

## **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 7 December 2021 to discuss the progress of the production of the third storybook of “The But’s Family”, the 2022-23 Publicity Plan and the Council’s collaboration initiative with the Women’s Commission.

##### *Third Storybook of “The But’s Family”*

3. Having regard to the positive responses of the general public to the two storybooks of “The But’s Family” launched in January 2020 and February 2021 respectively, the Promotion Sub-committee agreed at its 26th meeting on 26 November 2020 to publish the third storybook of “The But’s Family” to cover primary four to six students with the theme of “Enhancement of Family Resilience”. With the endorsement by the Promotion Sub-committee on the proposed parameters, format, storyline, theme song, etc. at its meeting on 26 August 2021, the relevant service provider briefed the Promotion Sub-committee on the latest position on producing the storybook which included: (a) the story plot would cover a series of obstacles and challenges to be overcome by the two main characters of “The But’s Family”, i.e. the elder brother Nicky BUT and younger sister Heidi BUT, with detective and suspense elements; (b) a tailor-made theme song and an English version of the storybook would be produced and uploaded onto the Council’s website; (c) a new section on extended learning with articles/news covering the elements of STEM

(i.e. science, technology, engineering and mathematics knowledge) would be included at the end of the storybook; and (d) in addition to free distribution of hard copies of the storybook to the libraries of all primary schools, public libraries, etc. in Hong Kong, promotion would be carried out through the Council's Facebook page and different media and social platforms. Taking into account Members' comments, the Council Secretariat will take forward the project with the service provider with a view to launching the third storybook in the first quarter of 2022 tentatively.

#### *2022-23 Publicity Plan*

4. As an ongoing and sustained effort to foster a culture of loving families in the community and promote the family core values of "Love and Care", "Respect and Responsibility" and "Communication and Harmony", the Council has launched publicity campaigns covering a wider spectrum of themes over the past years. For the 2022-23 Publicity Plan, the Promotion Sub-committee agreed at its meeting on 7 December 2021 to (a) adopt the theme of "Strengthening Family Cohesion and Solidarity"; (b) collaborate with the Radio Television Hong Kong to launch a territory-wide publicity campaign; (c) continue to promote the Council and its activities through the Council's Facebook page; and (d) stage a roving drama series focusing on spread the messages on loving family culture and the importance of family core values to secondary one to three students and their family members.

#### *Collaboration Initiative with the Women's Commission*

5. To help generate more publicity and optimise the synergy effects of the work of the Council and the Women's Commission (WoC), the two advisory bodies agreed to collaborate in promoting a culture of loving family in the community through the production of a short video. With the attendance of a representative of the Working Group on Collaboration and Promotion of WoC, there was fruitful sharing of views and ideas on the proposed theme and format of the video at the Promotion Sub-committee meeting on 7 December 2021. The Council Secretariat will take note of the views gathered at the meeting and take forward the preparation work for the video.

### **SUB-COMMITTEE ON FAMILY SUPPORT**

6. The Sub-committee on Family Support (the Support Sub-committee) met on 13 December 2021 to discuss the progress of implementation of two sponsored projects under the Thematic Sponsorship Scheme to Support Family-related Initiatives.

## *Thematic Sponsorship Scheme to Support Family-related Initiatives*

7. Having regard to the satisfactory results of the Pilot Scheme on Thematic Sponsorship to Support Family-related Initiatives (the Pilot Scheme), the Support Sub-committee supported the launch of the Thematic Sponsorship Scheme to Support Family-related Initiatives (the Scheme) following largely the framework of the Pilot Scheme with refinements mainly in the evaluation mechanism of the approved projects. The Scheme aims to provide sponsorship to support non-profit making and worth-while family-related initiatives, with the objectives to heighten community awareness of family core values as well as to promote a pro-family environment and family well-being. There are three themes under the Scheme, namely, “Preventing and Resolving Family Conflicts/Disputes”, “Step and Split Families” and “Divorce Education”. The four projects approved under the Scheme, launched in January 2021, are expected to be completed in February 2022.

8. The Support Sub-committee noted, through the presentations made by two of the four sponsored organisations, namely, International Social Service Hong Kong Branch (香港國際社會服務社) and the Society for Truth and Light (明光社) at its meeting on 13 December 2021 that the two projects have been progressing well according to their respective schedules. The Support Sub-committee considered that the workshops organised by the two sponsored organisations were well-received by the participants whose feedback and responses were positive and encouraging. The two organisations were reminded to suitably review the effectiveness of their projects through the research being conducted.

### **ADVICE SOUGHT**

9. Members are invited to note the progress of the Sub-committees at paragraphs 3, 4, 5, 7 and 8 above. The Sub-committees will continue to oversee their respective programmes and activities. Members are welcome to convey their comments and suggestions, if any, to the Council Secretariat.

**Family Council Secretariat  
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