

**For meeting on
24 September 2009**

Paper FC 7/2009

Family Council

Campaign on the Promotion of Family Core Values “Happy Family Campaign” 2010-2011

PURPOSE

This paper reports to Members plans for promotional activities to be led by the Family Council in the coming year to enhance the promotion of family core values.

BACKGROUND

2. The campaign to promote family core values was first launched in December 2008. Through the series of key promotional events led by the Family Council (including territory-wide competitions, roving exhibitions, radio and television programmes, publications in news dailies and websites, Announcements in the Public Interest, training programmes as well as tours/visits to schools, etc.), the message on promotion of family core values were widely and regularly promulgated to the community.

3. To further encourage the community to attach importance to the family, and to foster a culture of loving and happy families, the Family Council will continue to actively promote the family core values in the coming year with the emphasis on building a "**Happy Family**". In gist, the campaign will appeal to the public **to build HKSAR families** (i.e. **Happy, Kind, Supportive, Appreciative and Responsible families**). Putting into practice these values could help foster greater harmony amongst family members and the community and provide strength for happy and healthy development of individuals and their families.

4. The "**Happy Family Campaign**" intends to engage as many stakeholders/partners as possible to disseminate the family core values and messages through, for example, the following major activities -

- (a) Best Mum/Dad/Child/Grandparent contests through which the public will be encouraged to put into practice the values conducive to building HKSAR families ;
- (b) Encourage caring companies to promote a Happy Family Day in every month by highlighting to caring companies, chambers and big corporations the importance of family core values in the workplace and appealing to them to adopt "family-friendly" practices to enable employees to balance their work and family priorities. Such practices may include service awards being extended to employees' families;
- (c) Encourage airlines and travel agencies to introduce discount packages to promote traveling with elderly family members to offer opportunities for family members to show love and care for elderly family members ;
- (d) Encourage restaurants, shops and public transport to offer discount packages, for family dining with their elderly family members, as tokens of respect to elderly family members ;
- (e) Publication of books on family themes with contributions from local celebrities/authors/experts in different fields to impact upon the community through experience sharing the importance of a harmonious family to us;
- (f) Production of TV mini-series on family themes to encourage the Hong Kong communities to build HKSAR families;
- (g) Production of dramas on family themes for showing to parents and their children studying in secondary and primary schools through school tour in order to promote a happy and harmonious family culture in our society;

- (h) Production of films on family themes in collaboration with the Film Development Fund and the Hong Kong Jockey Club and/or other stakeholders to bring out the themes of happy and healthy families and the family core values;
- (i) Publicity programmes/activities in collaboration with, for instance, the Action Committee Against Narcotics, the Committee on the Promotion of Civic Education and the Commission on Youth to educate young people on healthy life style and positive attitudes, as well as the danger and harmful effects of drug abuse, using the “soft-selling” approach by promoting affection and mutual understanding among youngsters and their parents.

5. The secretariat will, in addition to supporting the publicity activities listed above, co-ordinate and liaise with the relevant stakeholders in setting up a “Happy Family Info Hub” and provide an e-resource centre and e-platform collating family-related reference and educational materials, as well as disseminating information on family related activities. The info hub would provide assistance in further promoting family core values, introducing family education as well as support services for the family.

WAY FORWARD

6. Details on the implementation of the publicity campaign including the launching activities (e.g. press conference and ceremony) will be discussed by the Sub-committee on the Promotion of Family Core Values. Members are welcome to convey their comments and suggestions to the Sub-committee.

**Family Council secretariat
September 2009**

**Initial Ideas about the Territory-wide Happy Family Campaign
to Promote Family Core Values
2010 to 2011
(Tentative)**

| Proposed Activities to be organised by the Family Council (FC) or stakeholders/partners or the FC in collaboration with stakeholders/partners |
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| <ul style="list-style-type: none"> • The FC will spearhead a publicity campaign on the theme of Three Minutes a Day to Build a Happy Family to promote in the community loving families as an integral part of a harmonious society with activities highlighting the theme to be initiated by the FC or by other stakeholders including the Women’s Commission, the Elderly Commission and the Commission on Youth, or co-organised or jointly organised by the FC and the stakeholders. • Activities include a radio programme entitled “A Perfect Family in Three Minutes” will be launched by the FC, and the 2010 Hong Kong Family Election will be held by the Commercial Radio and the Church of United Brethren in Christ. • The FC will coordinate and liaise with the Government and the stakeholders to set up the Happy Family Network, a cross-sectoral and cross-disciplinary interactive information platform and support network. |
| <ul style="list-style-type: none"> • Following the radio programme, a television programme entitled “Three Minutes a Day to Build a Happy Family” will be launched. |
| <ul style="list-style-type: none"> • The idea of designating one day every month to be the Family Day will be promoted through the Hong Kong Council of Social Service and relevant organisations to caring companies and the public to encourage families to adopt. |
| <ul style="list-style-type: none"> • In the first and second quarters of 2010, the Chung Ying Theatre Company will 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 the message that building happy families helps solve youngsters’ problems. |
| <ul style="list-style-type: none"> • Travel agencies and/or airlines will be encouraged to offer concessions to customers travelling with elderly. |

- Cultural and recreational activities on the theme of love and care for the family will be organised.

Proposed Activities to be organised by the FC or stakeholders/partners or the FC in collaboration with stakeholders/partners

- An educational situation mini-series entitled “College of Happy Family”, to be produced by the Sub-committee on Family Education, will be shown on public transport and/or other publicity media.
- A TV series with about ten 30-minute episodes will be produced in collaboration with RTHK.
- Films on the theme of family will be produced in collaboration with the Film Development Fund and other stakeholders.
- Books on the theme of family will be published in collaboration with the printing media.