

昆山杜克大学创新创业中心校企协同项目合作信息表单

合作方信息			
机构名称:	上海新奥光明基金会		
机构类型:	NPO		
官网/官方账号链接:	http://www.xinaofoundation.org.cn		
联系人:	谢颖悒		
项目概述:			
项目类别:	技术创新类		
预期开启时间	2026 年 2 月	预计结束时间 (或者长期合作)	2026 年 7 月
机构背景:			
<p>上海新奥光明公益基金会是由上海市民政局于 2018 年 7 月批准设立的一家非公募的公益慈善基金会，2021 年获评为 3A 级社会组织。新奥长期秉持“凝聚向上向善力量”的使命，聚焦“全面眼健康覆盖 (UeHC)”，旨在实现社区可及、可负担、高质量、全生命周期的眼健康服务。基金会致力于成为社区眼健康覆盖的倡导者与实践者，推动社区眼健康公平的实现。</p>			
问题定义:			
<p>视网膜母细胞瘤 (Retinoblastoma, RB) 是一种主要发生于儿童的眼科恶性肿瘤，其治疗周期通常长达 4-6 年。在此期间，患儿需要每月前往上海复诊，并长期接受住院及化疗。高频率的治疗与住院过程，使孩子们与外界接触受限，孤独、恐惧和焦虑的情绪不断累积。</p> <p>此外，患儿家长承受着沉重的经济与精神压力，难以长期为孩子提供稳定的情绪支持，导致患儿在治疗过程中出现明显的心理慰藉缺口。目前，医院体系在 RB 患儿治疗阶段的情感陪伴服务仍存在不足，患儿及其家庭急需低成本、可持续的情感支持资源。</p> <p>而曾参与新奥光明公益项目、并重获视力的老人，也希望通过行动回馈社会，但缺乏合适的参与渠道。本项目拟借助 DKU 校企协同共创平台的支持，将老人和患儿连接起来，运用设计创新和 AI 技术，共建一个跨代陪伴与心理关怀的公益体系，为患儿带来勇气，也让获益老人重拾价值与温暖。</p>			

初步想法与可行方向：

本项目以“跨代共创·情感回声”为核心理念，由昆山杜克大学学生项目组为视网膜母细胞瘤（RB）患儿设计并打造一款内嵌 AI 功能的陪伴安抚玩具——“熊小葵”。陪伴小熊内置的语音由新奥老花/白内障公益项目的受益老人录制。这些获益老人经过新奥老花镜项目的支持后重获清晰视力，怀着感恩之心加入“光明编织社团”，亲手为小熊织制毛衣并录制语音寄语。

通过这一方式，获益老人实现了从“被治愈者”到“治愈他人者”的心理转化，形成心理正向闭环，并建立起跨代际的情感互助链。患儿在复诊前后，可以通过“熊小葵”聆听长辈的语音寄语，并借助 AI 进行简单互动，让每一次交流都成为“积攒勇气”的小仪式，有效缓解复诊带来的恐惧与焦虑。医务社工也可利用该陪伴工具，以低成本、可复制的方式为更多患儿提供持续的心理支持，让关怀触手可及、温暖长久。

“熊小葵”项目旨在成为全国首个以“跨代情感共创 + AI 陪伴”为核心的长期病童心理支持模式。未来计划包括：

- 建立“编织勇气计划”全国联动网络，连接医院、NGO 与社区，实现跨区域协作；
- 推动该模式在儿科病房、康复中心等机构落地，为更多长期病童提供持续的情感陪伴；
- 通过持续反馈机制，评估患儿心理弹性与情感改善效果，不断优化项目方案，实现长期可持续发展。

支持与资源：

1. 老年群体资源

- 对接新奥老花/白内障公益项目受益老人，为小熊录制语音寄语。
- 组织受益老人参与“光明编织社团”，亲手为小熊编织毛衣，完成跨代互动。

2. 技术与创新支持

- 协助开发小熊内嵌的 AI 互动功能（问答与唱歌）调试与修正。

3. 项目组织与社群管理

- 提供社团组织平台，管理老人参与活动，确保项目执行有序。
- 协助与医院及志愿者团队的沟通协调，实现儿童陪伴活动落地。

其他说明：

DKU Co-Innovate Platform_Challenge Information

Partner Information			
Organization Name:	Shanghai Xin'ao Brightness Charity Foundation		
Organization Type:	NPO		
Official Website / Account Link(s):	http://www.xinaofoundation.org.cn		
Contact Person:	Yingyin Xie		
Project Information			
Project Category:	Technology Innovation Project		
Expected Start Date	Feb 2026	Expected End Time (or long-term partnership):	July 2026
Partner Brief Intro: <p>Shanghai Xin'ao Brightness Charity Foundation is a non-public fundraising charitable foundation approved by the Shanghai Municipal Civil Affairs Bureau in July 2018, and was rated as a 3A social organization in 2021. The foundation upholds Xin'ao's mission of "bringing together forces for goodness and progress," and focuses on Universal Eye Health Coverage (UeHC). It aims to achieve community-level eye health services that are accessible, affordable, high-quality, and life-course oriented. The foundation is committed to being both an advocate and practitioner of community eye health coverage, promoting equity in community eye health.</p>			
Project Overview: <p>Retinoblastoma (Retinoblastoma, RB) is a malignant ocular tumor that primarily occurs in children. Its treatment cycle typically lasts 4–6 years. During this period, children need to travel to Shanghai for follow-up visits every month and undergo long-term hospitalization and chemotherapy. The high-frequency treatment and hospital stays significantly limit children's contact with the outside world, and feelings of loneliness, fear, and anxiety continue to accumulate.</p> <p>In addition, parents bear heavy financial and psychological pressure and often find it difficult to provide stable emotional support over the long term, leaving children with a clear gap in psychological comfort during treatment. At present, emotional companionship services within the hospital system during RB treatment are still insufficient; children and their families urgently need low-cost, sustainable emotional support resources.</p>			

Meanwhile, elderly people who previously benefited from Xin'ao Brightness public welfare programs and regained their vision also wish to give back through concrete action, but lack suitable channels for participation. With support from DKU's university-enterprise co-creation platform, this project plans to connect the elderly with children, leveraging design innovation and AI technologies to jointly build an intergenerational companionship and psychological care public welfare system—bringing courage to children and helping participating seniors regain a sense of value and warmth.

Initial Ideas & Feasible Directions:

Centered on the concept of “Intergenerational Co-creation · Emotional Echoes,” DKU student teams will design and build an AI-embedded companion and soothing toy for children with retinoblastoma (RB)—“熊小葵.” The voice content inside the toy will be recorded by elderly beneficiaries from Xin'ao's presbyopia/cataract public welfare programs. After regaining clear vision through Xin'ao's presbyopia glasses support, these beneficiaries join the “光明编织社团” to knit sweaters for the toy by hand and record voice messages with blessings and encouragement.

Through this approach, participating seniors complete a positive psychological transformation—from “those who were healed” to “those who heal others”—forming a reinforcing loop of psychological well-being and building an intergenerational chain of emotional mutual support. Before and after follow-up visits, children can listen to elders' voice messages through “熊小葵,” and also engage in simple AI interactions, turning each exchange into a small ritual of “building up courage,” effectively easing fear and anxiety related to medical visits. Medical social workers can also use this companion tool to provide continuous psychological support for more children in a low-cost and replicable way, making care more accessible and enduring.

The “熊小葵” project aims to become China's first long-term psychological support model for chronically ill children built around “intergenerational emotional co-creation + AI companionship.” Future plans include:

- Establishing a nationwide “编织勇气计划” network linking hospitals, NGOs, and communities to enable cross-regional collaboration;
- Promoting implementation in pediatric wards, rehabilitation centers, and similar institutions to provide sustained companionship for more chronically ill children;
- Building continuous feedback mechanisms to assess children's psychological resilience and emotional improvement, iteratively optimizing the program for long-term sustainability.

Partner Support & Resources:

1. Elderly Community Resources
 - Connect with beneficiaries from Xin'ao's presbyopia/cataract programs to record voice messages for the toy.
 - Organize beneficiaries to participate in the “光明编织社团,” knitting sweaters for the toy to complete intergenerational interaction.
2. Technical & Innovation Support
 - Support the development, debugging, and refinement of the toy's embedded AI interactive functions (Q&A and singing).
3. Project Organization & Community Management
 - Provide a community organization platform and manage elderly participation to ensure orderly implementation.
 - Assist coordination and communication with hospitals and volunteer teams to enable on-the-ground companionship activities.

Additional Notes :