

**For meeting on
14 March 2011**

Paper FC 1/2011

Work Plan for the Family Council in 2011

PURPOSE

This paper seeks Members' comments on the work plan for the Family Council.

WORK PLAN

2. The ensuing paragraphs give an account of the work plan of the Family Council in the areas of promotion and publicity of family core values, involvement of family perspective in policy-making, family education, pro-family/family support measures as well as researches. Details of the proposed work plan for the Family Council in 2011 are set out at **Annex**.

(a) PROMOTION AND PUBLICITY OF FAMILY CORE VALUES

Happy Family Campaign

3. To jointly promote family core values and foster an environment conducive to harmonious family relationships, the Family Council will continue to mobilize all sectors of the community through the "Happy Family Campaign", "Happy Family Info Hub", regular exchange and sharing sessions as well as Announcement of Public Interest (API).

Family Friendly Company Award Scheme

4. Planning of a series of promotional activities is in the pipeline. The "Family Friendly Company Award Scheme" will be launched on 1 April 2011. To tie in with the launching, APIs/Infotainments will be produced and broadcast in the first quarter of 2011 to promulgate family-friendly employment practices. The presentation ceremony for the

“Family Friendly Company Award Scheme” will be held in the fourth quarter of 2011. Subsequent to the prize presentation ceremony, a series of experience sharing sessions will be organized to share the good examples of the family-friendly employment practices.

TV Programme

5. To further publicize the family core values, the Family Council will organise a contest of “To Cook a Meal for Your Family”, with the finale to be broadcast at the TVB Jade Chanel” on 20 February 2011. A series of newspaper supplements will be published from 31 December 2010 to 18 January 2011 to promulgate the event.

TV Family Drama Series

6. To sustain the momentum, a series of TV Family Drama produced by RTHK will be broadcast at the Jade Channel in the second quarter of 2011, with the following themes-

- ◇ 婚姻關係 (The marital relationship)
- ◇ 個人追求 vs 家庭關係 (Life goal vs family pursuit)
- ◇ 強人日記 (Balance of work and family)
- ◇ 男女角色 (The role of female vs male in a family)
- ◇ 生兒育女 (The joy of giving birth)
- ◇ 90後 & 父母 (Youth and their Parents)
- ◇ 家有一老 (The importance of elderly in a family)
- ◇ 菲傭阿媽 (Domestic helper vs parents in a family)
- ◇ 遠親近鄰 (Neighborhood)
- ◇ 破鏡重圓 (Understanding and Acceptance)

The series aims to promote the messages of happy family to the general TV audiences in a captivating way.

(b) INVOLVING FAMILY PERSPECTIVE IN POLICY-MAKING

7. Not only has the Family Council been actively promoting family core values to the community at large, but also to policy makers alike. Through the issue of the circular to all bureaux/departments in early 2009

and re-circulation of the same on a half-yearly intervals, policy-makers have been requested to pay due regard to possible implications their policies might have for families. Policy makers should in their respective policy and service areas help create, support and sustain a pro-family environment. We will continue to promulgate the said circular to all bureaux/departments, reiterating the importance of paying regard to family perspective in policy formulation.

8. Starting from the first quarter of 2011 onwards, we will invite bureaux/departments to present how they have taken into account the family perspectives in their formulation of policies, programmes, measures and services under their respective purview and what efforts they have made in helping to foster a pro-family environment in their respective areas of work.

(c) FAMILY EDUCATION

Consultancy Study

9. To meet the increasing expectation from the community for the Family Council to enhance the effectiveness and co-ordination of family education, the Family Council will organize a series of family education activities in 2011. In the first quarter of 2011, the Family Council will commission a consultancy study on family education. The primary purpose of the study is to take stock of the existing landscape on the provision of family education and to provide evidence-based information to the Family Council on possible areas for improvement on family education. The consultancy study is expected to be completed in the third quarter of 2011. Subject to further deliberations by the Sub-committee on Family Support and the Family Council in the fourth quarter, the Family Council will attempt to formulate measures to fill the gaps identified.

Accreditation of Courses

10. In parallel, we will explore the possibilities for mapping out a framework for accreditation of the family education courses in order to encourage more parents and family members to attend such courses with a view to building harmonious families.

Family Education Series

11. A production agent has also been commissioned to take charge of the production of a series of family education packages (親子篇, 夫妻篇, 婆媳篇, 爺孫篇). The packages will be available for public broadcast and free public access at the Family Council's Info Hub, Roadshow programme, community centres and Integrated Family Service Centres. The first package (“親子篇”) is expected to be completed and ready for uploading onto various channels in the first quarter of 2011. Other series (“夫妻篇”, “婆媳篇”, “爺孫篇”) will be rolled out in phases in 2011.

Family Therapy Package

12. Separately, the Council has commissioned the HKU Family Institute to produce an education package which adopts the family therapy approach to deal with family problems. Production is in progress. It is ready for uploading onto the Happy Family Info Hub in the second quarter of 2011.

(d) PRO-FAMILY /FAMILY SUPPORT MEASURES

Award Scheme for Companies

13. To raise awareness of the business sector of the importance of family core values and to foster a pro-family culture and environment, the Family Council will launch the “Family Friendly Company Award Scheme” in April 2011. After adjudication, the Award Presentation Ceremony will be organised in the fourth quarter of 2011, to be followed by a series of experience sharing sessions, showcasing good examples in

the implementation of family-friendly employment practices with a view to enhancing public awareness and encouraging wider adoption of such practices.

Researches

14. Last year, the Family Council, through the Central Policy Unit (CPU), has commissioned four tertiary institutes to conduct a series of studies on social problems, including child neglect, elderly neglect, youth drug abuse and youth prostitution. The studies will be completed in the first quarter of 2011. Together with CPU and the research teams, the Family Council will deliberate the final findings and make recommendations on family support measures to address the social problems concerned.

15. CPU has been commissioned to conduct survey on a regular basis to ascertain the attitude of Hong Kong people on families. Apart from this regular survey, the Family Council Secretariat also plans to commission a research company to gather relevant data and information on the existing situation of families in Hong Kong in the first quarter of 2011.

16. As mentioned in paragraph 15, the four researches on child neglect, elderly neglect, youth drug abuse and youth prostitution are in progress and will be completed in the first quarter of 2011. Final findings will be submitted to the Council for deliberations in the Council meeting scheduled for May 2011.

17. Other family related surveys and reports will continue to be conducted as appropriate.

PROSPECTIVE AGENDA FOR THE COMING MEETINGS

18. Taking into account the proposed work plan for the Family Council outlined above and tabulated at **Annex**, the prospective agenda items for the coming meetings are stipulated as follows-

Prospective agenda items for the Family Council meetings

- 14 March 2011
- Family Education Package
 - Progress Report on the Family-related Work of the Women's Commission, the Elderly Commission and the Commission on Youth
- 26 May 2011
- Policy Recommendations Arising from the 4 Researches on child neglect, elderly neglect, youth drug abuse and youth prostitution
 - Home Affairs Bureau to present how family perspectives have been taken into account in its policy areas
 - Labour and Welfare Bureau to present how family perspectives have been taken into account in its policy areas
- 25 August 2011
- Education Bureau to present how family perspectives have been taken into account in its policy areas
 - Transport and Housing Bureau to present how family perspectives have been taken into account in its policy areas
 - Family Survey on Importance of Family and Satisfaction of Family Life
- 24 November 2011
- Enhancing Family Education
 - Family-Friendly Employment Practices
 - Implementation of policy recommendations

arising from 4 researches on child neglect,
elderly neglect, youth drug abuse and youth
prostitution

ADVICE SOUGHT

19. Members are invited to give their comments on the work plan.

February 2011
Family Council Secretariat

Family Council – Work Plan

2011	Promotion and Publicity	Family Perspective in Policy-making	Family Education	Pro-family/family support measures	Researches
On-going	<ul style="list-style-type: none"> - Monthly Exchange and Sharing Sessions - Happy Family Campaign - Happy Family Info Hub - Broadcast of API 	<ul style="list-style-type: none"> - Circular asking bureaux/departments to have due regard to family perspective in policy-making 	<ul style="list-style-type: none"> - Materials on family education to be broadcast on various channels throughout the year 	<ul style="list-style-type: none"> - Broadcast of API to promote family-friendly employment practices 	<ul style="list-style-type: none"> - CPU to conduct regular surveys to ascertain the attitude of Hong Kong people on families throughout the year - Other family-related surveys and reports will continue to be conducted as appropriate
Q1	<ul style="list-style-type: none"> - School Tour Drama by Chung Ying 	<ul style="list-style-type: none"> - To issue new circular requesting bureaux 	<ul style="list-style-type: none"> - To commission a consultancy study 	<ul style="list-style-type: none"> - Launching of the “Family Friendly 	<ul style="list-style-type: none"> - The four researches on child neglect,

2011	Promotion and Publicity	Family Perspective in Policy-making	Family Education	Pro-family/family support measures	Researches
	<p>Theatre</p> <ul style="list-style-type: none"> - Production and broadcast of APIs on family-friendly employment practices - Launching of “To Cook a Meal for Your Family”, with weekly newspaper supplement to be published from 7 January to 18 February - Finale of “To Cook a Meal for Your Family” to be broadcast at TVB Jade Channel on 20 February - Launching of the “Family Friendly 	<p>/department to pay due regard to family perspective in policy formulation</p>	<p>on family education</p> <ul style="list-style-type: none"> - The educational package of “親子篇” ready for uploading onto various channels at the Family Council Info Hub, Roadshow programme, community centres and Integrated Family Service Centres 	<p>Company Award Scheme”</p>	<p>elderly neglect, youth drug abuse and youth prostitution to be completed</p> <ul style="list-style-type: none"> - To commission a research company to gather data to formulate trend analysis on the awareness of the importance of family

2011	Promotion and Publicity	Family Perspective in Policy-making	Family Education	Pro-family/family support measures	Researches
	Company Award Scheme”				
Q2	- Broadcast of TV Family Drama at TVB Jade Channel	For Family Council meeting on 26 May- - Labour and Welfare Bureau to present how family perspectives have been taken into account in family-related services - HAB to present how family perspectives have been taken into account in its policy areas	- An education package which adopts the family therapy approach to deal with family problems to be made available for uploading onto the Happy Family Info Hub	- Adjudication of the Award Scheme in progress - To recommend family support measures to introduce after studying the reports on the researches	- Together with CPU and the four research teams, the Family Council to deliberate final findings of the four researches and make recommendations on family support measures to address the problems
Q3	- Publication of books with family theme	For Family Council meeting on 25 August-	- Consultancy study on family education	- Adjudication of the Award Scheme in	- Survey completed and to formulate the

2011	Promotion and Publicity	Family Perspective in Policy-making	Family Education	Pro-family/family support measures	Researches
		<ul style="list-style-type: none"> - Education Bureau to present how family perspectives have been taken into account in the policy area of education - Transport and Housing Bureau to present how family perspectives have been taken into account in the policy areas of housing and transport 	<p>completed</p> <ul style="list-style-type: none"> - Other series of educational packages ready for uploading onto various channels 	<p>progress</p>	<p>trend analysis on the awareness of the importance of family</p>
Q4	<ul style="list-style-type: none"> - Prize Presentation Ceremony of “Family Friendly Award Scheme” - Experience sharing sessions on 	<ul style="list-style-type: none"> - Bureaux concerned to present how they will take on board the recommendations made by the Council arising from the four 	<ul style="list-style-type: none"> - The Sub-committee on Family Support and the Family Council to formulate measures to fill the gaps 	<ul style="list-style-type: none"> - Prize presentation ceremony of the “Family Friendly Award scheme” - Experience sharing sessions on 	

2011	Promotion and Publicity	Family Perspective in Policy-making	Family Education	Pro-family/family support measures	Researches
	family-friendly employment practices	researches (child abuse, elderly abuse, drug abuse, youth prostitution)	<p>identified</p> <ul style="list-style-type: none"> - We will explore the possibilities for mapping out a framework for accreditation of family education courses in order to encourage more parents and family members to attend such courses with a view to building harmonious families - Other series of family educational package is ready for uploading onto various channels 	family-friendly employment practices	