

**For meeting on
17 December 2009**

Paper FC 8/2009

Family Council

“Happy Family Campaign” 2010-2011 Progress of Work

PURPOSE

This paper reports to Members the recommendation of the Sub-committee on Promotion of the Family Core Values on the next steps of the Happy Family Campaign and the schedule of activities.

BACKGROUND

2. The Chief Executive has announced in the 2009-10 Policy Address that amongst other things, the Family Council will launch a Happy Family Campaign and will liaise with stakeholders to join efforts in continuing to promote family core values.

3. At the 7th meeting of the Family Council held on 24 September 2009, Members noted the comprehensive publicity plan proposed to be delivered in 2010-2011 via discussion paper FC 7/2009 “Happy Family Campaign”. Subsequently, the Sub-committee on the Promotion of Family Core Values held its meeting on 30 November 2009 to discuss details of the publicity plan.

4. Members of the Sub-committee on the Promotion of Family Core Values discussed and exchanged views on the objectives and, strategy and the publicity plan of the Campaign at **Annex A**. In general, Members considered the overall publicity plan reasonable and agreeable. Members further advanced that in order to convey the family core values to all sectors of the community and sustain the impact, the advertising programme should be enhanced through optimized use of various media (such as outdoor billboard, commercial/government building outdoor wall banner, MTR ads, etc.) and more collaboration activities with stakeholders, including the

Action Committee Against Narcotics (ACAN), the Women’s Commission (WoC), the Elderly Commission (EC), District Councils, the Committee on the Promotion of Civic Education (CPCE), the Commission on Youth (CoY) and the uniform groups. These activities, highlighting the family theme and core values, may include youth programmes, parenting workshops, talks and seminars, experience-sharing sessions, focus group discussions, parent-child activities, youth-elderly activities, family days, cultural and recreational activities, etc. By encouraging joint participation of parents and their younger generations as well as family members across various generations, the community involvement activities/collaboration programme seek to enhance mutual understanding and foster harmony within the family. It also helps to cultivate a happy family culture in the society with sustainable impact.

5. In gist, potential areas for collaboration between the Family Council and various stakeholders include:

- (a) Adopting family theme and core values in the various community/district activities. For example, the CPCE has designated “Develop Positive Outlook on Life, Build Healthy Families” (「確立積極人生·共建健康家庭」) as its topical theme for 2010-11 to echo and promulgate the Family Council’s family core values.
- (b) Working with the CoY and the uniform groups to promote family core values to educate youngsters in youth activities. Through these programmes, we aim to encourage youngsters to be more proactive in communicating with and caring for their family members.
- (c) Family Council members and representatives from relevant bureaux and departments will help brief the Chairmen and Vice-Chairmen of the District Councils, with a view to exploring collaboration opportunities and incorporating family theme and core values into their on-going district activities.
- (d) Continuing to work with the relevant advisory bodies including ACAN to promote anti-drug and family messages to bring out the importance of family members’ support in combating youth drug abuse.

- (e) Collaborating with NGOs in relevant family projects to help generate sufficient territory-wide impact. Ideas being considered include organising a “Happy Family Summer” (開心家庭夏日) during the summer vacation to foster communication and understanding, and expression of appreciation amongst family members.

WAY FORWARD

8. The Sub-committee on the Promotion of Family Core Values will continue to closely oversee and advise on the publicity campaign. Members are welcome to convey their comments and suggestions to the Sub-committee.

**Family Council secretariat
December 2009**

HAPPY FAMILY CAMPAIGN

OBJECTIVES AND STRATEGY OF THE CAMPAIGN

Leveraging on social awareness already established, the Campaign will further promote family core values by encouraging the community to attach importance to the family, and to foster a culture of loving and happy families. Putting into practice the family core 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.

2. The Campaign intends to engage as many stakeholders/partners as possible so that relevant stakeholders can implement and be in charge of respective measures and programmes in order to disseminate family core values through their own connections, efforts and financial means in their respective fields and sectors.

3. The Campaign will adopt a three-pronged approach by using mass media promotions, face-to-face interactions, and an info hub, an internet communication platforms, as the major conduits for driving home Campaign messages in a synergized way. The messages and programmes of the Campaign, while instilling the values of love, care, respect and responsibility, communication and harmony among family members, would aim to give sufficient weight in encouraging and empowering the public to conscientiously make the effort to put love and concern for our family members into action everyday.

Proposed Publicity Plan

<p style="text-align: center;">2010 - 2011 Proposed Activities and On-going Activities</p>	<p style="text-align: center;">Tentative Time Table</p>
<ul style="list-style-type: none"> ▪ To organize the prize presentation ceremony of the second school video competition and primary school postcard design competition. 	<p style="text-align: center;">January 2010</p>
<ul style="list-style-type: none"> • To stage a series of roving exhibition to showcase the winning entries of the postcard design competition in various districts throughout the territory. ▪ A television mini-promotional programme produced and broadcast on TV during prime time around Valentines' Day/Lunar New Year 2010. 	<p style="text-align: center;">Q1 2010</p>
<ul style="list-style-type: none"> • To publish book in collaboration with a publishing company on the theme of family in collaboration with the printing media. 	<p style="text-align: center;">Q1 2010</p>
<ul style="list-style-type: none"> • To launch a radio programme to encourage the public to put love and concern for our family members into action everyday. The Hong Kong Family Election will be organized by stakeholders using its own resources to echo the theme. 	<p style="text-align: center;">Q1 2010</p>
<ul style="list-style-type: none"> • A promotional event on "Happy Family Campaign" cum prize presentation for the winners of the Hong Kong Family Election will be conducted. Prizes like the 「愛家庭大獎」、 「愛責任家庭」、 「愛溝通家庭」、 「愛和諧家庭」、 「愛關懷家庭」、 「愛尊重家庭」 will be presented thereby promoting family core values. 	<p style="text-align: center;">Q2 2010</p>
<ul style="list-style-type: none"> • To launch a television mini-promotional programme, following the radio programme, and produce educational materials and resource pack, for broadcasting on suitable publicity media and for distribution, sharing messages containing tips, skills in building happy family further 	<p style="text-align: center;">Q2 2010</p>

<p style="text-align: center;">2010 - 2011 Proposed Activities and On-going Activities</p>	<p style="text-align: center;">Tentative Time Table</p>
<p>empowering the public to put core family values into practice.</p>	
<ul style="list-style-type: none"> • To organise school and community tours 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 the message that building happy families helps solve youngsters’ problems. Workshops will be conducted after the performance. 	<p style="text-align: center;">Q1 – Q3 2010</p>
<ul style="list-style-type: none"> • To organize experience sharing workshops to provide opportunity for face-to-face interactions whereby family members can talk about family core values and learn from each others’ experience. 	<p style="text-align: center;">Q2 to Q4 2010</p>
<ul style="list-style-type: none"> • To set up the “Happy Family Info Hub” which is an e-platform and e-resource centre promoting family core values, introducing family education and support services. 	<p style="text-align: center;">Q2/Q3 2010</p>
<ul style="list-style-type: none"> • To collaborate with stakeholders to incorporate family theme into cultural, recreational and district activities. 	<p style="text-align: center;">Q1 – Q4 2010</p>
<ul style="list-style-type: none"> • To engage professionals from different fields to conduct researches, organize workshops and seminars to consider how to build up good family relationship to help alleviate the social problems of juvenile drug abuse, prostitution, as well as neglect of the elderly and children. 	<p style="text-align: center;">Q1 to Q4 2010</p>
<ul style="list-style-type: none"> • To co-produce a TV drama series on family theme with about ten 30-minute episodes in collaboration with RTHK. 	<p style="text-align: center;">Q1 2011</p>
<ul style="list-style-type: none"> • Other promotional activities 	<p style="text-align: center;">To be updated as and when available</p>