

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 13 March 2024 to discuss the progress of the 2024-25 Publicity Programmes organised in collaboration with the Radio Television Hong Kong (RTHK), and the publicity initiatives for 2024 International Day of Families.

Publicity Programmes Organised in Collaboration with RTHK

3. In response to the positive feedback on the past publicity initiatives collaborated with RTHK, the Council will continue to collaborate with RTHK to launch a series of publicity programmes, amongst other publicity initiatives, in 2024-25 to promote the theme of “Inheritance of Good Family Traditions and Customs” (「傳承優良家風」) and that 「傳承好家風」推廣運動 would be the Chinese title of the Council’s 2024-25 publicity campaign. The series of publicity programmes include:

- (a) a one-day special promotion for the 30th anniversary of the International Day of Families on 15 May 2024;
- (b) voice acting workshops and children’s radio drama from May 2024 to February 2025;

- (c) thematic segments in three popular radio programmes from May 2024 to March 2025, including the radio segment on family-friendly employment practices;
- (d) promotional trailers during specific festive seasons and family related short messages; and
- (e) souvenirs for distribution to participants of the programmes and members of the public as well as a dedicated webpage for the publicity programmes¹ on RTHK’s website and media platforms.

Publicity Initiatives for 2024 International Day of Families

4. To commemorate the 30th anniversary of the International Day of Families (國際家庭日) which falls on 15 May 2024, and promote the International Day of Families, the Council, and family core values to members of the public, the Promotion Sub-committee agreed to launch the related publicity initiatives through various channels. In addition to the one-day special promotion for the 30th anniversary of the International Day of Families at Radio 2 of RTHK on 15 May 2024, a two-minute tailor-made content with our publicity messages incorporated into the plot of the TV Programme “Come Home Love: Lo and Behold” (愛 • 回家之開心速遞) will be arranged on 15 May 2024. Besides, a series of five 20-second end-rollers with display of the Council’s logo, will be telecasted at the end of each episode of this TV Programme on 10 May and between 12 and 15 May 2024 (five days) promoting the International Day of Families, the Council and family core values.

5. Furthermore, the Council Secretariat will leverage on the Council’s Facebook page and Instagram account to post feeds to promote the 2024 International Day of Families to followers of the Council’s social media platforms and the society at large. A pop-up banner on the International Day of Families will also be launched at the landing page of the Council’s Happy Family Info Hub from 1 to 15 May 2024. The Council Secretariat will continue to capitalise on various online marketing channels, viz. search engine marketing and on-line banner advertisements at suitable websites, such as local newspapers, education and parenting websites, etc. to promote the 2024 International Day of Families in a dynamic and coherent manner.

¹ The dedicated webpage for the programmes will be promoted through RTHK’s media platforms and the Council’s Facebook page and Instagram account.

SUB-COMMITTEE ON FAMILY SUPPORT

6. The Sub-committee on Family Support (the Support Sub-committee) met on 29 February 2024 to discuss the progress of two projects sponsored under the Thematic Sponsorship Scheme to Support Family-related Initiatives 2022 (the Scheme).

7. Two sponsored organisations, namely Yan Chai Hospital Social Services Department (仁濟醫院社會服務部) (Yan Chai) and the International Social Service Hong Kong Branch (香港國際社會服務社) (ISSHKB) briefed the Support Sub-committee on the progress of their projects on 29 February 2024. For the project entitled “Share Your Love” (仁人 FUN 享 • 愛) by Yan Chai, it aims to promote physical, mental and spiritual health of parents and their children who are kindergarten or primary school students so as to maintain good family relationships as well as to strengthen family cohesion and resilience. The Support Sub-committee noted that a four-session workshop and volunteer visits were held to apply the theories that parents learnt in the workshop. The feedback from participants is positive. The production of a booklet and educational materials for parents and practitioners of the education sector is underway. As regards the project entitled “4Rs for Better Family” (「家好之四重」) by ISSHKB, it aims to enhance the emotion management, communication and conflict handling skills of members of new arrival families who have stayed in Hong Kong for less than seven years with a view to reducing family conflicts and improving family relationships. Workshops are being organised between June 2023 and May 2024 for participants who were randomly assigned to join either the counselling group or handicraft group respectively. Other initiatives of the project include sharing session by social workers, as well as production of educational materials. The Support Sub-committee considered that both projects were progressing well and reminded the two organisations to continue to review the feedback of participants so as to ensure the effectiveness of the projects.

ADVICE SOUGHT

8. Members are invited to note the progress of the Sub-committees at paragraphs 3, 4, 5 and 7 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
April 2024