

**For discussion
on 11 May 2009**

LC Paper No. CB(2)1451/08-09(05)

Legislative Council Panel on Welfare Services

Work Progress of the Family Council

Purpose

This paper briefs Members on the progress of work of the Family Council.

Background

2. At the meeting of the Welfare Services Panel on 14 February 2008, Members noted that the Family Council would seek to rationalize the work relation between the Council and the Elderly Commission (EC), the Women's Commission (WoC) and the Commission on Youth (CoY). The Administration was requested to revert to this Panel on the work progress of the Family Council.

Recent Developments

3. As an advisory body to the Government, the Family Council provides a high-level platform for discussion of major issues from the family perspective and strategic directions and priorities on family-related policies. Provision of services to support families will continue to be financed and delivered by different relevant service providers and delivery agents.

4. The Family Council has identified family core values¹, discussed ways to achieve a pro-family environment and made recommendations on better synergy of work between the Council and the EC, WoC and CoY (the Commissions). A list of initiatives currently undertaken by the Family Council and major stakeholders to promote family core values and cherishing the family as a main driver for social harmony is enclosed at **Annex** for Members' reference. On the working relationships with the Commissions, the Council recommended that while they should continue to perform their roles in relevant sector-specific areas, they could form a closer alliance with the Family Council and make more concerted efforts to help enhance support services for families having regard to the advice of the Family Council pertaining to family core values and family-based programmes, in order to achieve greater synergy of work between the Family Council and the Commissions. The Commissions would help identify deliverables through their on-going programmes to meet objectives on family-related matters set by the Family Council as appropriate. Should the Council wish to initiate collaborative projects to foster family-related support and education measures, the Government and the Commissions would render full support to the Council and devise relevant projects where resources permit.

5. To facilitate communication and co-operation between the Commissions and the Council, the Chairpersons of the Commissions have been appointed as ex-officio members of the Family Council with effect from 1 April 2009. The working relationship between the Family Council and the Commissions will be kept under review.

¹ The Council recognized that family is the cornerstone for social harmony. Toward this end, the Council has identified the following as the family core values as the key elements to a healthy and happy family life - Love and Care (愛與關懷); Respect and Responsibility (責任與尊重); and Communication and Harmony (溝通與和諧).


Way Forward

6. The Family Council will continue to work with relevant stakeholders to further promote and publicize family core values in a sustainable manner, identify ways to enhance effectiveness and co-ordination of family education in particular parental education, and ways to foster pro-family measures. To facilitate the work of the Council, consideration will be given to setting up sub-committees and co-opting talents and advice from experts and professionals outside the Council on need basis to conduct more in-depth deliberations on the above areas.

7. The Government and the Family Council will continue to work closely with relevant stakeholders to promote pro-family environment, and enhance public awareness and promote better public understanding and culture in cherishing families as a main driver for social harmony.

Home Affairs Bureau
May 2009

Initiatives to Promote Family Core Values

Date	Initiatives
1. 6 Dec 2008	<ul style="list-style-type: none"> ● Launching family core values and messages <p>愛多啲 一家人呀 Loving Family 愛要感受得到、人要見得到、關心要聽得到 Feel it; Hear it; Hug it.</p> 
2. 6 Dec 2008 – 28 Feb 2009	<ul style="list-style-type: none"> ● Photograph competition to promote happy and healthy families
3. End 2008	<ul style="list-style-type: none"> ● Family 愛+人 Project by the Hong Kong Jockey Club
4. Dec 2008-Jan 2009	<ul style="list-style-type: none"> ● Promotion of family core values in radio programmes
5. 10 Feb 2009	<ul style="list-style-type: none"> ● Competition on “Smiling Families” to promote family core values 《最靚笑容選舉》
6. 22 February 2009	<ul style="list-style-type: none"> ● 百人家庭祝福大行動 by the Hong Kong Family Welfare Society
7. Feb to Mid-2009	<ul style="list-style-type: none"> ● Radio interview programmes with celebrities on family core values ● Publication of articles in newspapers and magazines on family core values
8. 27 Apr 2009	<ul style="list-style-type: none"> ● Broadcast of announcements of public interests to promote how a supportive, loving and harmonious family could give us strength to face up to challenges and adversities, and be our shelter under hardship ● Theme of API: “家·給你力量” “Family gives you strength”
9. 10 May 2009	<ul style="list-style-type: none"> ● Prize presentation ceremony and roving exhibition of the winning entries of the Family Photo Competition

Date	Initiatives
10. Mid-2009	<ul style="list-style-type: none"> ● Polls and surveys on HK people's perception of family and family core values
11. Mid-2009	<ul style="list-style-type: none"> ● Preparatory work for production of a book series on family core values
12. Mid-2009	<ul style="list-style-type: none"> ● Preparatory work for production of TV mini-series / movies to promulgate family core values
13. Mid-2009	<ul style="list-style-type: none"> ● Broadcast of one-minute message on family core values on TV ● Broadcast of radio messages on family core values
14. 21 June 2009	<ul style="list-style-type: none"> ● Joint event with the Action Committee Against Narcotics to promote family core values and anti-drug messages in support of the International Day Against Drug Abuse and Illicit trafficking
15. Summer 2009	<ul style="list-style-type: none"> ● 太陽計劃 2009 永不放棄同學會 on CHEER UP! WE ARE FAMILY to encourage youth to play a positive and supportive role to their family members and parents at times of hardship and difficulties
16. Summer 2009	<ul style="list-style-type: none"> ● YES - "Youth Embrace Sharing" Campaign/Tele-match Game targeted at school students and their families to promote family core values
17. 3rd quarter 2009	<ul style="list-style-type: none"> ● Seminars/conferences to promote family core values
18. End 2009	<ul style="list-style-type: none"> ● 「一人一 postcard」campaign to promulgate the sharing of real stories and experience in loving families