

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 25 May 2021 to discuss the promotion of the International Day of Families, Second Storybook and Theme Song of “The But’s Family”, Story Creation-cum-Story Telling Competition and Family Core Values on television and radio platforms, as well as the launch of the family education videos on “Enhancement of Family Resilience”.

Promotion of the International Day of Families, Second Storybook and Theme Song of “The But’s Family”, Story Creation-cum-Story Telling Competition and Family Core Values on television and radio

3. To widely publicise various initiatives under the Council’s 2021-22 Publicity Plan, publicity campaigns through television/radio platforms and online channels have been arranged including the promotion of the International Day of Families (國際家庭日) on 15 May 2021, the second storybook of “The But’s Family” (畢得鳥家庭) entitled “Secret to Perfection of The But’s Family” (《畢家滿分的祕密》) and its tailor-made theme song “滿分的愛”, the Story Creation-cum-Story Telling Competition (the Competition) to be launched in end June 2021, as well as the family core values of “Love and Care”, “Respect and Responsibility” and “Communication and Harmony”. HK Television Entertainment Company Limited (ViuTV) and Hong Kong Commercial Broadcasting Co. Ltd (Commercial Radio) were

commissioned through quotation exercises for promoting the aforesaid publicity initiatives on television and radio channels respectively. To achieve greater promotional impact, various online marketing channels, viz. search engine marketing, on-line banner advertisements at suitable websites and video advertisement tools are also used to widely promote the Council and the Council's messages in an interactive, dynamic and coherent manner. Besides, the Council will continue to leverage on its Facebook page, website and YouTube channel to promote the Council's publicity initiatives to followers of the Council's social media platforms and the community at large.

Family Education Videos on "Enhancement of Family Resilience"

4. To advocate the importance of strong family relationships and bonding which are indispensable in building family resilience and coping with adversity and challenges, a series of short videos entitled "Family: A Hub to Cheer You Up" (「家・給你打氣」家庭教育短片) which echoes with the theme and title of the Council's 2021-22 Publicity Campaign, i.e. "Enhancement of Family Resilience" and 「家・給你打氣」推廣運動, was launched in June 2021. This series of family education videos comprises eight episodes of around four minutes each, featuring celebrities, young people and persons of different backgrounds to share their family experiences, difficulties that they had encountered and how they overcame these hard times with their families. Practical tips on how to "bounce back" from tough times in a collective and positive way are also provided in the videos. After the launch of five videos at the Council's website and YouTube Channel in June 2021, the remaining videos will be released by phases from July to August 2021.

SUB-COMMITTEE ON FAMILY SUPPORT

5. The Sub-committee on Family Support (the Support Sub-committee) met on 4 June 2021 to discuss the progress of preparing a new round of Family Survey, i.e. Family Survey 2021.

Family Survey 2021

6. Upon endorsement of the Final Report of the "Consolidation of Findings of Family Surveys Conducted since 2011" (the Consolidation Exercise) by the Support Sub-committee in March 2021, the Council Secretariat has prepared a draft project brief for the Family Survey 2021 according to the recommendations of the Consolidation Exercise. The draft project brief which included information on the objectives, scope, methodology,

questionnaire design, sampling design, etc. of the general survey and thematic survey under the Family Survey 2021, was discussed at the Sub-committee meeting on 4 June 2021. Taking into account Members' comments rendered at the meeting, the Support Sub-committee agreed on the objectives, scope and questionnaire design of the Thematic Survey; and the provision of incentives for respondents of the Thematic Survey. After appointment of a contractor, it is estimated that the related fieldwork of the Family Survey 2021 would be conducted from November 2021 to February 2022, and the preliminary findings would be ready in April 2022 tentatively.

ADVICE SOUGHT

7. Members are invited to note the progress of the Sub-committees at paragraphs 3, 4 and 6 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
June 2021**