

Family Council

Progress of Work of the Subcommittees under the Family Council

PURPOSE

This paper invites Members to note the progress of work of the Subcommittees under the Family Council.

SUBCOMMITTEE ON THE PROMOTION OF FAMILY CORE VALUES

2. The meeting of the Subcommittee on the Promotion of Family Core Values was held on 1 March 2012 to discuss the publicity plan of the “Love and Respect Thy Elders” (LARTE) Campaign.

Publicity Plan of the “Love and Respect Thy Elders” (LARTE) Campaign **“人人就位 孝愛互傳” 運動**

3. The Subcommittee discussed the publicity plan of the campaign and agreed that the central message of the campaign should focus on “Love”, “Concern”, “Respect” and “Care” (愛、關懷、尊敬、照顧) to elders. Details of the publicity programme are set out at **Annex**. A launching ceremony will be held on 11 August 2012 (Saturday) at the Kowloon Park to officially mark the commencement of the Campaign. Ms Miriam Yeung (楊千嬅) has been invited to sing the theme song especially written for the campaign. The song will also be used as the background music of the Announcements in the Public Interest (APIs) to be broadcast in August 2012. Preparation work of other publicity programmes are in the pipeline.

SUBCOMMITTEE ON FAMILY SUPPORT

Briefing to the Legislative Council Panel on Welfare Services on Findings of the Four Research Studies on Youth Drug Abuse, Youth Prostitution, Child Neglect and Elderly Neglect

4. At its meeting held on 12 March 2012, the Legislative Council Panel on Welfare Services was briefed on the findings of the four research studies, the new policy directions arising from the findings, and measures to support the new policy directions. To facilitate more in-depth analysis of the prevailing social problems, the Administration was requested to provide the full reports of the research studies, and consider commissioning local universities to conduct further studies on the underlying causes of family problems and make recommendations as appropriate. The Administration was also requested to provide a brief account of the work progress of the Family Council since its establishment in 2007. With the endorsement of the Subcommittee, the full reports were submitted to the Legislative Council on 27 March 2012.

5. The Subcommittee met on 10 April 2012 to deliberate the follow-up actions required. Regarding the suggestion to invite local universities to conduct further studies on the underlying causes of family problems, the Subcommittee would keep in view the need and consider commissioning further studies as appropriate. As regards the brief account of the work progress of the Family Council since its establishment, a paper would be prepared for consideration by the Family Council at its June meeting.

A Study of the Phenomenon of Divorce in Hong Kong

6. The Subcommittee agreed that a study on the phenomenon of divorce in Hong Kong, to be commissioned by the Central Policy Unit, should be conducted with the following objectives -

- (a) to identify the demographic and socio-economic patterns and trend of divorce in Hong Kong;

- (b) to understand the risk and protective factors of divorce in Hong Kong;
- (c) to understand the impacts of divorce on the affected individuals (including the couple and their children); and
- (d) to understand the associated needs of divorced families.

The total project cost is \$0.94 million. The study is expected to commence in June 2012 for completion in the second/third quarter of 2013. The Subcommittee will monitor the progress and report to the Family Council when the study is completed.

SUBCOMMITTEE ON FAMILY EDUCATION

Consultancy Study on Family Education

7. The draft report of the Consultancy Study was deliberated by the Subcommittee on 21 May 2012. Members' views were incorporated in the discussion paper FC 5/2012 for consideration by the Family Council at its June meeting.

Family Educational Packages

8. Production of the new series of family education package, namely "marital relationship (夫妻篇)" is in the pipeline. The package will be ready for public release in the third quarter of 2012.

WAY FORWARD

9. The Subcommittees will continue to oversee their respective programmes and activities. Members are welcome to convey their comments and suggestions to the Secretariat.

Family Council Secretariat
May 2012

**Publicity Programmes of
“Love and Respect Thy Elders” (LARTE) Campaign**

Programme	Date	Description
Launching Ceremony	11 August 2012	The LARTE Campaign will be launched. On the same occasion, a carnival with around 15 booths will be organized for the participation of families. The programme aims at encouraging and mobilizing every member of the family, particularly the younger generation, to respect the elders by putting “Love”, “Concern”, “Respect” and “Care” into practice.
Announcements in the Public Interest (APIs) and the theme song	August 2012	The API and the theme song will be broadcast on different media channels, including TV and radio with a view to conveying the message of love and respect thy elders and putting our filial roles into practice.
E-game and E-card Design Competition	Third to fourth quarter of 2012	Workshops and competitions on the production of e-game and e-card will be organized with an view to stimulating reflection on the filial roles of the younger generations.
“The Twenty-four Filial Exemplars” 「廿四孝故事」 essay writing competition and related workshops	Third to fourth quarter of 2012	(a) Roving exhibition featuring the traditional stories of “The Twenty-four Filial Exemplars” will be held at schools, Integrated Family Services Centres and public libraries, etc. (b) Interactive workshops with the participation of elderly volunteers will be organized. The elderly volunteers will tell stories of “The Twenty-four

Programme	Date	Description
		<p>Filial Exemplars” and share their personal experiences with children.</p> <p>(c) An essay writing competition on the contemporary stories of “The Twenty-four Filial Exemplars” will be organized to inculcate the youngsters with the messages to perform their filial roles.</p>
Feature articles on real life stories of celebrities	Third to fourth quarter of 2012	A series of advertorials featuring interviews with young celebrities on how they put their filial roles into action will be published in local newspapers.
Radio Programmes	Second to fourth quarters of 2012	Two series of radio programmes will be broadcast.
Closing Ceremony and Premiere of the LARTE musical	Fourth quarter of 2012	The finale will present awards to winners of various competitions under the Campaign. The LARTE musical will also be premiered.