

## **Family Council**

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

#### **PURPOSE**

This paper invites Members to note the progress of work of the 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 held a meeting on 8 January 2015. In brief, the Sub-committee deliberated on the publicity plan for the promotion of family education package for families with new-born babies as well as the production of family education package for new arrival families.

##### *Publicity Plan for Family Education Package for Families with New-born Babies*

3. The Sub-committee noted that the production of the family education package (the package) for families with new-born babies produced by the Boys' & Girls' Clubs Association of Hong Kong (BGCA) had been completed and was pleased with the content and the presentation. It is expected that the package will be uploaded onto the "Happy Family Info Hub" in early February 2015. To further promote the package, the Sub-committee agreed that the following publicity plan should be adopted –

- (a) the video to be broadcast at 31 Maternal and Child Health Centres under Department of Health and 65 Integrated Family Services Centre under Social Welfare Department;
- (b) territory-wide publicity programmes in collaboration with Radio 2 of RTHK (including large-scale launching ceremony and radio programmes);
- (c) territory-wide workshops<sup>1</sup> to be organized by BGCA;
- (d) development of mobile applications; and
- (e) production of souvenirs (including baby journal<sup>2</sup> for distribution to parents of new-born babies, mommy tote bags, magnets, USB flash drive and plastic folders).

#### *Family Education Package for New Arrival Families*

4. The content of the family education package for new arrival families was endorsed. The Sub-committee agreed that the episodes should cover the themes of marital relationship, parenting and inter-generational support. That said, the role of father should not be overlooked. To make the presentation more interesting, the production house should consider presenting the advice of expert (專家的話) in a lively way. It is expected that the package would be available in the second quarter of 2015.

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

5. The Sub-committee on Family Support met on 6 January 2015. The Sub-committee discussed the proposed scope of the research on “Family Studies in Hong Kong: A Summary Analysis and Annotated Bibliography” as well as “Family Survey 2015”.

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<sup>1</sup> A total of 18 workshops will be organized in 18 districts. The workshops aim to provide tips on “parenting”, “marital relationship” and “inter-generational support”.

<sup>2</sup> The baby journal serves to provide tips to parents of new-born babies and record important milestone events of the new-born babies. It will be distributed at the 31 Maternal and Child Health Centres from June 2015 to May 2016.

*Family Studies in Hong Kong: A Summary Analysis and Annotated Bibliography*

6. The Sub-committee agreed that the “Family Studies in Hong Kong” (the Study) should be conducted with the aims of (a) building up a comprehensive database of family studies carried out since 2000 and (b) identifying the gap of knowledge for further research. The Central Policy Unit would commission the Study, including the building up of the database. The Study is expected to be commissioned in the second quarter of 2015.

*Family Survey 2015*

7. In line with previous Family Surveys conducted by the Family Council, the primary objective of the Family Survey 2015 (the Survey) is to collect updated and empirical information on the existing situation of families in Hong Kong. With deliberation by the Sub-committee, it was agreed that the Survey should be continued by enlarging the sample size from 2,000 to 3,000 respondents, with the following topics for in-depth analysis –

- (a) parenthood;
- (b) work-life balance; and
- (c) trans-generational issues (including values, relations and roles/function) in a family.

*20th Anniversary of the International Year of the Family*

8. 2014 marked the 20<sup>th</sup> anniversary of the International Year of the Family (IYF). To celebrate the occasion, the Family Council joined hands with the Social Welfare Department, the Consortium of Institutes on Family in the Asian Region as well as the Hong Kong Council of Social Services during the past year to launch a series of territory-wide publicity programmes and a Family Symposium to raise public awareness of family-related issues, enhance intergenerational solidarity and promote the balance between work and family. All the programmes received very favourable response. A closing ceremony was held on 26 December 2014 at the Queen Elizabeth Stadium. Apart from sharing of touching family stories, a musical on filial piety was also staged to promote the importance of family core values through the performance of young talents.

## **WAY FORWARD**

9. 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  
February 2015**