



Posters Presentation

“Five Stars Health Five Stars Home” Project to Make a Different Life-style and Community

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Introduction:

Due to the impact of SARS and increasing concerns of disease prevention, “Five Stars Home Five Stars Health” was first launched at Tai Po in 2003, and then Tuen Mun, Kwai Tsing in 2004, 2006 respectively. There are five core health elements of promoting healthy life-style, including “Healthy Habits”, “Healthy Diet”, “Healthy Body”, “Healthy Mind” and “Healthy Home-Setting”. In 2008, in response to the external causes of morbidity and mortality, a refreshed strategy with three new elements is proposed, including “Safety Awareness”, “Disaster Preparedness” and “Rescue Readiness”, incorporated into the health education.

Purpose of the Project:

The project aims at advocating a healthy life-style, raising the awareness of public hygiene and building a healthy and safe community joint hands with community parties.

Material & Methods:

This project is operated in a model setting with a self review scheme. Families are trained as health ambassadors with health and safety knowledge. A “Health Guide Book” and VCD are given after making pledges to adopt healthy life-style. To facilitate them to follow the healthy life-style, a series of health activities such as health talk, health check and exhibition are given. Meanwhile, healthy friends network is established and “Healthy Friends News” will be distributed quarterly to them. Finally, self evaluation will be carried out to assess their behavioural change of life-style.

Results:

The project has been running over 5 years. 2,051, 4,225 and 6,778 families have made the pledges to adopt a healthy life-style in Tai Po, Tuen Mun and Kwai Tsing respectively. 5,417 families have joined as Red Cross “Healthy Friends”. 852 health ambassadors have been trained. The evaluation survey (2008) of this project indicates that approximate 90% participants of three districts have high score in healthy and safety knowledge.

Conclusions:

This project has been running in a sustaining stage with strong base of supporters. The community health promotion approach has been well-received through community participation, community empowerment and inter-sectoral collaboration. As infectious disease and external cause of injuries caused by man-made or natural disaster are still needed to be taken into concern, continuous health promotion with more penetrating approach are required. A more comprehensive evaluation and development are expected in the near future.