

**For meeting on
18 March 2010**

Paper FC 2/2010

Family Council

Progress of the Work of the Sub-committees under the Family Council

PURPOSE

This paper invites Members to note the progress of work of the Sub-committees under the Family Council.

SUB-COMMITTEE ON THE PROMOTION OF FAMILY CORE VALUES

2. At the 8th meeting of the Family Council held on 17 December 2009, Members noted the comprehensive publicity plan and the overall framework and design of the Info Hub via discussion paper FC 8/2009 “Happy Family Campaign 2010-2011 Progress of Work” and FC9/2009 “Happy Family Info Hub” respectively.

Progress of the Publicity Programme

3. In the first quarter of 2010, a series of programmes were launched. The following are the highlights -

- (a) Roving exhibition of the winning entries of the Primary School Postcard Design Competition has been launched in various districts throughout the territory to spread the loving family messages to the community. The roving exhibition will end in July 2010.
- (b) Five 20-second television infotainment conveying messages on family core values were produced and broadcast in February and March 2010 in MTR,

Roadshows and TVB to spread the loving family messages and encourage expression of appreciation, love and care among family members. Family Council new year couplets, fortune bags and red packets were distributed to members of the public.

- (c) The Hong Kong Commercial Broadcasting Co., Ltd. (CR) was engaged for the production of radio programmes to promote the Happy Family Campaign and family core values from March to August in 2010.
- (d) The Chung Ying Theatre Company Ltd. was engaged to launch a school and community tour to present a drama on the theme of happy family in primary and secondary schools in Hong Kong, focusing on the functions and importance of family and building happy families to help tackle youngsters' problems during their development;
- (e) A book entitled “同一屋簷下的天使” on family theme will be published on 20 March 2010 by the Crown Publishing Ltd., with support from the Family Council in communicating with some of the interviewees and the foreword writers. The Chief Executive, the Under Secretary for Home Affairs, Mr Robert Chow, together with some 20 other authors from various sectors of the community, have contributed articles in the book to promote family core values. The Chief Secretary for Administration, the Secretary for Education, the Secretary for Labour and Welfare and the Secretary for Home Affairs were amongst the foreword writers. Mr Daniel Shek would represent the Family Council to deliver a speech at the book launching ceremony on 20 March.

Progress of the Happy Family Info Hub

4. In preparation of the Info Hub, various consultation sessions and focus group meetings were conducted with relevant stakeholders and professionals, including relevant bureau and departments, Family Council members and representatives from the non-government organizations, parent

teacher associations and district school liaison committees. The development of the info hub is now in full swing with a view to launching on 15 May 2010.

SUB-COMMITTEE ON FAMILY SUPPORT

5. At the 2nd meeting of the Sub-committee on Family Support, Members discussed the approach for the commissioning of researches on drug abuse, prostitution, neglect of elderly and neglect of children.

Progress of family researches

6. Following the Family Council's endorsement of the proposed direction for taking forward research on family-related topics, the Sub-committee on Family Support further deliberated on the specific research areas and the action plan for conducting studies on family issues, with a view to enabling the Family Council to approach various social issues from a family perspective and to provide policy recommendations to the Government in the areas of drug abuse, prostitution, neglect of elderly and neglect of children with a new dimension.

7. Members supported the proposed approach of according priority to studies of the four social problems highlighted in the Policy Address, namely youth drug abuse, youth prostitution, neglect of the elderly and neglect of children. The studies should aim at looking into the issues from a family perspective with a view to understanding whether and how the problems related to the families and the solutions if any. Researchers would be invited to conduct the studies through empirical data collection, in-depth case interviews or focus group interviews, and literature review as appropriate. Members considered that the studies should be conducted in parallel. The selected researchers would as far as possible aim at making available preliminary research findings to the Sub-committee by July/August 2010.

8. Comments from the Sub-committee would be sought during the course of conducting the studies as appropriate.

9. On 3 March 2010, the Sub-committee Deputy Convenor and the CPU interviewed the academic teams and explained in further details the project requirements, taking into account views expressed by the Sub-committee. CPU will continue to liaise with the researchers on revision to the proposals.

SUB-COMMITTEE ON FAMILY EDUCATION

10. At the 2nd meeting of the Sub-committee on Family Education, Members discussed the production of “Happy Family” educational materials to promote family education and to enrich the content of the “Happy Family Info Hub” via discussion Paper SC_FE/1-2010 “Proposal to produce Happy Family educational materials”.

11. To enhance and enrich the content of family education under the Happy Family Info Hub, Members supported the proposal to produce family educational materials to provide useful and handy information for families. Possible options included the production of education situation mini-series to provide parents and families with positive family messages and to impress upon the public through multi-media materials the importance of parental education to building happy families.

Progress of family education studies

12. Members also discussed the strategies for promoting family education. Members agreed that the government should play the role of a facilitator to enable families to function properly. This could be achieved by implementing appropriate government policies to create an environment conducive to supporting families in the discharge of their functions.

13. More specifically, the Sub-committee would further explore the direction and strategies for promoting family education in Hong Kong along the following lines -

Three Visions

- Recognition of the importance of family education
- Well-being of family affects the well-being of the society
- Family education is a life-long, multichannel learning process

Four Attitudes

- Family as the basic unit of family education
- Family education as a community-wide collaboration project
- Pursue quality family education
- Reach out to every family

Five Strategies

- Develop direct education programme such as production of education materials
- Develop a systematic and flexible framework/curriculum for family education
- Establish family education networks through stakeholders
- Encourage professionalism and develop professional practitioner
- Facilitate related research on family education

14. Further to the above draft, the Convenor had compiled a powerpoint proposing the strategies and direction for development of family education policy for further discussion by the Sub-committee.

WAY FORWARD

15. The Sub-committees will continue to closely oversee and advise on the respective areas as set out above. Members are welcome to convey their comments and suggestions to the Sub-committees.

**Family Council secretariat
March 2010**