

## **Prevention of Child Pornography Bill The Publicity Plan After Enactment of the Bill**

At the 11<sup>th</sup> Bills Committee meeting held on 18 February 2003, Members requested the Administration to provide information on the publicity plan after the Bill was enacted.

2. In order to promote public awareness of the implementation of the Prevention of Child Pornography Bill after its enactment, we intend to carry out some appropriate publicity on the key contents of the Bill, including the message that possessing child pornography is a criminal offence. The proposed publicity plan will involve the following:

a) Announcement in the Public Interest (API)

We plan to produce an API for broadcasting on television and radio. The API will promote the general message regarding the commencement of the Bill. We will focus on the most important elements in working out the theme of the API while the more detailed information may be disseminated in the pamphlet mentioned below. Assistance may also be sought from Internet Service Provider (ISP) Association to disseminate a similar message on line.

b) Posters

We plan to produce posters which will be distributed and put up at appropriate public places, including the Public Enquiry Centres (PESCs) of Home Affairs Department. Cooperation of shops selling printed and electronic visual materials will be sought to assist in dissemination of the relevant message to the public by putting up these posters.

c) Pamphlet

We plan to produce a pamphlet which may contain more detailed information of the Bill e.g. the definition of child pornography, the offences, the defence provisions and penalty levels, and the prohibition of child sex tours. Again, we intend to seek the cooperation of vendors so that copies of this pamphlet may be made accessible to their customers. Copies of the pamphlet will also be distributed for public access at the PESCs of Home Affairs Department and Police stations.

3. In addition, a press release will be issued to inform the public of the enactment of the Bill. Relevant information will also be put onto the Internet website of Security Bureau, with hyperlinks to major organizations offering further information or assistance.

4. Apart from the above, the Police will set up a hotline at the initial stage after commencement of the Bill to handle enquiries and non-urgent reports of suspected cases under the Bill. For urgent cases, members of the public are advised to report to the nearest police station or dial 999 in case of emergency. The preliminary plan is to run the hotline for 12 months after enactment of the Bill. Information of this hotline will also be printed on the pamphlet to let the public be aware of this hotline. Subject to further discussion with Radio Television Hong Kong (RTHK), appropriate coverage will also be arranged in the Police Magazine to inform the public of the enactment of the Bill.

5. With the above publicity plan, we consider that the public may generally be informed of the enactment of the Bill and be vigilant of child pornography. It may also minimize the risk of people being inadvertently involved with child pornography.

Security Bureau  
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