

# 1996

It was one of the coldest winters ever recorded in Hong Kong. The prolonged cold spell has led to the unattended death of more than 110 senior citizens who were living alone.

# 1996

September

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**Senior Citizen Home Safety Association (SCHSA)** was founded as a self-financing, not-for-profit organization to launch a 24-hour personal emergency support and caring service to elderly citizens in Hong Kong.



— 2005 . —

SCRSA was awarded the **Asia Pacific NGO Award**



— 2008-10 —

Mobile Link Service – an outdoor assistance service with a one-button mobile device – was launched to fulfill the demand of the active and out-going life-style of the new generations of elderly citizens.

Mobile Link has won 8 local, regional, and international awards, including **Grand Prize of the Digital Opportunity Award in Global ICT Excellence Awards**, and **World Summit Award Mobile** in 2010 representing Hong Kong, China.

# 2011<sup>®</sup>

**平安鐘<sup>®</sup>** is officially registered as a Trademark of SCHSA in consideration of our relentless efforts in **15 years** to providing caring and emergency support services to the senior citizens in Hong Kong.

# Senior Citizen Home Safety Association

## *Vision*

To enable the elderly to live a quality life of their own choice in the community

## *Mission*

To enhance the living quality of the elderly in the community through the use of technology, people-oriented services, and innovative methods

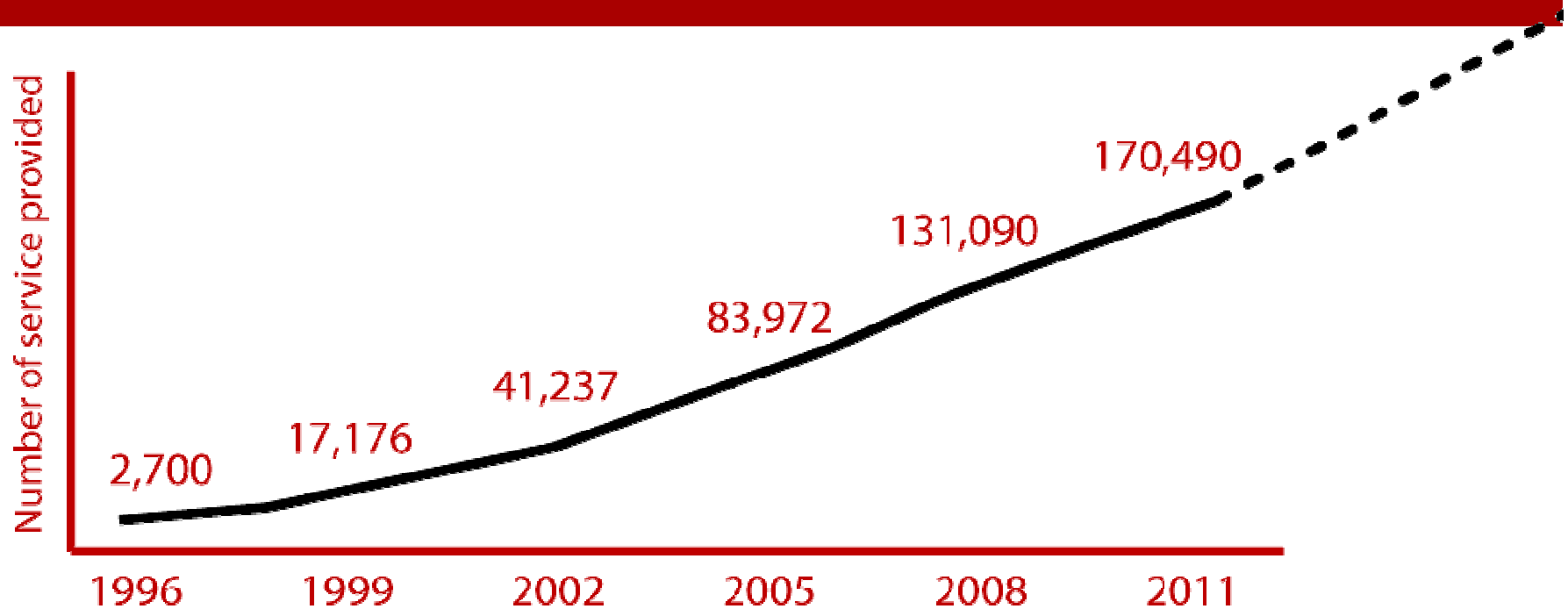
# [平安] **Peace of Mind**

From 'saving lives' to psychological well being

Because being old is a normal stage of life...

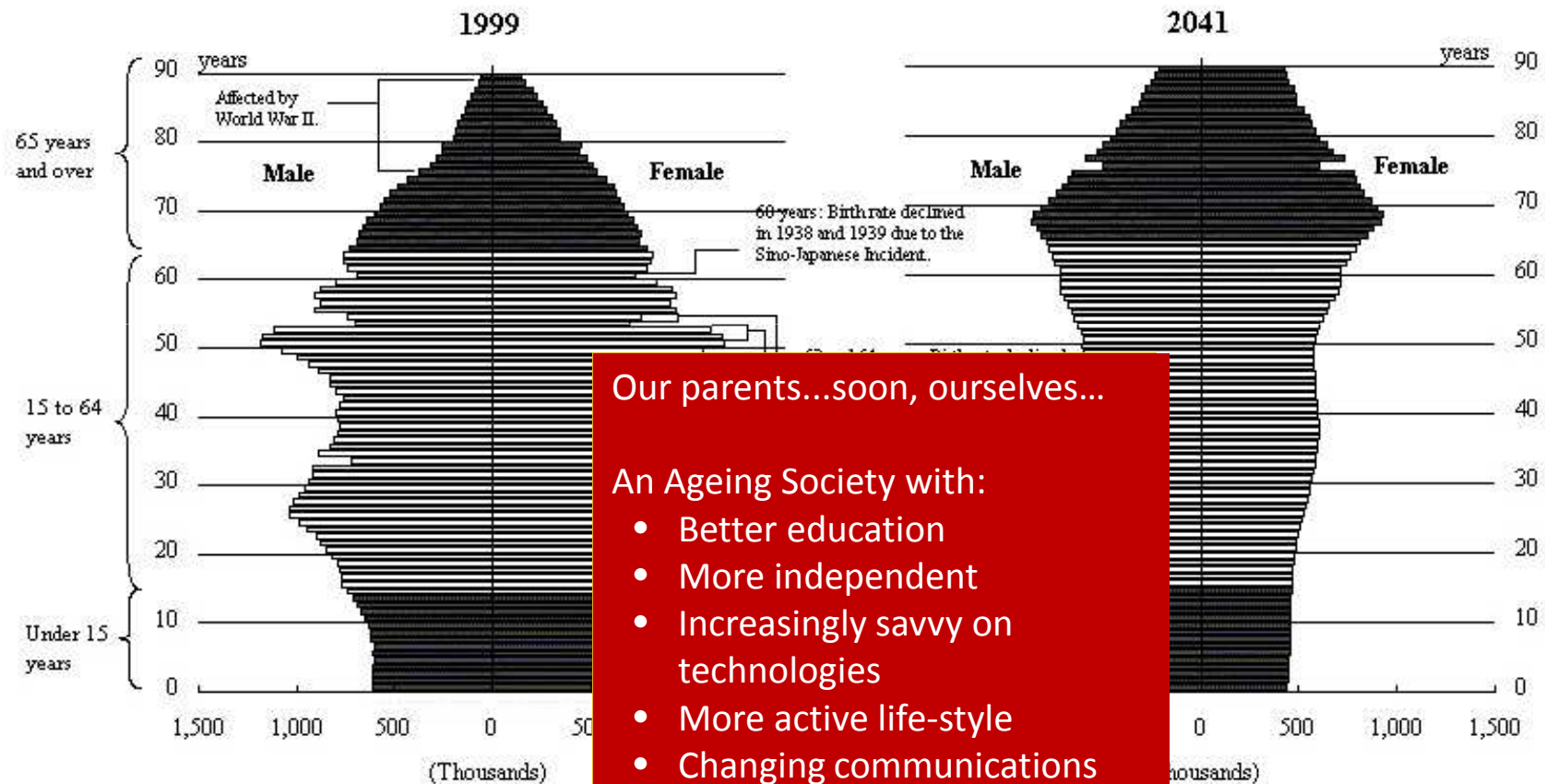
And real peace of mind can't be achieved without  
an aged-friendly community...

**and,  
the demand is  
increasing.**





# There are unmet needs due to an ageing population, but increasingly active life-style



Source: Management and Coordination Agency.

# Value Creation

擁有自己的事業，  
擁有自己的一個家，  
就沒有24小時照顧父母。

怎麼辦？

# Next Generation Service



# SCHSA Service Design Philosophy

一個掣 . 一個心

**“We Are Just One Button Away...”**



# Peace of Mind, 365 Days

Safety Phone Service  
平安手機



Mobile Link  
隨身寶



Personal Emergency Link  
平安鐘



e-Care Link on  
eye<sup>e</sup>  
『智』平安



Call &  
Care  
Service

Easy Home Service  
管家易



Mobile Link  
on Android  
(2014)



e-Smart Health Hotline Service  
e體健關顧熱線



# Our new Headquarter @ 愛民

## 1/F

### MAIN OFFICE + CALL & CARE CENTRE

SCHSA Call & Care Centre is the heart and soul of the 7x24 mission critical Personal Emergency Link (平安鐘), Mobile Link (隨身寶), and Safety Phone (平安手機) services.

## G/F

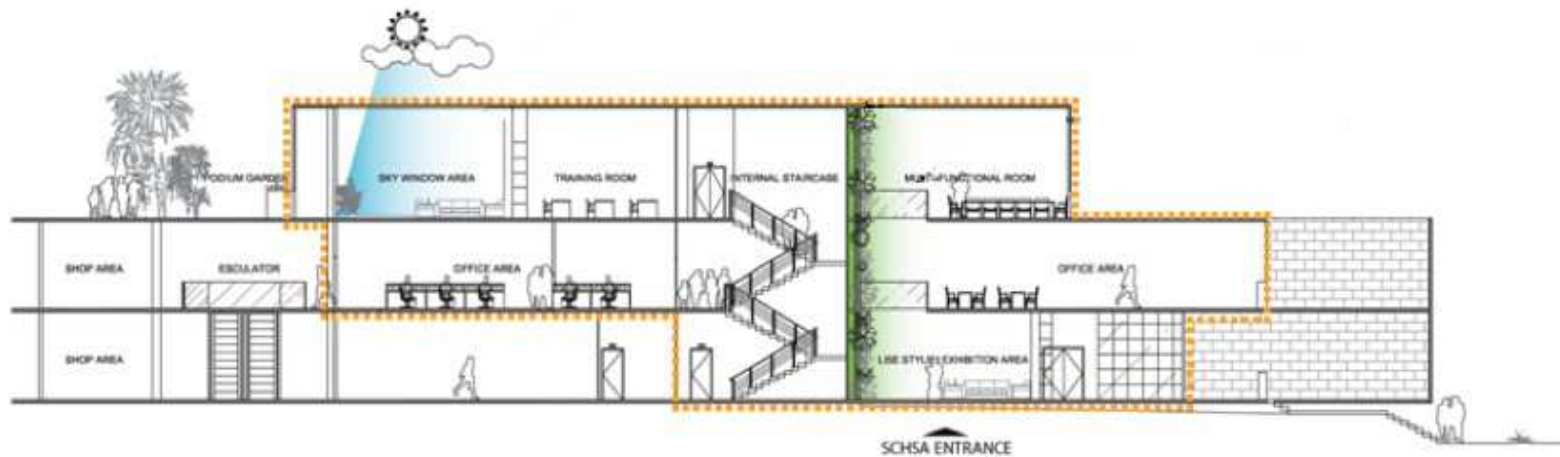
### 「生命·歷情」體驗館

An interactive experience centre with exhibits, demonstrations and activities focusing on the theme of aging as part of our life journey.

## 2/F

### 銀齡館

Linking to the roof-top garden with open space, this is the meeting place for cross-generation engagement activities, with Mini-Studio and Life Book printing facilities.



# New Service Programs @ Oi Man Centre

## 「生命·歷情」體驗館 Life Journey Experience Centre

一個**60分鐘**的互動歷程，引發年輕一代重新思索何謂「年青」、何謂「年老」。

## 長者生命故事 (個人化印書服務) Life Book (Personalized Printing Service)

平凡人也可有不平凡經歷 - 香港代代長者的人生故事絕對值得珍惜，流傳。

## 「愛·留聲」 A Message for My Beloved

於 **Mini Studio** 將心聲輯錄於特別設計的儲存器內，把這極盡深意的小禮物送給您的摯愛。



The New Perspective . 新觀點

**Finding the New in the Old.**

**Seeing the Beauty in the Old.**

歷舊·嚐新





Senior Citizen Home Safety Association