



HKU
SWSA

Department of Social Work and Social Administration
The University of Hong Kong
香港大學社會工作及社會行政學系

COMMUNITY DEVELOPMENT (CD) PLACEMENT ORIENTATION

2024-2025 SETTING BRIEFING

Lo Kai Chung (25.11.2023)

Guest: Leung Yue Kong,
Chan Long Sang(MSW)



Today Focus

- (A) Social work and Community Development
- (B) Choices of Community Development Services
- (C) Community work project of student in CD setting
- (D) FAQ about CD

(A) Social work and Community Development

- Definition of Community Development
- “Community Development is a Practice-based and **Empowering Profession** that promotes participative democracy, sustainable development, rights, economic opportunity, equality and social justice, through the organisation, education and empowerment of people within their communities, whether these be of locality, identity or interest, in urban and rural settings”
- This definition is embodying a set of underpinning **values**, a purpose and a set of methods for work



Meaning of **Social** in Social Work

Revitalizing “social Goals” of social work (Kam, 2010)

- Overly focused on pathological perspective and clinical social work (counselor role), ignoring important social goals of social work!?
- Promoting social justice and human rights as fundamental principals
- 6 Social Goals:
 1. Concern social issues and problems
 2. Work with marginalized and oppressed mainly
 3. Using person-in-environment for problem analysis
 4. Social construction perspective: blaming the systems not users as victims
 5. Promote Social Change
 6. Promote Social Justice

甘炳光 (2010). “社會工作的「社會」涵義：重拾社會工作中的社會本質”. The Hong Kong Journal of Social Work, Vol. 44, No.1 (summer 2010) 17-28

6 community work models (Popple, 2018)

Consensus Vs. Conflict



Community Development Services are ready for students with diverse backgrounds and personalities!

Macro-practice prospective

Community Development Setting

Service + (Kaifong) Mobilization + (Policy) Advocacy
→ Challenge System and Policy

- **Social Action** *Rothman (1979)*
 - ✓ Confront with stakeholders (e.g. Government officer, community leaders) and rise public awareness through Press conference, Petition ...
- **Social Planning** *Rothman (1979)*
 - ✓ liaise with policy makers / Partnership with community stakeholders to build Green city, Child- or elder-friendly environment...
- **Locality development** *Rothman (1979)*
 - ✓ Form voluntary cooperation / Mutual support group to renew village environment, deficit of child-care service...

(B) Choices of Community Development Services

I. Community Centre (CC)

- Subverted services and 13 cc centers in Hong Kong
- Targeted population in the community, such as: people living in sub-divided flat, people from new arrivals, ethnic minorities, women, people with disabilities, etc.
- The services includes, special project for targeted population, policy and concern groups, innovative and pilot projects for filling service gap in the community, etc.
- Huge geographical size with diverse population and needs
- Flexibility in work and the project

2. Neighbourhood Level Community Development Project (NLCDP)

- Subverted services and 17 projects in Hong Kong
- Targeted population is people living in designated geographical area in the community, such as: Tai O, Lei Yue Mun, Hung Shui Kiu, etc.
- The services includes, community planning and economy, concerning social issues with residents, community education and social skills training, etc.
- Small or designated area of geographically community with closed relationship with residents.
- Space for preparing down-to-earth services with residents in the rural area

3. Advocacy-based Organization or Pressure Group (AG)

- Non-subverted and/or Project-based services
- Targeted population is people share similar characteristics and value in the functional community, such as : CSSA recipients, women new arrivals, grassroots elderly, parents with SEN children, South Asian residents, etc.
- The services includes, organizing social action, concerning policy issues with functional targets, community planning and economy, community education, etc.
- Mainly focus on advocacy plan with residents
- Work with existing resident groups, or form a new concern group

4. People in need of housing or accommodation (PHA)

- Social Housing Project, community support services for residents of new public rental housing estates, Urban Renewal Social Service Team, services for homelessness

(C) Community work project in CD setting (*Example I*)

Concern for Grassroots' Livelihood Alliance

Agency background

- ❑ NGO based in Yau Tsim Mong and Tai Kok Tsui area that address poverty and advocates for better social protection for grassroot families.
- ❑ Nature of service: Sub-divided flat residents support, carer support, children support, public education, community economy, alliance building and policy advocacy.

CD Project

- ❑ **Target group: self-employed cleaning workers**
- ❑ **Unique characteristics:**
 - Among the 3,330 buildings in the area, 65% are aged 50 years or above, with over 700 “3-nil buildings”
 - Around 21,500 sub-divided units (SDU) with over 47,000 residents in Yau Tsim Mong district
 - Self-employed cleaning workers worked through COVID-19 with no labour protection
- ❑ **Common concern & challenges of target group:**
 - Poor health – chronic pain
 - Poor working condition & long working hours
 - Insecure income
 - Lack labour rights and social protection
 - Weak social support network
 - Low bargaining power
 - Lack of respect
 - Low self-esteem

Photo credit: [Google Earth](#)

1. Engagement

- Community walk
- Refuse collection point outreach
- Refuse gathering spots outreach
- “Job-shadowing”

2. Problem identification

- Chinese medicine consultation and health talk

3. Mobilise community members and resources

- From centre-based group to “hybrid” group
- Survey (n=30)
- Video

4. Action

- Press conference
- Featured report



ACTION – SURVEY AND PRESS CONFERENCE

Media	Link
HK01	調查揭七成自僱清潔工日行逾30層樓釀勞損 促制訂工作指引保權益
On.cc/東網	逾93%自僱清潔工年中無休 60%月入萬元 日行百梯「唔得閒病」 on.cc東網 港澳
Now News / Now 新聞台	9成自僱清潔工年中無休 6成人月入不足一萬 Now 新聞
HKTKWW / 大公文匯	(有片) 調查指逾6成自僱清潔工曾受工傷 關草聯冀政府設現金津貼資助
Oriental Daily / 東方日報	93%受訪者自僱無休 清潔工嘆日行110層樓
Inmedia / 香港獨立媒體	團體指自僱清潔工環境惡劣 日均步行31層倒垃圾、最多達110層高過ICC
Yahoo News / Yahoo 新聞 (repost)	93% 受訪者 自僱無休 清潔工嘆日行110層樓



WHY CD?

- ☐ Fulfilment of personal values
- ☐ Rewarding and Empowering
- ☐ To be heard and seen
- ☐ Flexibility and Possibilities
- ☐ Expand comfort zone



(C) Community work project in CD setting (Example II)

Together we walk (單飛結伴行) [單獨照顧者互助支援計劃]

Goal:

To advocate single parents' human right to a standard of living adequate for the health, well-being, and single-parents-friendly policies

Objective:

1. To release single parents' stress on caregiving
2. To raise single parents' awareness of the influence of the dual role
3. To enhance single parents' understanding to social welfare system



Engagement stage (Street booth & Engagement activity)

1. Engagement stage (Street booth & engaging activity)

- Street Booth (社區遊戲攤位)
- Family Fun Game Day (親子學英語-社區篇)

2. Action group

- Single Parent Mutual Support Group (單獨照顧者互助同行小組)

- Engage and identify single parents by promoting the e-copy of 'social resources booklet'



Action group - Single Parent Mutual Support Group

[單獨照顧者互助同行小組]

Self-care activity



Introduce
social resources



Discuss social issue &
Prepare the social action



Social action - Meeting with legislative council member

Preparation

Social action

Follow up



WHY CD?

Why I choose?

****Externalize problems from individual****

- Widen my vision
- Challenge myself
- Interested in CD work
- Empowerment is important

My learning/ achievement

****Comprehensive social work intervention** (Case + group + community)**

- Assessment from micro to macro level
- Successful experiences on empowering individuals/ community
- Be brave to try

My feeling

Before placement: Look forward to

At the beginning: exhausted (physically) → confused

Mid-term: Complicated → excited → surprised → Incredible → wonderful

Final phase: Touching and memorable

Overall: Worthy

(D) FAQ about CD

Photo credit: [Google Earth](#)

- Q1: Is placement student in CD setting always active, outspoken and radical?
- Q2: Is it difficulties to count as assignment if no case and group worker in CD setting ?
- Q3: Is the SW post in CD setting non-subvented ?

Special Learning/ requirements (CD)

1. Be **Keen** or **Passionate** to learn promoting social justice, human rights and social (policy/ community/ political) changes as enabler, educator & advocate
2. Be **Proactive** & **Courageous** to identify & reach out disadvantaged or marginalized/ oppressed communities
3. Be **Flexible** & **Independent** to work shift duties under less structural & less resourceful environments
4. Be **Sensitive** to social, political issues, and learn being **Knowledgeable** and **Critical** towards unjust issues and policy analysis
5. Be **Skilful** in empowering, organizing marginalized/ grassroots to raise social consciousness, build up self-help and mutual support in the community
6. Be **Outspoken** to work with community groups and civil society alliances voicing out underprivileged concerns via action survey, political lobbying, social actions & media pressure for distributive justice

Be a “**Social Change Agent**”

HKU CD Teaching Videos

1.CD Placements

◆SoCO 社區組織協會

◆Land Justice League 土地正義聯盟

HKU Social Work Teaching Video Preview on Community Organizing

2.BSW Practice Laboratory (self-help organization)

3.CD Workshops (4 renowned speakers)

►Preview: HKU Social Work Teaching Video Preview on Community Organizing (YouTube)

►http://www.socialwork.hku.hk/video.php?id=16&cat_id=5&p=&search=#ontitle

■ CD Setting Coordinator

- Mr. Lo Kai Chung
- Assistant Lecturer (Practice Consultant)
- Department of Social Work and Social Administration
- Rm 554, The Jockey Club Tower, Centennial Campus, The University of Hong Kong
- Tel: 3917 1161
- Email: chunglo@hku.hk