

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 26 May 2022 to discuss the Council's promotional initiatives for the period between December 2021 and May 2022, and the progress of the collaboration between the Council and the Women's Commission (WoC).

Report on Promotional Initiatives between December 2021 and May 2022

3. To reach out to different sectors of the community and optimise the promotional effects, publicity campaigns through television, radio, public means of transport and online channels were arranged between December 2021 and May 2022 to widely promote various publicity initiatives of the Council, including the launch of the third storybook of "The But's Family" (畢得鳥家庭) entitled "Secret of The But's Family to Forget Worries" (《畢家忘憂祕笈》) and its tailor-made theme song "快樂的祕訣" (the third storybook and theme song); the theme of the Council's 2021-22 Publicity Campaign "Enhancement of Family Resilience" with the Chinese title "家·給你打氣"; the family core values of "Love and Care", "Respect and Responsibility" and "Communication and Harmony"; as well as the International Day of Families (國際家庭日) which falls on 15 May every year.

4. For publicity campaigns through television, a tailor-made television programme “不得了 Family” was produced and broadcast at Channel 99 of ViuTV on three consecutive Sunday nights between late February and mid-March 2022. In collaboration with RTHK, audio segments, audio promotional clips and pre-recorded video programme were produced to publicise the results of the Story Creation-cum-Story Telling Competition of "Secret to Perfection of The But's Family"; the launch of the third storybook and theme song; as well as the 2022 International Day of Families. Targeting at the mass audience, the Council leveraged on various forms of mobile advertising media comprising different means of transport in the forms of bus and tram body promotional banners, bus seat-back stickers as well as train door window stickers to reach out to different sectors of the general public from December 2021 to February 2022. In addition, various online marketing channels, viz. search engine marketing, on-line banner advertisements at suitable websites and video advertisement tools were capitalised on to widely promote the Council in an interactive, dynamic and coherent manner.

Collaboration with the Women’s Commission – Proposed Content of the Promotional Video

5. Upon discussion with the representative of the WoC at the Promotion Sub-committee meeting on 7 December 2021, it was agreed that a short video would be produced as a collaboration between the Council and WoC. To take the matter forward, the Promotion Sub-committee discussed and agreed at its meeting on 26 May 2022 that the duration of the video would be around four to five minutes and in the form of quick questions and answers (“快問快答”) at the beginning to arouse the interests of the audience, followed by a featured interview to exchange views between the representatives from Council and WoC. The video entitled “「家·凝聚愛」之雙職媽媽” would be launched at the Council’s and WoC’s websites and promoted through the Facebook pages of the two advisory bodies in late July/early August 2022 tentatively.

SUB-COMMITTEE ON FAMILY SUPPORT

6. The Sub-committee on Family Support (the Support Sub-committee) met on 30 May 2022 to discuss the progress of the Family Survey 2021 and a sponsored project under the Thematic Sponsorship Scheme to Support Family-related Initiatives.

Progress Update on Family Survey 2021

7. Following the recommendations of the final report of “Consolidation Exercise of Findings of Family Surveys conducted since 2011” and the deliberations of the Support Sub-committee at its meeting held on 1 March 2021, a Consultant was commissioned in July 2021 to conduct the Family Survey 2021. The Consultant conducted the fieldwork to collect quantitative data for the general and thematic surveys from November 2021 to mid-April 2022. After conducting the questionnaire survey, the Consultant would collect qualitative views through focus group discussions with the respondents and conduct in-depth interviews with relevant stakeholders in order to enable the triangulation of quantitative and qualitative data.

Sponsored Project under the Thematic Sponsorship Scheme to Support Family-related Initiatives

8. The Support Sub-committee noted, through the presentation made by one of the four sponsored organisations, namely, Christian Family Service Centre Family Energizer (基督教家庭服務中心活力家庭坊) (CFSC) that the project was successfully completed in February 2022 with very positive responses and encouraging feedback. The Support Sub-committee considered that the workshops organised by CFSC were well-received by the participants who found the workshops very useful and provided them with a platform to share their feelings and experience with those of similar background. The results of the research on the effectiveness of the project also indicated that the workshops did have positive impact on the participants in areas such as “parent-child conflict”, “parent-child relationship” and “parenting stress”.

ADVICE SOUGHT

9. Members are invited to note the progress of the Sub-committees at paragraphs 3, 4, 5, 7 and 8 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
July 2022