From University to Community Through Knowledge Transfer & SL

Presented at the Conference
3rd Asia Pacific Regional Conference on Service-Learning
Make a Difference: Impacts of Service-Learning!
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What is Knowledge Transfer?

- The transfer of skills and knowledge from higher educational institutions to the society
  - University Grant Committee’s mission statement in 2007
  - The third mission on top of “Teaching” and “Research”

- Knowledge Transfer: Process-focused

Diagram:
- Academics
  - Experts
  - Professionals
- University Students
- Elders
- Secondary School Students
- Members of the Public
Background on Lingnan University...

- **Background**
  - Founded in 1888 in Guangzhou and become Lingnan University in 1999

- **Area of Strength**
  - Liberal Arts Education
    - Academic mix: Arts, Humanities and Social Sciences

- **Mission**
  - Whole Person Development Approach to Education
  - Education for Service as guiding motto
Thematic based KT: An AGE focus

- Co-driven by the Asia Pacific Institute of Ageing Studies (APIAS) and the Office of Service-Learning (OSL)
- Central Theme: A Life Course Perspective to Ageing

**Body/Age Positive**
- Nurturing positive attitude toward ones’ own bodies and appearances, tapping physical, psycho-cultural side of health

**Healthy Life Healthy Mind**
- Fostering a healthy life and healthy mind of participants, tapping physical and psychological side of health

**Young Old Partnership**
- Reinforcing intergenerational solidarity through Young-Old partnership
# Knowledge Transfer Programs in a Nutshell

<table>
<thead>
<tr>
<th>Content</th>
<th>YO (young-old)Partnership</th>
<th>Body Positive</th>
<th>Healthy Life! Healthy Mind!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>To promote ageing from a life course perspective, create a society for all ages</td>
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<tr>
<td>Intergeneration Solidarity</td>
<td>• To promote cross generation integration through intergenerational activities.</td>
<td>• To promote positive body image from social, culture and ageing perspectives.</td>
<td>• To promote physical and mental well being through healthy lifestyle workshop</td>
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<td>• To enhance social harmony</td>
<td>• To enhance the social status of aged</td>
<td>• To empower individual with health information</td>
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</table>
| Program | 1) Social Gerontology Course for Ming Kei College  
2) SOC324 Work and Occupation x Hand in Hand, Life to Life Project (Social Gerontology Course) | 1) Are you beautiful?  
2) What do you see when you look in the mirror  
3) Girls with thousand faces  
4) The secret recipes of skin products | 1) Cooking Mama Series 1  
2) Young-Old funky Dance Craze  
3) SOC333 Health, Illness and Behavior x Health Frontier in Tuen Mun I  
4) SOC327 Social Welfare and Problems in Hong Kong x Health Frontiers in Tuen Mun II |
Train-the-Trainer in Process and Context

1st Tier Trainer
Academia/Professionals/KT Tutors
↓
U-Students

2nd Tier Trainer
Trained U-students
↓
Secondary School Students

3rd Tier Trainer
Trained Secondary School Students
↓
Elders

University

Secondary Schools

Elder Academy

Knowledge Skills

Knowledge Skills

Knowledge Skills

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# Knowledge Transfer VS Service Learning

## Knowledge Transfer
- **KT** is a process that emphasizes on the flow of knowledge (e.g. Train-the-trainer approach)
- **KT** can take place anywhere, anytime and it is not time-, place-confined for everybody
- **KT** eyes on the benefits of the community in the process (whether the community master the knowledge taught and apply in daily life)
- **KT**’s ultimate goal: Community Education

## Service Learning
- **SL** emphasizes the exchange of learning on same level but not “helping” with hierarchy
- **SL** is a pedagogy that’s combines academic study with community service
- **SL** emphasizes the process of ‘serving’ and ‘learning’ while the server and the to-be-served both benefit
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Direction 2: Understand the health conditions of ageing and needs of older persons

Uni Gerontology Course x 334 New Senior Secondary Curriculum

SOC333 Health, Illness and Behavior

Organization of Community Health Care and Hospital Service (SOC333)

Ageing Population (Topic under HMSC)

KT-SL Students (2nd Tier Trainer)

TALK 1 in Tsung Tsin Ageing Population

Tsung Tsin College Students who are taking HMSC (3rd Tier Trainer)

TALK 2 in Tsung Tsin Women’s Health

334 NSSC Health Mgt & Social Care

Course Instructor (1st Tier Trainer)

Health Beliefs and Practices (SOC333)

Women’s Health (Topic under HMSC)

Training/Resource Pack Ageing Population for HMSC

Training/Resource Pack Women Health for HMSC

Elders attending Elder Academy

Tsung Tsin College Students who are taking HMSC (3rd Tier Trainer)
Community: Why Elder Academy??

- University of third age, echoing the situation of aging society (26% of total population aged 65+ in 2030) and the fourth pillar of “Active Ageing”
- 109 school-based Elder Academy (April 2011)
- The objectives of Elder Academy are
  - promotes active aging and lifelong learning
  - Foster intergenerational communication solidarity
  - Enhance students’ whole person development
  - Enhance the learning and teaching mode
Conclusion

- KT is a vehicle operating on SL platform
  - KT is a necessary process and SL is one of the means
  - SL fuels the process of KT that enables KT to reach out to the community (i.e. EA)
  - KT x SL is the match-maker behind the cooperation: University x Secondary Schools x Elder Academy

- KT make the society more self-sufficient
  - The concept of “everybody can be a trainer” enables whoever to actively participate in activities, as agents of knowledge and skills transfer to make our community a better place to live, to enhance the idea of ‘mutual help’ among dweller
Thank you!

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