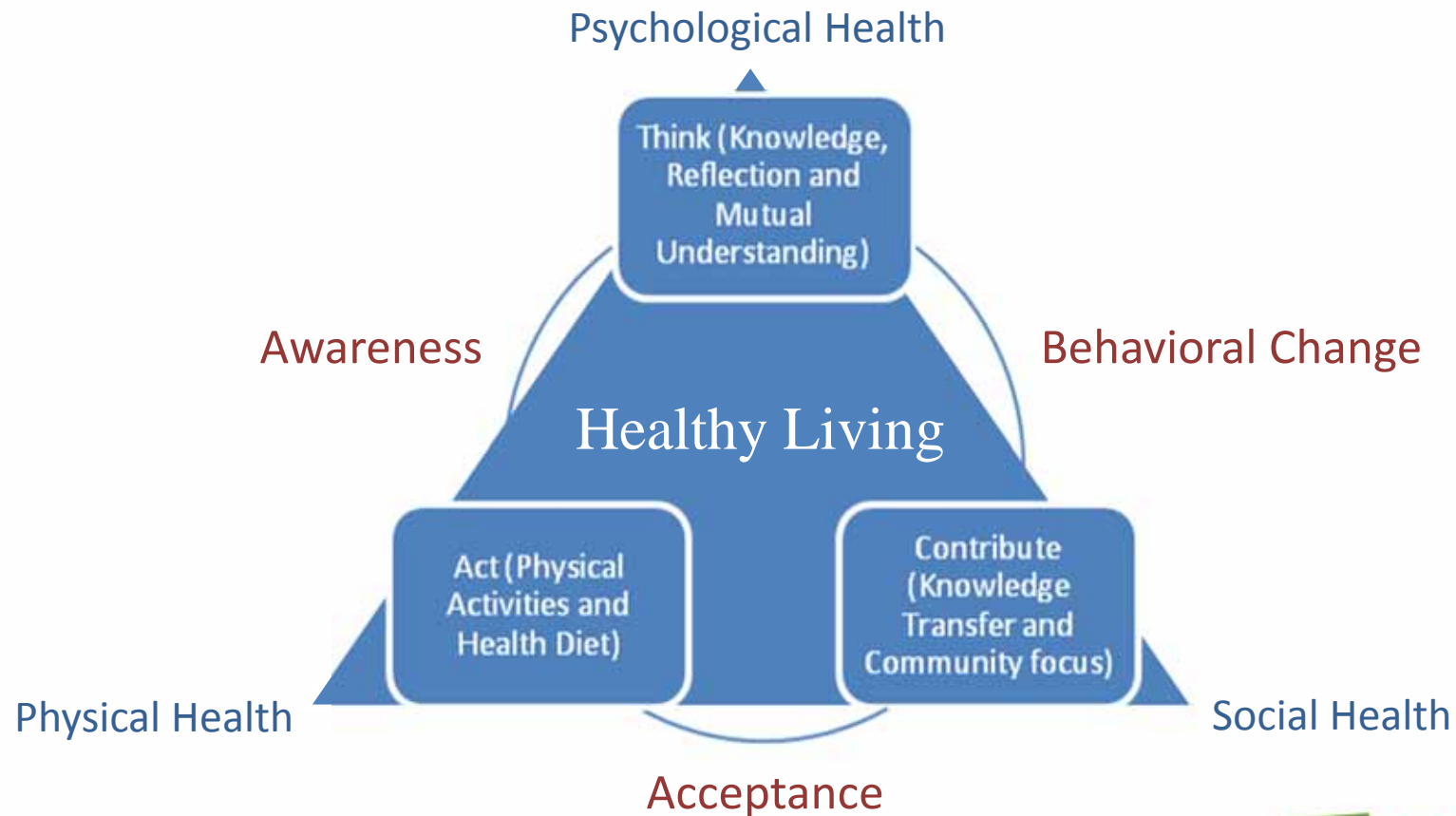
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Conceptual Model of Healthy Living TAC:

A cognitive-behavioral approach to health promotion



What is TAC?





Think

It aims to equip participants with the concept of TAC from **different health perspectives**. Through a series of seminars and workshops, participants are able to have more understanding about their lifestyles. **Awareness on health** is created.

Act

It refers to activities related to **healthy diet and physical health**. Dance has been chosen to be the thematic exercise due to its enormous contribution to our physical and social well-being. Cooking classes and seminars will be organized for the healthy diet. Through practicing these behaviours ('Action'), acceptance on behaviours and knowledge is created.

Contribute

It focuses on knowledge transfer from professionals to community. In this stage, culture of **"giving" and "contribution"** will be built. Participants and community service targets are expected to have internalized behavioural change where dance exercise and healthy food will become part of their lives.



TAC Targets?



Plan - Chapter One

(April - August 2012)

Objectives:

- To promote upcoming TAC project to the community partners and students;
- To introduce health knowledge through invited speaker;
- To create sustainable social well-being in the community;
- To recruit potential TAC-Health Leaders.
- Reached 1083 beneficiaries

Activities:

TAC 2012 Mass event (No. of beneficiaries: 537)

- Content: Dance performance, booths and health seminar
- Idea: *Think + Act (Physical Health and Social Health)*

Dance Class, Seminars and Workshops (No. of beneficiaries: 546)

- Content: Sessions of dancing class to participants and discussion on exercise behaviors. Also to talk about health knowledge and healthy diet.
- Idea: *Act (Physical Health)*



Plan – Chapter Two

(September 2012– January 2013)

Objectives:

- To recruit TAC-Health Leaders;
- To equip TAC-Health Leaders with knowledge and positive attitude towards health;
- To enhance and deepen TAC-Health Leaders training
- To build and maintain exercise habit;
- Reached 695 beneficiaries

Activities:

Orientation Day (No. of beneficiaries: 20 University Students, 20 Elderly and 20 Community members)

- Content: Introduction of TAC Model and health issues, basic health check-up and pre-test questionnaire.
- Idea: *Think (Mental Health)*

Interactive Workshops (No. of beneficiaries: 20 University Students, 20 Elderly and 20 Community members)

- Content: Seminars and workshops on prevention of NCD and chronic diseases, importance and rationales of exercises and warm up exercise.
- Idea: *Think (Social Health and Mental Health)*



Plan – Chapter Two

(September 2012– January 2013)

Reflective Workshop (No. of beneficiaries: 20 University Students, 20 Elderly and 20 Community Members)

- Content: Reflection and discussion on health issue and attitude, mid-term evaluation on overall program and model.
- Idea: *Think (Mental Health)*

Dance class (No. of beneficiaries: 30, including university students)

- Content: 30-45 minutes of dancing sessions for student and elderly
- Idea: *Act + Contribute (Physical Health and Social Health)*

TAC-Health Leaders Training (No. of beneficiaries: 60 TAC-Health Leaders)

- Period: October to December 2012
- Content: Intensive training on TAC-Health Leaders in service providing and health knowledge enhancement.
- Idea: *Think + Act + Contribute (Social Health)*



Plan - Chapter Three

(February – June 2012)

Objectives:

- To enhance the learning of TAC-Health Leaders;
- To create a culture and environment of good “health”;
- To appreciate the effort of TAC-Health Leaders and pave for the sustainability of the project.
- Reached 826 beneficiaries

Activities:

Health Camp (No. of beneficiaries: 90)

- Content: Intensive training and health education for intergenerational, interdepartmental and interagency participants.
- Idea: *Think + Act + Contribute (Physical, Social and Mental Health)*

Community Training (No. of beneficiaries : 397)

- Content: Health trainings and programs to the community by TAC-Health Leaders with the aid of training kit and protocols.
- Idea: *Act + Contribute (Social Health and Physical Health)*

TAC 2013 cum Closing Ceremony (No. of beneficiaries : 339)

- Period: June 2013
- Content: Mass event with dance performance and booths by participating organizations. Certificate presentation ceremony of TAC-Health Leaders will be held.

- Idea: *Contribute (Social Health)*



Major Targets

- *Students* – Tuen Mun Primary, Secondary schools and university Students
- *Elderly* – Elder Academy, Health Ambassadors, Anti-Crime Ambassadors
- *Community Members* – rehabilitants, women, members from the public

Students: take that they are serving the elders

Elders: take that they are nurturing the younger generations

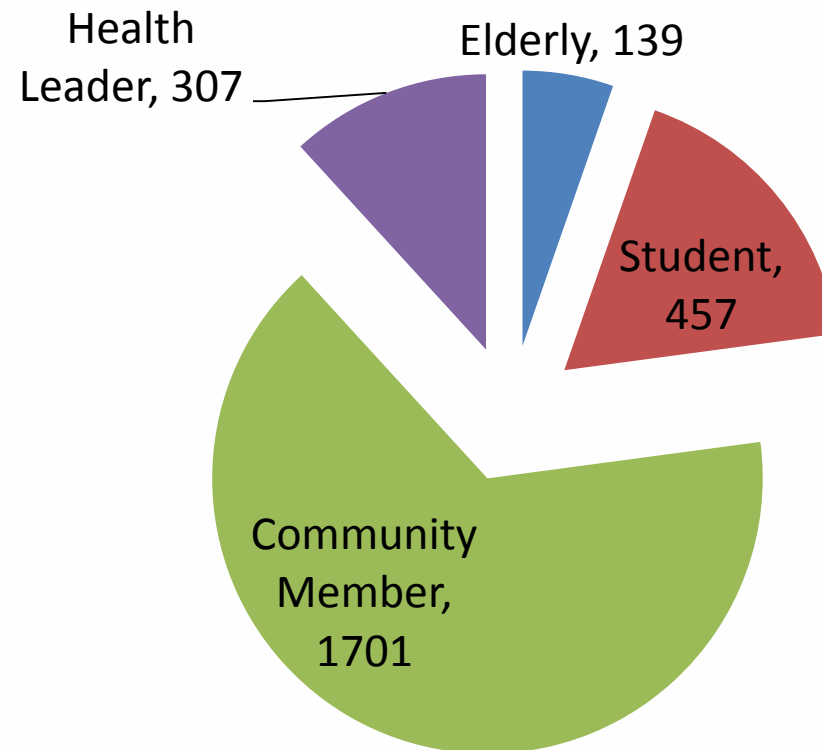
Women & moms: take that they are helping their kids

Whatever they think initially is not important, once put together and had funs, T.A.C. becomes an enjoyable act for everyone → a daily habit shaping their attitude to healthy living.



Outcomes: quantitative

This Project reached around 2,600 participants in year 2012 – 2013.



Health Leader Pre & Post-test

Psychological changes in health leaders:

- Develop a healthier living attitude.
- More willing to develop interpersonal relationships and serve others.

Opinions	Pre-test (N=52)		Pre-test (N=52)		Improvement %
	Mean	SD	Mean	SD	
I like voluntary service and feel happy when doing service	7.51	1.83	7.9	1.66	5.19%
I think good health habits are important	8.34	1.64	8.72	1.33	4.56%
It is important for me to join group activities	7.84	1.45	8.26	1.44	5.36%
I have the ability to contribute to society	6.96	1.8	7.38	1.58	6.03%



Health Leader Pre & Post-test

Behavioral changes in health leaders:

- Understand more about the methods and habits for staying healthy.
- More willing to encourage others to develop healthy habits.

Opinions	Pre-test (N=52)		Pre-test (N=52)		Improve ment %
	Mean	SD	Mean	SD	
I do 30 minutes of exercise or sport activities everyday	6.32	2.22	6.84	2.03	8.23%
I read the nutrition label before I buy food	6.24	2.21	7.24	1.9	16.03%
I share with others what I learned from TAC	6.67	2.07	7.47	1.7	11.99%
I invite my family members and friends to serve the community	6.57	1.98	6.96	1.78	5.94%



Health Leader Pre & Post-test

Improvement from **three aspects of health** in health leaders:

Opinions	Pre-test (N=52)		Pre-test (N=52)		Improve ment %
	Mean	SD	Mean	SD	
Physical	6.65	1.43	7.26	1.28	9.07%
Mental	7.05	1.41	7.61	1.26	8.04%
Social	7.36	1.33	7.79	1.22	5.8%



Outcomes: Qualitative Observation

TAC allows the participants to be involved in and take responsibility for decision-making on their own individual health. The participants were observed to be able to :

- Take responsibility and ownership for their own health
- Understand the implications of the health-care decisions they are making
- Be involved in planning for health services
- Promote and adopt mental, physical and social health

For health leaders' Program arrangement towards Primary Health Care goals:

- Use different strategies to address individual and population health issues
- community development approaches and local inter-sectorial cooperation
- Delivers affordable, reliable and timely services accessible to community members
- Better approaches for preventing diseases
- Provide essential health in an affordable and acceptable way



Ways Forward

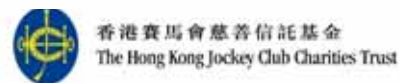


Ways Forward

- TAC or similar fun exercises involving multi-generations are attractive for promoting healthy living in Tuen Mun
- TAC or similar exercises are effective in changing participants' behaviours in healthy living and create an environment to empower people to adopt a healthy lifestyle
- TAC and similar exercises encourage people to take their own responsibility and initiatives in leading a healthy life style
- Health leaders are effective in creating a mutually supportive active environment for healthy living
- TAC as a generic training model for motion exercises and/or for people connectivity can be relicated in other districts in Hong Kong



Acknowledgements



Thank You

