

Family Council launches "BB Family Club" Campaign (with photos)

The following is issued on behalf of the Family Council:

To relieve the pressure on families with newborn babies, the Home Affairs Bureau (HAB) and the Family Council have launched the territory-wide "BB Family Club" Campaign with the aim of promoting positive messages and values on family formation. A launching ceremony for the Campaign was held this afternoon (May 17).

The Chairman of the Family Council, Professor Daniel Shek, said during the launching ceremony that a happy family is the best gift to children and is also an important element to the healthy development of children. He encouraged parents with newborn babies to cherish and enjoy their special parenting moments.

Professor Shek also said that the Family Council will collaborate with the HAB this year to actively promote the family core values in the community to complement the population policy.

The Family Council will join with other stakeholders to organise a series of promotional activities. Through these activities, the Family Council hopes to work with parents of newborn babies to create a happy family. The activities include:

(a) the family education package for families with newborn babies (the Package) covering parenting education, marital relationship and inter-generational support aims to help new parents understand and adapt themselves to their new roles, and also encourage them to embrace the new challenges brought by the new baby to the family;

(b) based on the content of the Package, the Family Council

will collaborate with the Boys' & Girls' Clubs Association of Hong Kong to organise a series of workshops in various districts from June 14;

(c) baby journals will be distributed to mothers-to-be registered at the territory's Maternal and Child Health Centres for antenatal services from mid-June 2015 to mid-June 2016; and

(d) in collaboration with Radio Television Hong Kong, a series of promotional activities will be organised including the radio programmes "BB First Experience" and "Doll Secret Tips".

For details of the Campaign and the family education package, please refer to the Family Council's "Happy Family Info Hub" (www.familycouncil.gov.hk).

Ends/Sunday, May 17, 2015

Issued at HKT 17:06

NNNN

