

Family Council

Progress of Work of the Sub-committees under the Family Council

PURPOSE

This paper briefs Members on the progress of work of the two Sub-committees under the Family Council (“the Council”).

SUB-COMMITTEE ON THE PROMOTION OF FAMILY CORE VALUES AND FAMILY EDUCATION

2. The Sub-committee on the Promotion of Family Core Values and Family Education (“the Promotion Sub-committee”) met on 14 November 2018 to discuss the progress on the production of education package and 4-panel comics for promotion of family core values.

Education Package

3. The Hong Kong Federation of Youth Groups Media (M21) is the appointed producer for the education package on family core value of “Communication and Harmony”. The Promotion Sub-committee viewed the rough cuts of three episodes at the meeting and provided comments on the presentation of stories, arrangement of shots as well as the title of one episode. They also noted that M21 would invite experts or key opinion leaders to share some practical tips and produce optional post-episode interviews for each episode.

4. M21 took note of the Promotion Sub-committee’s comments for editing the three episodes and production of the remaining. The education package is planned to be launched by December 2018. A publicity plan to release the education package through various social media and channels will be worked out in conjunction with other publicity activities.

4-Panel Comics

5. As endorsed at previous Promotion Sub-committee's meetings, a specially-designed family icon entitled "But's family" (畢得鳥家庭) would be introduced to disseminate the Council's messages and promoting the family core values in a lively manner. Apart from publishing 4-panel comics featuring the family icon on family-related subjects or topical social issues on the Happy Family Info Hub, the characters of this family icon would also make comments on the Council's Facebook posts to attract attention and interact with our Facebook followers. To amplify the publicity effect, a "Family Icon Naming Competition" is being conducted on the Council's Facebook page. It is planned to formally launch the family icon at the Award Presentation Ceremony of the 2017/18 Family-Friendly Employers Award Scheme cum Family Fun Day on 8 December 2018.

6. The Promotion Sub-committee noted the synopsis and proposed content of thirteen episodes of 4-panel comics at its meeting on 14 November 2018. A total of three episodes would be published in the first month of the official launch of the family icon, i.e. December 2018. Thereafter, it will be published on a bi-weekly basis for 11 months from January to December 2019. Tips on enhancing family communications and building strong family relationships would be embedded in the 4-panel comics as appropriate.

SUB-COMMITTEE ON FAMILY SUPPORT

7. The Sub-committee on Family Support ("the Support Sub-committee") met on 8 November 2018 to examine the draft final report of "A Study on Family Research in Hong Kong: A Critical Review and Annotated Bibliography" (Bibliography Study) submitted by the research team of the Chinese University of Hong Kong.

8. The Bibliography Study aims at taking stock of family related researches in Hong Kong and identifying possible knowledge gaps which deserve further examination. Having conducted review of 3 181 pieces of publications published or released from 2000 to 2016 and interviews with relevant stakeholders, the research team identified 11 areas of issues with relatively limited coverage. To further advance the development of family and family-related studies in Hong Kong, the research team recommended that a longitudinal study was necessary to track change in family ideology in Hong Kong and a family research fund should be set up. It also encouraged adopting a positive and strength-based perspective in conducting family-related studies and provided suggestions on ways to improve research accessibility.

9. The Support Sub-committee supported the recommendations of the research team and shared its view that similar stocktaking exercise should be conducted regularly for establishing a local family-related research database. It suggested that the outcome of this Bibliography Study should be suitably publicised. The Council Secretariat would also arrange to create a user-friendly page on the Happy Family Info Hub for easy access to the database of family related researches prepared by the research team.

ADVICE SOUGHT

10. Members are invited to note the progress of the Sub-committees. The Sub-committees will continue to oversee their respective programmes and activities. Members are welcome to convey their comments and suggestions to the Secretariat.

**Family Council Secretariat
November 2018**