

## **Family Council**

### **Proposed Work Plan for the Family Council**

#### **Purpose**

This paper invites Members' advice on the proposed work plan for the Family Council.

#### **Proposed Work Plan**

2. The Family Council is committed to and will continue to provide advice on strategic directions and priorities of policies to promote the importance of family as a unit of the community. Since its establishment in end 2007, the Family Council has identified family core values and discussed ways to achieve a pro-family environment, better enhancement and co-ordination of family and parental education and made recommendations on better synergy between the work of the Family Council and other stakeholders and advisory bodies. These discussions have been useful in facilitating the Government in planning their policies and service delivery with the family angle in mind, which are conducive to the provision of a pro-family environment.

3. To advocate for cherishing the family as a main driver for social harmony, the Family Council has rolled out territory-wide promotional activities to promote family core values. A comprehensive publicity plan (at *Annex*) will be delivered in 2009-10. Subject to the views of Council Members, implementation of the plan will be further discussed at the Sub-committee on the Promotion of Family Core Values.

4. In the course of further promotion of the family core values, we note the increasing expectation from the community for the Family Council to come up with advice to the Government on new and/or improved approaches/measures to strengthen the family as a unit. It is **recommended** that the Council should:

- (a) Continue to promote and publicize family core values in a more active manner;
- (b) Identify new approaches to enhance the effectiveness and co-ordination of family education, in particular parental education;
- (c) Identify ways to provide support to families to face up to challenge and difficult times; and
- (d) Identify new ways to create a pro-family environment in particular a pro-family work environment.

### **New Sub-committee Structure**

6. To facilitate the Council to conduct more in-depth deliberations on the above issues, it is **recommended** that, apart from the existing Sub-committee on the Promotion of Family Core Values, two new Sub-committees be set up under the Family Council on issues related to family support and family education. The proposed terms of reference of the new Sub-committees are as follows -

#### **(a) Sub-committee on Family Support**

The Sub-committee will be responsible for –

- i. Proposing new approaches and identifying ways to provide support to families to face up to challenge and difficult times;
- ii. Identifying new ways to create a pro-family environment in particular a pro-family work environment;

- iii. Conducting researches and workshops to solicit new ideas and engage stakeholders as necessary.

**(b) Sub-committee on Family Education**

The Sub-committee will be responsible for –

- i. Identifying new approaches to enhance the effectiveness and co-ordination of family education, in particular parental education;
- ii. Conducting researches and workshops to solicit new ideas and engage stakeholders as necessary.

7. Members will be invited to indicate their interest to join the above Sub-committees. To enable the Sub-committees to tap talents and advice from experts and professionals outside the Council, consideration would be given to co-opting members to the Sub-committees on a need basis.

**Advice Sought**


8. Members are invited to comment on the above recommendations.

**Family Council secretariat  
March 2009**

## Annex

### Publicity Plan to Promote Family Core Values

Date	Activities	Action parties	Progress
1. 18 Oct 2008	<ul style="list-style-type: none"> <li>● CS to attend the opening ceremony of the Family Project by the Hong Kong Jockey Club (HKJC)</li> </ul>	<ul style="list-style-type: none"> <li>● HKJC</li> <li>● HKU</li> </ul>	<ul style="list-style-type: none"> <li>● Ceremony completed.</li> <li>● Other programmes in the pipeline.</li> </ul>
2. 6 Dec 2008	<ul style="list-style-type: none"> <li>● 家庭議會家庭核心價值推廣計劃啓動禮暨溫馨家庭盆菜宴</li> <li>● 由香港電台第2台直播7時至7時45分的節目</li> </ul>	<ul style="list-style-type: none"> <li>● Family Council, RTHK, Wanchai District Office, 循道衛理中心</li> </ul>	<ul style="list-style-type: none"> <li>● Ceremony completed.</li> </ul>
3. 6 Dec – 28 Feb 2009	<ul style="list-style-type: none"> <li>● 與香港電台第5台「香江暖流」舉辦溫馨家庭照片比賽 (deadline for entries : 28 Feb)</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant</li> <li>● RTHK</li> </ul>	<ul style="list-style-type: none"> <li>● Advertisement on the competition uploaded to :<a href="http://rthk.org.hk/special/familycorevalues/photo.htm">http://rthk.org.hk/special/familycorevalues/photo.htm</a></li> </ul>
4. 6 Dec 2008	<ul style="list-style-type: none"> <li>● Design and roll out the campaign website (<a href="http://rthk.org.hk/special/familycorevalues">http://rthk.org.hk/special/familycorevalues</a>)</li> </ul> <p><b>Tagline :</b></p> <ul style="list-style-type: none"> <li>● Upon consultation with the Sub-committee on the Promotion of Family Core Values, the tagline of the campaign is : 愛多啲 一家人呀 Loving Family</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant</li> <li>● RTHK</li> </ul>	<ul style="list-style-type: none"> <li>● Website launched.</li> <li>● E-games may be developed in consultation with the Consultant and RTHK.</li> </ul>

Date	Activities	Action parties	Progress
	<p><b>Message :</b> 愛要感受得到、人要見得到、關心要聽得到 Feel it; Hear it; Hug it.</p> <p><b>PR Campaign logo :</b></p> 		
<p>5. <b>6 to 21 Dec 2008 and in Radio 2 from 18 Jan to 31 Jan 2009 during CNY</b></p>	<ul style="list-style-type: none"> <li>● One-minute radio segments on promoting family core values broadcast daily in various RTHK radio programmes including – <ul style="list-style-type: none"> <li>➢ 晨光第一線</li> <li>➢ 風騷快活人</li> <li>➢ Made in Hong Kong</li> <li>➢ 甜心家族</li> <li>➢ Gimme 5</li> <li>➢ 星空奇遇鐵達尼</li> <li>➢ 有冇搞錯</li> <li>➢ 香江暖流</li> <li>➢ 笑容從家開始</li> <li>➢ 戲曲天地</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● RTHK</li> </ul>	<ul style="list-style-type: none"> <li>● Radio segments from 6 to 21 Dec completed.</li> <li>● Further radio segments from 18 to 31 Jan 2009 Chinese New Year.</li> </ul>
<p>6. <b>10 Feb 2009</b></p>	<p>笑容從家開始《最靚笑容選舉》</p> <ul style="list-style-type: none"> <li>● 目的：宣揚家庭核心價值，情人節一家人開開心心</li> <li>● 香港電台第五台作初步評選，選出最後六強參加情人節派對 on 10 February 2009.</li> <li>● 主禮嘉賓：家庭議會主席唐英年先生、家庭議會成員、香港電台代表、藝人</li> </ul>	<ul style="list-style-type: none"> <li>● RTHK</li> </ul>	<ul style="list-style-type: none"> <li>● Action completed</li> </ul>

Date	Activities	Action parties	Progress
<b>7. From Feb to April 2009</b>	<p>笑容從家開始・家庭議會之愛多啲一家人專訪，輯錄笑容家庭的感人故事，以及專訪嘉賓的訪談內容作宣傳用途</p> <p>20/2 王祖藍先生 主題：我的家庭</p> <p>27/2 蔣麗萍小姐 主題：我的家庭</p> <p>6/3 李維榕教授 主題：家庭治療</p> <p>13/3 劉蘄麗娟、馬王培琪 主題：青春少女時</p> <p>20/3 羅慧娟小姐 主題：我的家庭</p> <p>27/3 石丹理教授 主題：向毒品說不</p> <p>3/4 李宗德先生 主題：青年服務工作</p> <p>10/4 古天農先生 主題：親子與戲劇</p>	<ul style="list-style-type: none"> <li>● RTHK</li> </ul>	<ul style="list-style-type: none"> <li>● In progress</li> <li>● Articles published in Ming Pao (transcript of the first 4 interviews) and Sing Tao (transcript of the last 4 interviews)</li> </ul>
<b>8. 22 February 2009</b>	<ul style="list-style-type: none"> <li>● CS to attend the 60<sup>th</sup> Anniversary Ceremony cum 百人家庭祝福大行動 by the Hong Kong Family Welfare Society on 22 February 2009</li> </ul>	<ul style="list-style-type: none"> <li>● Hong Kong Family Welfare Society</li> </ul>	<ul style="list-style-type: none"> <li>● Action completed.</li> </ul>

<b>Date</b>	<b>Activities</b>	<b>Action parties</b>	<b>Progress</b>
<b>9. Mid-2009</b>	<ul style="list-style-type: none"> <li>● Polls and surveys by CPU on HK people's perception of family and family core values</li> </ul>	<ul style="list-style-type: none"> <li>● CPU</li> </ul>	<ul style="list-style-type: none"> <li>● In progress</li> </ul>
<b>10. Mid-2009</b>	<ul style="list-style-type: none"> <li>● Liaise with publishers to give proposals on the production of a book series on family core values</li> </ul>	Consultant to liaise with publisher(s) such as 皇冠, 明窗, 天地, etc.	<ul style="list-style-type: none"> <li>● Consultant to submit proposals.</li> </ul>
<b>11. Mid-2009</b>	<ul style="list-style-type: none"> <li>● Liaise with interested sponsors for the financing and production of TV mini-series / movies to promulgate family core values</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to approach and liaise with RTHK and other potential producer(s), director(s) and sponsor(s)</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to submit proposals.</li> <li>● A working meeting with potential sponsor(s) and the Convenor and Deputy Convenor to be arranged separately.</li> </ul>
<b>12. Mid-2009</b>	<ul style="list-style-type: none"> <li>● Invite columnists / family studies experts to contribute articles or share views on the family core values at their columns</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to liaise with newspapers/magazines e.g. Ming Pao and Sing Tao, etc. and the free newspapers to feature family stories/articles/s haring corners</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to submit proposals.</li> </ul>
<b>13. Mid-2009</b>	<ul style="list-style-type: none"> <li>● 2 APIs to promulgate the family core values and messages</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant presented the 1<sup>st</sup> and 2<sup>nd</sup> draft API proposals at the meeting of the Sub-committee on Promotion of Family Core</li> </ul>

Date	Activities	Action parties	Progress
			<p>Values on 9 Jan and 17 Feb 2009 respectively.</p> <ul style="list-style-type: none"> <li>● Consultant to revise the proposal in light of comments from the Sub-committee, and submit a 3rd proposal.</li> </ul>
<p><b>14. Mid-2009</b></p>	<ul style="list-style-type: none"> <li>● 公佈及巡迴展出照片比賽得獎作品</li> <li>● Prize presentation ceremony tentatively scheduled on 10 May 2009 at Hollywood Plaza to kick off the roving exhibition. Plan to end the roving exhibition at the Centre for Youth Development (CYD) where the photos will be exhibited for a longer time upon CYD's opening in July.</li> <li>● Supplement advertisement with media partner to report the event.</li> </ul>	<ul style="list-style-type: none"> <li>● RTHK</li> </ul>	<ul style="list-style-type: none"> <li>● To further liaise with RTHK.</li> <li>● Media plan to be proposed by Consultant. Media partner being considered include Apple Daily, Ming Pao, Sing Tao, etc.</li> </ul>
<p><b>15. Mid-2009</b></p>	<ul style="list-style-type: none"> <li>● To feature articles on topics relating to family core values in printed media</li> <li>●</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to liaise with RTHK and newspapers media on the details</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to submit proposals.</li> </ul>
<p><b>16. Mid-2009</b></p>	<ul style="list-style-type: none"> <li>● Explore with other radio channels on potential radio programmes/activities to echo and promulgate the family core values</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant</li> </ul>	<ul style="list-style-type: none"> <li>● Commercial Radio and TVB are engaged to produce radio</li> </ul>



Date	Activities	Action parties	Progress
	<ul style="list-style-type: none"> <li>● Ten tailor made episodes of 1-min each mini program will be produced by TVB for broadcasting from Monday to Friday at 1930. The target is to launch the mini programs starting from 27 April to 8 May 2009. The Commercial Radio's package includes the promotion the family core values at its radio programs 十八樓 C 座 (from 30 March to 26 April 2009) and 久久久但願人長久 (from 4 to 24 May 2009).</li> <li>● An off-air event to wrap up the radio programme is tentatively scheduled to be held on 7 June at East Point City.</li> </ul>		<p>and TV programme.</p> <ul style="list-style-type: none"> <li>● Roadshow and other media channels to promote family core values messages will also be explored.</li> </ul>
<p><b>17. Starting from Summer 2009</b></p>	<ul style="list-style-type: none"> <li>● <b>YES - "Youth Embrace Sharing" Campaign / Tele-match Game</b> targeted at school students and their families. Components of the school campaign include sharing sessions and workshops; games and competitions; family videos, articles, face-book, websites and/or exhibits</li> <li>● There will be a 10-minute programme to promote family messages on 21 June 2009 at the event organized by the Security Bureau and the Action Committee Against Narcotics to promote anti-drug messages to youth.</li> <li>● RTHK's 太陽計劃 2009 永不放棄同學會 will adopt the theme - CHEER UP! WE ARE FAMILY to encourage youth (F5 to F7 students) to cheer up their</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to liaise with the Committee on Home-School Cooperation, and RTHK ETV-Online</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to submit detailed proposals.</li> </ul>

Date	Activities	Action parties	Progress
	<p>parents at time of hardship under the financial tsunami.</p> <ul style="list-style-type: none"> <li>● Training camps and activities will be organized during the summer from June to August. The closing ceremony is tentatively scheduled to be held in early August.</li> </ul>		
<b>18. 3<sup>rd</sup> quarter 2009</b>	<ul style="list-style-type: none"> <li>● CPU to organize seminars/conferences on families</li> </ul>	<ul style="list-style-type: none"> <li>● CPU</li> </ul>	<ul style="list-style-type: none"> <li>● To k.i.v. programmes from CPU</li> </ul>
<b>19. End 2009</b>	<ul style="list-style-type: none"> <li>● Distribution of calendars with family core values and other civic values</li> </ul>	<ul style="list-style-type: none"> <li>● Committee on the Promotion of Civic Education (CPCE)</li> <li>● Consultant to liaise with CPCE secretariat to jointly produce a calendar</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to submit proposals.</li> </ul>
<b>20. End 2009</b>	<ul style="list-style-type: none"> <li>● 「一人一 postcard」 campaign</li> <li>- Invite some well-known local graphic designers to develop postcard series based on Campaign theme and tagline Encourage participants to share 'real people, real stories' in the postcards</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant</li> <li>● Hong Kong Post</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to submit proposals.</li> </ul>
<b>21. End 2010</b>	<ul style="list-style-type: none"> <li>● Publication of books on the promotion of family core values</li> <li>● Launching of TV mini-series/movies</li> <li>● Stamp design competition on family core values with the Hong Kong Post, CPCE, CoY and Committee on Home-School Cooperation</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant</li> <li>● Interested publishers</li> <li>● Interested sponsors</li> <li>● HK Post</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to approach interested publishers/ sponsors and submit proposals.</li> </ul>

<b>Date</b>	<b>Activities</b>	<b>Action parties</b>	<b>Progress</b>
<b>22. End 2010</b>	Evaluation of Programmes	<ul style="list-style-type: none"> <li>● Sub-committee on the Promotion of Family Core Values</li> </ul>	<ul style="list-style-type: none"> <li>● Consultant to submit proposal on how to take this forward</li> </ul>