JADE CLUB

尊賢會









Jade Club advocates **Active Aging** and **Intergeneration Inclusion**, offering **fun**, **mind-stimulating** and **effective active-aging programs***. Through these innovative activities, the elderly can improve their **psycho-social** and **physical health as** well as **enjoying happy social interactions**.

- Happy Chair-Based Dance 快樂椅子舞
- 2. Mind Body Exercise 精叻操
- 3. BrainEx Play Therapy 腦玩通
- 4. Jade Party 耆舞派對
- 5. Corporate Partnership (CSR) 企業拍住上
- 6. Active Aging Community Empowerment Project 活躍銀齡社區自強計劃
- 7. The Passion Award 反斗奇兵
- 8. Jade Club Duo Run 3km 尊賢會孖咇步走3公里
- 9. Jade Rider 不老騎士
- 10. LifeChat 死都要幸福
- 11. Public Education 公眾教育





Corporate Partnership



Our CSR Programs:



Festival Parties



Senior Home/ Community Centre Visits



Wellness Programs



Seminars on Silver Market



Active Ageing Programs

Our Clients:





















Option A: Festival Parties

Never Too Old To ...CELEBRATE!



- Providing trainings (e.g. handcraft and communication skills with seniors) for your employees in empowering them to teach seniors & spread good wishes to them during festival times
- Festival Parties event management (seniors recruitment, coordination with NGOs/ seniors homes, venue bookings, deliver innovative and fun programs, MC, photo props design etc)

Option B: [__ Senior Home/ Community Centre Visits

Never Too Old To ... BE ACTIVE!



- Coordinate with our partners for the Senior Home/ Community Centre regular visits/ one-off visit
- Train your employees to engage with seniors by instructing our unique active-ageing activities (e.g. Happy Chair-based Dance/ Mind Body Exercise- please refer to appendices)



Never Too Old To ... STAY HEALTHY!



- Pairing your staff up to do Community Run/ fitness training with seniors in promoting active ageing
- Liaise NGO partners for your corporates to conduct health talks, health checks/ consultations for elderly

Never Too Old To ... EXPLORE & REFLECT!



- Engage your staffs to join our experimental workshops in building a different understanding towards elderly
- Gain Silver Market Insights from our keynote speakers

Never Too Old To ... DREAM!



How could Jade Club help your corporates?

 Line up our community/ school/ NGO partners to run inter-generational active ageing programs to promote corporate's effort in building social capital/ age-friendly society Option F: Support Active Ageing Mass Programs

Never Too Old To ... HAVE FUN!



<u>Jade Party 2017 Challenge-</u> <u>2X Speed Happy Chair-based Dance</u>

Jade Party 2017 Interviews

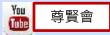
Jade Rider's Participants' Sharing

Duo Run's Senior Participant Sharing

- Gain media coverage and promote your health-related products/ services by supporting our Active Ageing Mass Programs through cash/ gift sponsors/ volunteering
- Sponsor seniors to make their dreams come true as well as improving physical health and psycho-social aspects

Contact Us:

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Appendix: JADE CLUB - Active Aging Activities



From the UK

Activities

Exercises with music & dance 🛝



Benefits for the elderly

Gain physical flexibility & muscle strength



Enhance selfesteem & holistic ****** well-being

Physical mental

exercises with



From TaiWan

professional tools





For dementia

Cognitive training (through games



Slow dementia deterioration, build social life & improve mood



Appendix: JADE CLUB - Active Aging Programs







Appendix: Happy Chair-Based Dance

	Background		Target Outcomes
•	Popularised by Oomph! , the UK's largest provider of fun , inclusive and effective exercise classes for older adults	•	Empowerment of the elderly
•	Proven to reduce the probability of elderly falls by 28% in a year	•	Daily activities to maintain physical and cognitive agility
•	Brought to Hong Kong by the Jade Club in 2012	•	Address Behavioural and Psychological Symptoms of Dementia (BPSD)
•	The Jade Club engages the elderly through classic oldies tunes and interactive dances	•	Social Integration
•	Target audience: all elderly, particularly those living in nursing homes and those with disabilities	•	Community Building



Appendix: Mind Body Exercise

- Proven therapeutic exercise in Japan & Taiwan:
 - Warm Massage (溫熱按摩): Relieve pain
 - Stretching Exercise (健康養生操): Improve mobility
 - Finger Sports (手指棒操): Activate fingers' acupoint (穴位) through a set of exercise
 - Hula Hand Aerobics (健康環): Practice mind/body coordination
 - **Group Game (活力搥球/Bingo 拋圈)**: Develop social and analytical skills











