

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) was originally scheduled to meet on 6 August 2020 to discuss the progress of the Management of the Council's Facebook page and the Second Storybook and Theme Song of "The But's Family" under the 2020-21 Publicity Plan of the Council. However, the Sub-committee meeting was cancelled due to the COVID-19 epidemic and the relevant discussion papers have been circulated to the Sub-committee Members for comments.

Management of the Council's Facebook page

3. In view of the positive responses from the Council's Facebook followers in the past year, the Promotion Sub-committee agreed the continued use of the Council's Facebook page as one of the publicity means under the theme "Respect and Responsibility" in 2020-21. Diversified newsfeeds on different thematic topics in the forms of comics and illustrations of "The But's Family", game posts with souvenir as gifts, chatbot posts, informative posts, featured interviews, seasonal post, animated videos, etc. will be published at the Council's Facebook page to disseminate the Council's messages in a more lively and attractive manner. Besides, digital marketing plan will be implemented to promote the Council's Facebook page and website in order to enhance the reach out capability of the Council on social media.

The Second Storybook and Theme Song of “The But’s Family”

4. Having regard to the encouraging and positive responses of the general public to the first storybook of “The But’s Family” entitled “The Secret of the But’s Dinner” 《畢得鳥晚餐的祕密》, the Promotion Sub-committee agreed to publish a second storybook featuring “The But’s Family” to tie in with the theme of the 2020-21 publicity campaign, i.e. “Respect and Responsibilities”. The second full-colour storybook will be suitable for reading by primary one to three students aged about six to eight on their own for leisure purpose, or more preferably with the guidance of their parents, teachers or elder family members to promote interaction and communication between them. In order to reach out to a wider spectrum of audiences and to promote parent-child interaction, electronic and English versions of the storybook, a tailor-made theme song, storytelling audio clips (in Cantonese, English and Putonghua) as well as an activity book (including fun games and challenging exercises, e.g. spot the difference, matching and puzzle, etc.) will also be produced. These resources will be uploaded onto the Council’s website for free access by members of the public. It is expected that the storybook and the related resources will be launched in February 2021 tentatively.

SUB-COMMITTEE ON FAMILY SUPPORT

5. The Sub-committee on Family Support (the Support Sub-committee) was originally scheduled to meet on 29 July 2020 to discuss the progress of the Consolidation of Findings of Family Surveys Conducted since 2011. Having regard to the COVID-19 epidemic situation, the Sub-committee meeting was cancelled and the relevant discussion paper has been circulated to the Sub-committee Members for comments.

Consolidation of Findings of Family Surveys Conducted since 2011

6. The Support Sub-committee endorsed the commissioning of an exercise to consolidate the findings of the Family Surveys conducted since 2011 (the Consolidation Exercise) with the main objectives to ascertain the attitude of respondents on various aspects of family over the years and to provide recommendations on how future Family Surveys should be positioned and conducted. The Department of Applied Social Sciences of the Hong Kong Polytechnic University was engaged as the service contractor through a quotation exercise and kick-started the exercise in April 2020 with a view to completing it in six to nine months’ time, i.e. end 2020. The Consolidation Exercise is progressing according to schedule. It is expected that the draft final

report will be ready for comment by the Support Sub-committee in October 2020 while the final report will be available by end December 2020.

ADVICE SOUGHT

7. 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 Council Secretariat.

**Family Council Secretariat
September 2020**