Specification of Competency Standards
for the Elderly Care Service Industry
Unit of Competency

Functional Area - Common

Title	Promote the Elderly's Participation in Social Development
Code	110922L4
Range	This Unit of Competency is applicable to practitioners who promote the elderly's participation in the elderly care service industry.The application requires performing skilled tasks in familiar and some new working environments, and its execution requires analytical and decision-making skills.Practitioners should be able to promote the elderly's participation in social development, according to the organization's policies, guidelines and procedures, as well as the elderly's sense of attention to social events and motivation, in order to improve their awareness of empowerment and achieve the spirit of "In Helping Others, You Help Yourself".
Level	4
Credit	2 （For Reference Only）

Competency	Performance Requirements
	1. Relevant knowledge on the elderly's participation and social development
	
	• Understand the organization's developmental policy and related legal knowledge to promote the elderly's participation
	• Understand the definition, purpose and content of the elderly's participation, such as:
	   o Understand and pay attention to the elderly's rights, such as: basic human rights, employment rights, the right to vote and be elected, etc.
	   o Understand the ladder of citizen participation in social development
	   o Understand the concept and principles of the World Health Organization's "Elderly Friendly Community"
	• Understand the relationship between the elderly's participation and their social development
	• Understand the importance of forming an elderly representative organization
	• Understand the process and techniques of promoting the elderly's participation
	
	2. Promote the elderly's participation in social development
	
	• Develop plans to promote the level and content of the elderly's participation in social development, according to the organization's developmental policies and the elderly's social events, such as: addition of community facilities, policies to promote the elderly rights, etc.
	• Recruit elderly persons to participate in social development based on entry points at different levels, such as:
	   o Personal rights
	   o Community rights
	   o Policy initiatives
	• Form a representative organization for the rights and interests of the elderly persons, according to the organization's familiarity on the development of the elderly's participation, in order to facilitate the coordination of the elderly persons, recording of information and demonstrate the organization's abilities, such as:
	   o Exchange information, share and collect opinions
	   o Discuss and resolve important issues
	   o Report and explain the work progress
	   o Improve the relationship with other elderly persons, and promote the spirit of cooperation
	   o Learn to solve problems and increase awareness of participation
	   o Contact and cooperate with other elderly representative organizations in the community

Functional Area - Common

	- Allow the elderly persons to speak for themselves, and gain public support through different channels, such as: - Community education, such as: street stations, publications, visits - Social activities, such as: One Person One Belief Movement, co-signatures, petitions and demonstrations, etc. - Media strategies, such as: newspaper advertisements, radio, television, online promotion, etc. - Other channels such as: survey and research, etc. - Utilize empowerment skills to promote the elderly's participation in social development and improve their confidence to strive for their rights, such as: - Lead the elderly persons to understand the personal and overall interests of participating in social development - Let the elderly persons understand their uniqueness and the importance of their participation in the event - Guide the elderly persons to learn critical thinking and analyze the pros and cons of things - Encourage the elderly persons to cooperate with other elderly representative organizations to plan their work together - Seek assistance when necessary, legal advice from the organization or related groups - Encourage the elderly persons to use information technology to promote the flow of information - Repeatedly review actions and their effectiveness together with the elderly persons, etc. 3. Exhibit professionalism - Ensure that the elderly persons are provided with adequate confidence and affirmation, so that they actively participate in social development - Fully understand the importance of empowerment and encourage the elderly persons to actively participate
Assessment Criteria	The integrated outcome requirements of this Unit of Competency are: - Able to promote the elderly's participation in social development according to the organization's policies, guidelines and procedures, as well as the elderly's concerns and motivation for participation in social events; and - Able to utilize empowerment skills and organize the formation of an elderly representative organization, in order to improve the elderly's self-confidence and awareness of active participation, and to achieve the spirit of "In Helping Others, You Help Yourself".
Remark	