

Publicity Campaign for the Promotion of Family Core Values

PURPOSE

This paper sets out for Members' information the publicity plan on the family core values identified by the Family Council.

BACKGROUND

2. At the 2nd meeting of the Family Council held on 28 March 2008, Members discussed the family core values and reckoned that different people might have different perceptions on the optimal grouping of family core values. By and large, however, Members tended to agree that to solicit the widest possible support from members of the Hong Kong community, the core values should be packaged in a manner as concise, simple, broad and all-encompassing as possible. In light of these considerations, Members generally had no objection to using the family core values (i.e. Love and Care (愛與關懷); Respect and Responsibility (責任與尊重) and Communication and Harmony (溝通與和諧)) as suggested in Paper No. 5 and discussed at the meeting on 28 March 2008 as a basis for "soft-selling" to the Hong Kong people, as they should be able to reach the hearts of the man in the street, and be able to capture the essence of the most commonly accepted concepts of a happy and healthy family. The present combination of core values was also well-posed for further promotion and publicity purposes.

3. As directed by the Council at its meeting on 28 March 2008, the Secretariat has capitalized on the television promotion materials on "Family at Heart Campaign (一家人)" compiled by the ex-Health, Welfare and Food Bureau in 2006, and drawn up a publicity plan to promote the three family core values. We have invited relevant bureaux to comment on the proposed publicity framework that the Secretariat has drawn up.

4. Some initial thoughts on the promotion activities that can be incorporated into the framework of the publicity campaign are set out in the ensuing paragraphs for Members' information –

(A) Announcement of Public Interest (“APIs”)

5. We plan to promote the 3 sets of family core values through the production of three series of API – one for each set of family core values. The preparatory work is underway with a view to launching the 1st series of the APIs before end-2008.

(B) Poster and Slogan Design Competition

6. To engage the public to identify themselves with the family core values, a poster and slogan design competition will be arranged to invite ideas which promulgate the 3 sets of core values.

(C) Family Photo/Video Competition

7. Participants will be invited to take photos/videos with their families to capture moments of Love and Care (i.e. the 1st set of family core values) to bring out the themes of happy and healthy families and the family core values. Entries from all types of families are welcome.

(D) Reinforcing the family values through revival of respect for traditional Chinese festivals

8. With rich cultural meaning and a long history, the traditional Chinese festivals form an important and salient part of Chinese culture. Important festivals such as Ching Ming and Chung Yeung Festivals offer opportunities for family members to pay respect to their ancestors and deceased relatives. Other festivals such as the Winter Solstice and Mid-Autumn Festival also offer a good chance for members of the families to gather together and share their love and thoughts for each other.

9. To revive respect for such Chinese festivals would help reinforce family values and strengthen relationships amongst family members.

(E) TV / Radio Shows / Documentaries

10. To join hands with RTHK/TVB/ATV/Commercial Radio and/or other media agencies to stage shows or gala to promote family core values; and documentaries on how broken individuals/families re-establish themselves and regain a happy and healthy life through the help of other family members.

11. The Secretariat has sought the assistance of RTHK to co-organize some of the promotion activities. In consultation with RTHK, the Secretariat has worked out a framework of activities and the proposed implementation timetable at **Annex** for Members' reference.

FINANCIAL IMPLICATIONS

12. A total of \$4 million will be set aside by the Family Council Secretariat for financing the publicity campaign.

ADVICE SOUGHT

13. Members are invited to note the progress of publicity campaign set out above. Comments and suggestions are welcomed.

**Family Council Secretariat
June 2008**

「愛我家庭計劃」

計劃內容（待定，分階段舉行）

1. 攝影比賽

- 主題： 愛我家庭
對象： 全港市民
形式： 舉辦攝影比賽，參賽者需遞交一幅自己拍攝、以「家」為主題的相片及 500 字的感受。

2. 繪畫比賽

- 主題： 愛我家庭
對象： 中小學生
形式： 舉辦繪畫比賽，參賽者需遞交一幅自己繪畫、以「家」為主題的圖畫及 500 字的感受。

3. 書本或小冊子

上述兩個比賽的優秀作品，會輯印成書冊／上網，公開派發。

4. 「e 家 happy」(暫名)

在香港電台 eTVonline 網站設立「e 家 happy」，將上述兩個比賽的優秀作品上載，並向公眾人士收集與家有關的一切東西 – 以相片、圖畫、文字等記載的回憶、感懷。

5. 「愛家承諾」活動 暨 攝影及繪畫比賽 頒獎禮

- 主題： 「我與家庭，愛與關懷」
對象： 大眾
形式： 邀請一些公眾人物擔當「e 家 happy」大使，在活動中作出「愛家承諾」，並與其家人及比賽之得獎者，分享與家人相處之道及感人故事。
另為是次活動製作主題歌曲。

6. 電視節目

製作大約十集、每集半小時以「家」為主題的電視節目。建議題材包括：

- **家有一寶**（老人在家中的地位）
- **男尊女卑／女尊男卑**（兩性在家庭的角色： 男主外， 女主內的觀念有沒有改變？）
- **有子萬事足？**（養兒防老的觀念改變了？ 不育？ 還是恐懼負責任？ 對比之下， 有三個或以上子女的家庭又會遇到甚麼難題？）
- **單身貴族**（獨身／同居關係比傳統婚姻幸福嗎？）
- **強人日記**（工作與家庭之間如何達至平衡？ 僱主如何幫助僱員兼顧家庭與工作？）
- **兩地鴛鴦**（跨境婚姻如何維持？）
- **危巢乳燕**（破碎家庭的兒童成長故事）
- **折翼天使**（由於離異、鰥寡或其他原因造成的單親家庭所面對的問題， 以及社會給予的支援）
- **千里姻緣**（異族通婚在香港， 有甚麼壓力， 如何為週邊的人所接受？）
- **吾家有子**（對殘疾/特殊兒童需要的支援）
- **"傭傭"細語**（愈來愈多小朋友由家庭傭工照顧， 對他們的成長有甚麼影響？ 傳統的母親角色是否受到衝擊？）
- **遠親近鄰**（社區托兒， 鄰里互助可以成功嗎？）
- **北上尋夫**（香港女多男少的趨勢愈來愈明顯， 不少過了適婚年齡的港女， 返回家鄉/中國其他省份相親， 會產生甚麼問題？）
- **稚子何辜**（兒童獨留在家、虐兒的問題如何解決）
- **破鏡重圓**（家庭和諧是重要的， 一個破碎家庭如何修補裂痕， 重過新生活）

7. 預算

1-5 - 50 萬，不包括出書 (待議)

6 - 130 萬 (待議)

8. 時間、進程表

09.2008	宣傳攝影及繪畫比賽、開始接受報名
11.2008	攝影及繪畫比賽評審
12.2008	攝影及繪畫比賽宣佈結果、設立「e 家 happy」
02.2009	印製書本或小冊子
02.2009	「愛家承諾」活動 暨 攝影及繪畫比賽 頒獎禮
(日期待訂)	製作電視節目