

**For discussion on
26 May 2015**

Paper FC 7/2015

Family Council

Asian Award for Advancing Family Well-Being Project (3A Project)

INTRODUCTION

The powerpoint presentations prepared by the Consortium of Institutes on Family in the Asian Region on the 3A Project, and by the Hong Kong Federation of Youth Groups on the uTouch Cyber Youth Outreaching Project are at **Annexes A and B** respectively.

ADVICE SOUGHT

2. Members are invited to provide comments and views.

**Family Council Secretariat
May 2015**



Asian Award for Advancing Family Well-Being (3A Project)

26 May, 2015 (Tuesday)
2:30pm
Family Council Meeting

3A Project - A CIFA Initiative since 2010

- **Slogan:**
 - Aspiration for Sustainability, Innovation and Applicability (ASIA)
- **Objectives:**
 - To identify and give recognition to outstanding initiatives that have advanced an innovative idea, model or paradigm that enhances family well-being
 - To encourage sharing of experience and good practice on developing family work
 - To sustain the momentum of innovation and knowledge transfer among different countries in Asia Region.



3A Project

- **Project Scope:**
 - a. Promote and enhance family functions
 - b. Encourage cross-sector/professional collaboration
 - c. Support families at special circumstances
 - d. Confront adverse family situations and social exclusions
 - e. Embrace changes for family sustainable development
 - f. Any other areas related to family strengthening and betterment



“Converging Professional Wisdom for Family Well-Being”

Summary of 3A Project

Year	No. of entries	No. of regions/countries	Final Adjudication & Award Presentation Ceremony	Sponsor
2010	27	6	2 nd Regional Symposium at University of Tokyo	WSE
2012	31	4	3 rd Regional Symposium at National University of Singapore	WSE
2014	39	6	4 th Regional Symposium at East China University of Science & Technology	WSE as Title Sponsor



“Converging Professional Wisdom for Family Well-Being”

Awards for 3A Project

Type	No. of Awards	Prizes
Gold Award	1	Designated Cash Award: US\$3,000 Award Trophy; Award Certificate; One-year Free CIFA Membership
Silver Award	1	Designated Cash Award: US\$2,000 Award Trophy; Award Certificate; One-year Free CIFA Membership
Bronze Award	1	Designated Cash Award: US\$1,000 Award Trophy; Award Certificate; One-year Free CIFA Membership
Outstanding Award	5	Award Trophy; Award Certificate; One-year Free CIFA Membership
My Favourite Project (introduced in 2012)	1	Award Trophy Award Certificate
Best IYF Project (commemorate 20 th Anniversary of IYF)	1	Award Trophy Award Certificate



“Converging Professional Wisdom for Family Well-Being”

Adjudication Panel for 3A Project:

- Chairperson of CIFA Council
- Representative of Sponsor
- Respectable professionals/ individuals in related fields from Hong Kong, Japan, Korea and Singapore



“Converging Professional Wisdom for Family Well-Being”

Sustainability of 3A project

- Exchange Program/Sharing Sessions/Agency Visits (sponsored by and co-organized with Family Council)
- Production & Distribution of Brochures/DVDs/Display materials
- Uploading onto CIFA & Family Council websites
- Coverage in media/newsletters/journals
- Replication in other organizations/countries eg. Family Achievement Award of Singapore, 3SEM Project of Korea
- Extension of program with new funding
- Publication submitted to UN



“Converging Professional Wisdom for Family Well-Being”

Related Links:

<http://www.cifa-org.net>

http://www.familycouncil.gov.hk/tc_chi/index.htm



“Converging Professional Wisdom for Family Well-Being”



“Converging Professional Wisdom for Family Well-Being”



“Converging Professional Wisdom for Family Well-Being”



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uTouch cyber youth outreaching project

8/2011-7/2015



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“Enhancing well-being for families
involves taking a holistic approach
to supporting each individual.”

(U.S Department of Health and Human Services, 2014)





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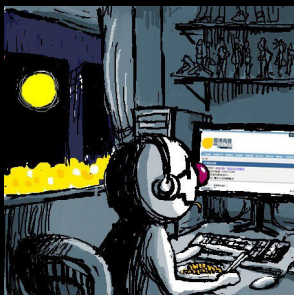
Youth is part of the family
Enhancing their well-being

=

Promoting the well-being of family and
society



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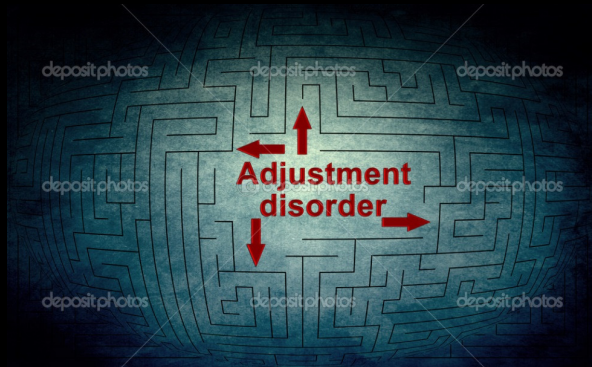


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Challenges Today





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Revolutionary Youth Service -Proactive Outreach Approach

- Proactive way to offer preventive measures and tailor-made services Online
- To early identify and engage the youth at risk
- To fill in the service gap of existing social service in dealing with Youth-at-risk
- To promote positive and caring online atmosphere



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Counselling Services supported by SWD

Pilot Cyber Youth Outreaching Project (uTouch)

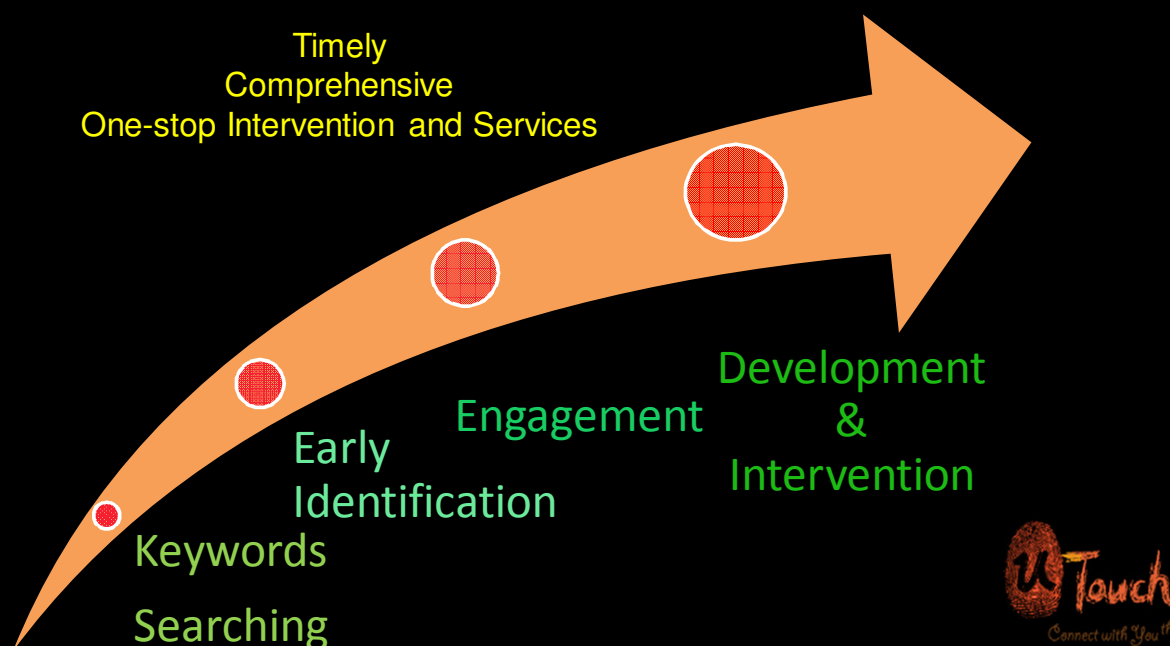
- Supported by Lotteries Fund from 2011 to 2014
- Connect online youth via self-developed youth portal, mobile app and social media platform, e.g facebook, whatsapp
- Identified 16,958 high risk links as at March 2015
- Engaged 4,339 online at-risk youths

Manned by 4 professional and 1 technical staff





The Process of Online Outreach



Incorporate IT with Traditional Counselling Four Infra-structures

1. uTouch Casework Management & Discovery System	2. uTouch Portal
3. Online Social Workers Authentication Mechanism	4. "Something" Mobile App



1. uTouch Casework Management & Discovery System

- Early Identification (Emotional, Family, Behavioral, Addictive, social withdrawal, etc)
- Monitor the quality of services

uTouch Discovery and Management System

我的訊息 搜索 潛在危機個案 個案記錄系統 統計及數字 問題種類

個案記錄系統

個案編號 階段 詳情 建立人 個案主要問題 詳情

建立新的個案 只顯示最低個案

個案編號	階段	案主網名	個案主要問題

以關鍵字搜尋潛在危機個案

關鍵字: fun with chem

不要包括的關鍵字:

目標網站: 請選擇...

日期範圍: 請選擇... 過去 日內的結果

搜尋 清除

常用關鍵字

Diy 德 毛 毒 持 負 能 量 不 開 心 暗 鬧 心 灰 燼 無 用 演 協 險 心 孤 獨 無 聊 轉 痛 苦 驚 心 碎 眼 嚙 到 失 眠 界 手 想 死 白 晝 失 戀 白 隱 無 價 值 類 渣 渣 唔 知 失 業 無 野 做 無 mood 好 down 升 唔 返 ml cc 69 1 0 10 morey hay 等 錢 洗 個 野 好 癲 恥 笑 唉 分 手 心 痛 無 緣 誤 善 女 抄 票 交 友



2. uTouch Portal

- Stability of the service
- Instant Chat
- Appointment by reservation
- Multi-media (Online-Youth magazine, Self-assessment test, Positive video and articles)

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uTouch 網上外展輔導服務

立即下載 thing 輔導x多媒體 即時求助手機程式

WHATSAPP 即時輔導 62778899

HONG KONG ICT AWARDS 2014 香港資訊及通訊科技獎

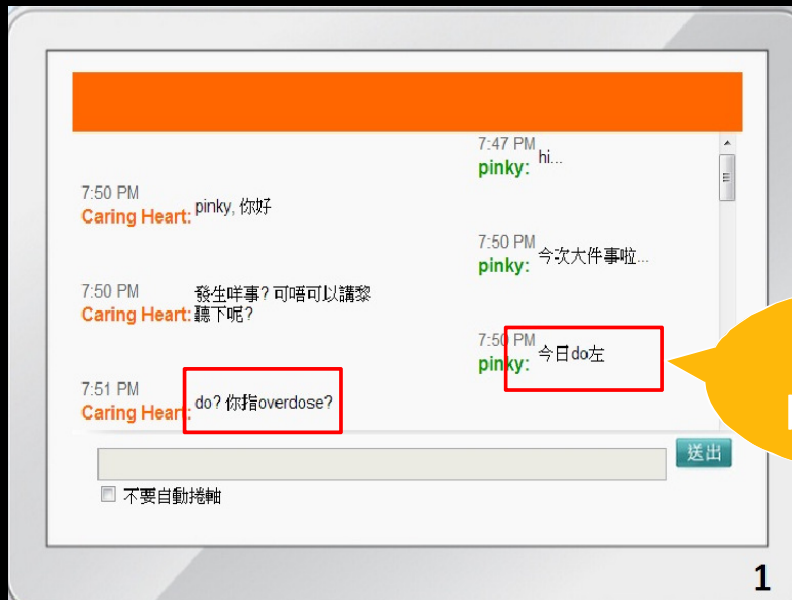
你的名稱 性別: 男 女 類別: 小學 初中 高中 大學 其他 選擇在線社工: 社工經驗 匯交

媒體區

uTouch 的片集 uTouch 的影片 《社文媒體有幾危? 網上性危機》 《社文媒體有幾危? 網... YouTube

自我測試 輔導電台 輔導文章 輔導新聞 我的社工 網絡義工 戀愛討論區 自助輔導工具 我的屋

Online Case Sharing



Suicidal behavior

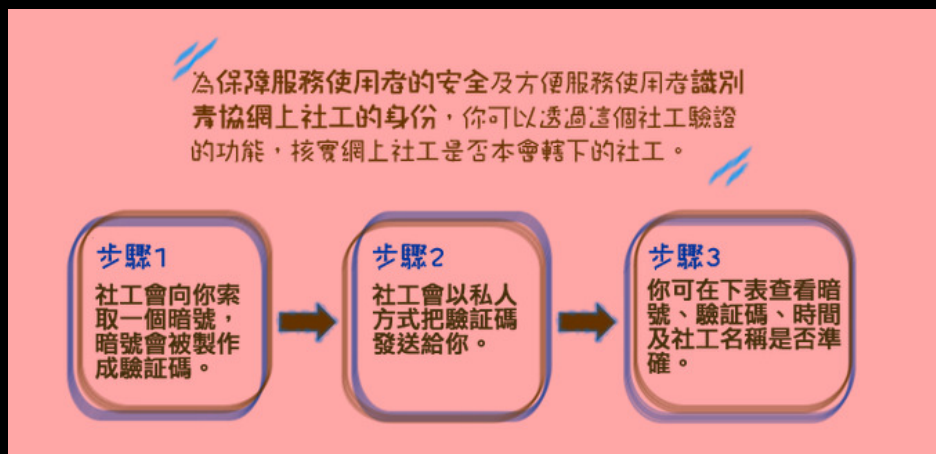
Online Case Sharing



At risk behavior

3. Online Authentication Mechanism

- Ensure the safety of the service users
- Verify the identity of online social worker



4. Something Mobile App

- Tailor-made for Youth
- Era of mobile internet
- Instant mobile help-seeking channels





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簡單幾個步驟，即有機會贏大獎！

1. 先至 Apple App Store 下載或重新下載 Something 程式
2. 開啟 Something 程式後，比賽詳情將會自動出現，包括參加辦法、網上投票方法、比賽獎品及規則等
3. 你亦可點擊右下角圖示，細閱比賽詳情，然後就可直接由 DrawSomething 開始畫畫
4. 選左上角的「我要畫畫」
5. 完成作畫後，必須點擊右下角的「個人資料」
6. 請繼續顯示填寫中文姓名及電話號碼
7. 同樣須在右下角點擊「分圖」，並選擇「報名參賽」，然後按「Done」，才能成功提交作品
8. 填妥所有資料後，點擊中間圖示的「提交」圖，作品便會盡快於本網站出現

比賽獎品：
Instax mini 8



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Online at-risk youths that we served

Items	No.
Total number of at-risk youths identified online	16958
Total number of at-risk youths engaged through online outreaching approach	4339
Total number of at-risk youths receiving web-based counselling service	1298
Total number of at-risk youths receiving face-to-face counselling service	223

Until 31/3/2015



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What did the service user think and feel about us?

Items	Percentage
Percentage of Service users reporting/expressing satisfaction towards the services after receiving online/web-based counselling service	93%
Percentage of Service users indicating positive changes after receiving online/web-based counselling service	93.5%

Assessment Methods: Questionnaires/Client's Feedback/Workers' Assessment



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2014 Wofoo Asian Award for Advancing Family Well-being : **Gold Award and My favorite project**

HK ICT awards 2014 : **Golden Awards in Social Inclusion**

Asia Pacific Information and Communications Technology Awards 2014: **Champion (Inclusion and Community)**





Values of uTouch

- Youth problems are fast changing and hidden, while **counselling has to be easy and accessible**
- **Integration of technology and professional knowledge** is essential to engage at-risk youth in the media era
- Youth counselling from reactive to **proactive** approach



Social Service Goes Online





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INVISIBLE



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VISIBLE



DID YOU KNOW?

Social Anxiety is the
third largest mental
health problem in
the world today.





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Contact Us

Portal : utouch.hk

WhatsApp : 62778899

Email : utouch@hkfyg.org.hk

Telephone : 27883444



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Thank you. See You in the Online World

