

Family Council

**Information paper from the Sub-committee on the Promotion of
Family Core Values**

Purpose

This paper briefs Members on the work of the Sub-committee on the Promotion of Family Core Values.

Background

2. At the second meeting of the Family Council, Members agreed that the following three sets of family core values should be adopted as a basis to promote to the Hong Kong people the essence of the most commonly accepted concepts of a happy, healthy and harmonious family –

- (a) Love and Care (愛與關懷);
- (b) Respect and Responsibility (責任與尊重); and
- (c) Communication and Harmony (溝通與和諧).

3. At the third meeting of the Family Council on 26 June 2008, Members agreed that a **territory-wide campaign** should be put in place to promote the family core values.

Sub-committee on the Promotion of Family Core Values

4. A Sub-committee on the Promotion of Family Core Values was formed under the Family Council to advise on –

- (a) the strategies to promote family core values in the community; and
- (b) the implementation of the strategy including a media and publicity campaign.

5. The Sub-committee was convened by Mr Wilfred Wong and deputized by Mr Robert Chow. Membership of the Sub-committee is at Annex A. The Sub-committee met for the first time on 8 September 2008 and would provide regular progress report to the Family Council.

Campaign on the Promotion of Family Core Values

6. In line with the deliberations of the Family Council on 26 June, the Sub-committee endorsed the following objectives of the promotion campaign –

- (a) promulgate to the community clear and distinct messages to promote the core family values through an innovative and effective approach; and
- (b) engage as many stakeholders as possible including Government Bureaux and departments, schools, non-governmental organizations (NGOs), relevant advisory boards and committees (e.g. The Commission on Youth, the Elderly Commission and the Women's Commission), the caring companies, the public bodies, the media and the community, so that relevant stakeholders would implement and be in charge of respective programmes to promulgate the messages through their own connections, efforts and financial support in their respective fields and sectors.

7. Following the decision of the Family Council on 26 June, the Sub-committee discussed and agreed that a Consultant with marketing, advertising and PR experience should be engaged to provide advice on the overall planning, liaison and coordination of the campaign to promote family core values. The Sub-committee also agreed that in order to effectively promulgate the family values to the community, relevant stakeholders, advisory bodies and Bureaux and Departments would continue to enhance efforts to implement programmes to promulgate the messages on family core values through their respective connections. They should continue to make use of the existing resources available to them, and seek to optimize the use of other resources as far as possible, in their respective fields and sectors.

8. The Sub-committee endorsed the following as the key components of the campaign and also the Consultant's scope of work –

- (a) **TV and radio Announcement in the Public Interest (APIs)** launched in the name of the Family Council before the coming Chinese New Year in late January 2009;
- (b) **Key promotional events** led by the Family Council – An upcoming key event is the Opening Ceremony for the launching of the family core values organized by the Radio Television Hong Kong (RTHK) on the day before the Winter Solstice on 20 December 2008;
- (c) **TV, radio and ETV-online programmes** launched in the name of the Family Council and produced by RTHK and/or other agents as appropriate;
- (d) **Films and other documentaries** launched with the Family Council as supporting organization; and
- (e) Other **ancillary promotional events/activities** to be organized and funded by the relevant stakeholders (e.g. schools, NGOs, caring companies, etc.).

9. In drawing up the overall publicity and public engagement strategy, the Consultant would be required to make recommendations on how to achieve better coordination of the existing efforts of various stakeholders, including Government Bureaux and Departments, in promoting messages relating to the family core values.

10. The Sub-committee noted that amongst the various other key stakeholders who could be potential supporters of the Family Council's campaign, the Hong Kong Jockey Club (HKJC) will launch a "Family Project" over the coming few years. Using a public health approach, the HKJC project will cover a household survey to identify the trend and magnitude of the problems affecting society, public education programmes to achieve a cultural change in the way modern families should function, and implementation of intervention strategies and programmes in collaboration with the NGOs.

11. An organization known as Community Business will launch a “Work Life Balance Campaign” comprising a survey on work-life balance in Hong Kong, a seminar and a “Work Life Balance Day” on 17 October to raise public awareness on the subject. Over 60 companies have signed up to join. The Labour Department is keeping a watching brief on the developments.

Next Step

12. The Secretariat had proceeded to issue invitations of quotations of interests on the consultancy service on 12 September to 68 firms in the marketing, advertising and PR consultancy sectors, with a view to commissioning a suitable Consultant in mid-October.

13. The Home Affairs Bureau, in collaboration with relevant Bureaux and Departments, will work closely with the Sub-committee and the Consultant to prepare for the commencement of the Family Council’s campaign. An Opening Ceremony is scheduled to be held near the Winter Solstice (冬至) – a traditional Chinese festival with strong family color in December 2008 to kick-start a series of upcoming promotional events including a ceremony to launch the new TV and radio APIs on family core values scheduled to be available for broadcast starting from the Lunar New Year.

14. The Sub-committee will continue to explore room for further collaboration with the relevant stakeholders to maximize the impact of the promotional efforts.

Family Council Secretariat
September 2008

**Membership of the Sub-committee on
the Promotion of Family Core Values under the Family Council**

1. Mr WONG Ying-wai, Wilfred (Convenor)
2. Mr CHOW Yung, Robert (Deputy Convenor)
3. Ms CHAU Chuen-heung
4. Ms KAO Ching-chi, Sophia
5. Mrs KWAN HO Shiu-fong, Cecilia
6. Ms LAI Fung-yee, Angelina
7. Mr LEE Chung-tak, Joseph
8. Dr LEE Wai-yung
9. Dr the Hon LEONG Che-hung
10. Prof SHEK Tan-lei, Daniel
11. Dr WONG Chung-kwong
12. Prof WONG Po-choi
13. Ms Grace PAT (Secretary)

Official representatives from the Home Affairs Bureau, the Education Bureau, the Labour and Welfare Bureau, the Security Bureau (Narcotics Division), the Central Policy Unit and other relevant Bureaux and Departments will support the work of the Sub-committee and attend meetings on a regular and need basis as appropriate.