

## **WOMEN'S COMMISSION**

### **Action Plan of the Publicity Campaign on** **“Strengthening Families and Combating Violence”**

#### **Purpose**

This paper aims to brief members on the 2007-08 action plan of the Publicity Campaign on “Strengthening Families and Combating Violence” launched by the Social Welfare Department (SWD).

#### **Background**

2. To enhance public awareness of the prevention of domestic violence and highlight the fact that love is a staunch support to family members in facing adversities and the importance of neighbourhood mutual help, a series of territory-wide publicity and district-based programmes have been organised under the Publicity Campaign on “Strengthening Families and Combating Violence” since it was launched in August 2002.

3. During the past five years, a series of publicity programmes have been organised to echo the five sub-themes on prevention of child abuse, spouse battering, elder abuse, suicide and sexual violence. Examples include the production of TV and Radio Announcement of Public Interest (API) and animated films; the display of roadside publicity boards and banners; the launching of vehicle advertisement; the broadcasting of radio and television programmes; the production of publicity materials such as pamphlets, leaflets, calling/calendar cards, calendar, magnetic book marks, table mats, coasters and stickers; as well as the organisation of district programmes and seminars on sharing of district good practices. It is hoped that these publicity programmes would help send out a positive message to the public, encouraging them to seek assistance and report violence to the police, as well as reminding them that using violence is liable to a criminal charge.

4. In 2006-07, additional resources were allocated to further step up publicity, targeting publicity and education programmes at the general public and specific groups such as families having financial difficulties, new arrivals, persons who are separated or divorced and families lacking social support. This year, public education and publicity will continue to be launched through a series of territory-wide publicity and district-based programmes.

### **Acting Plan for 2007-08**

#### ***“Strengthening Families and Combating Violence”: 2007 Seminar on Sharing of District Good Practices***

5. “Strengthening Families and Combating Violence”: 2007 Seminar on Sharing of District Good Practices was held by SWD at the Lecture Theatre of the Hong Kong Central Library on the morning of 31 January 2007 (Wednesday). Through the sharing of experience by the District Social Welfare Officers of three districts (namely Tuen Mun, Yuen Long and Kwun Tong), where there are more domestic violence cases, on how to implement strategic plans or services in the districts, the importance and effectiveness of multi-disciplinary, cross-sectoral and inter-departmental collaboration in preventing and handling domestic violence problems were brought out. Some 220 representatives from various sectors and 13 media representatives attended the seminar that day. Another seminar on sharing of district good practices will be held in November this year.

#### ***TV and Radio APIs and Posters***

6. The APIs currently broadcasting on TV include “Stop Domestic Violence?”, “One Way” (prevention of elder abuse) and “Again Sexual Violence CEASE Crisis Centre”. A new TV API under the slogan of “Be a Responsible Parent”, which aims at urging parents not to neglect their children, has been broadcast on all major television channels since March 2007. Besides, a bilingual radio API produced in line with this TV API as well as two sets of newly designed posters have been in use in April 2007.

### ***Publicity Programmes at District Levels***

7. In 2006-07, the District Social Welfare Offices, in conjunction with the service units of non-governmental organisations (NGOs) and local bodies, launched more than eight hundred publicity programmes in various districts of Hong Kong under five sub-themes, namely prevention of child abuse, spouse battering, elder abuse, suicide and sexual violence, in the form of talks, seminars, workshops, groups, visits, exhibitions, sightseeing, overnight camps, game stalls, etc. There have been 188 328 people participating in the programmes. We have already set aside provisions in this financial year for various District Social Welfare Offices to continue to organise publicity programmes.

### ***Information Kit on Support Services for Victims of Spouse Battering***

8. To arouse public awareness of the spouse battering problem and the services available and to prevent and address the problem more effectively, we produced a set of information kit on Support Services for Victims of Spouse Battering in June 2007 with inter-departmental and multi-disciplinary collaboration as well as the support of the Working Group on Combating Violence. The information kit has been distributed through the service units of SWD, various government departments and the service units of NGOs, and has been uploaded onto SWD's "Website on Services for Victims of Child Abuse, Spouse Battering and Sexual Violence". The information kit includes the "Support Services to Victims for Spouse Battering Series", the "What can I do? Series" for children who have witnessed domestic violence and the "Child Custody Series" for couples who are undergoing divorce procedures and the affected children. By providing information on the services available and disseminating the message of anti-domestic violence to the battered spouses, children who have witnessed domestic violence and all stakeholders, it is hoped that victims of domestic violence would be further persuaded and encouraged to seek early assistance. In addition, part of the information kit has been translated into English and seven South Asian languages, namely Thai, Tagalog, Indonesian, Hindi, Sinhalese, Nepali and Urdu for easy understanding by non-Chinese readers/audience. To facilitate their access to further information, we plan to translate the remaining part in the coming year if resources allow.

### ***“Angry Family” Animation Electronic Book***

9. The twelve episodes with the five sub-themes of prevention of child abuse, spouse battering, elder abuse, suicide and sexual violence were turned into an “Angry Family” animation electronic book in July 2007, which has been distributed to students through the schools so that both children and their parents can learn and practice how to effectively address the domestic violence problem via the vivid and interesting computer games. The electronic book is also available for use in the publicity programmes held by various districts this year.

### ***Annual Highlight Programme of the Publicity Campaign on “Strengthening Families and Combating Violence”***

10. To encourage the mass media and the young generation to take part in anti-domestic violence publicity programmes and introduce the APIs and video training materials produced by us, the theme of the 2007 annual event on “Strengthening Families and Combating Violence” is “Media Participation” – *Première of Invitational Video Production by Tertiary Institutes*. It will be held in the afternoon of 26 July 2007 at the Theatre of Hong Kong Convention and Exhibition Centre. The Annual Event includes “*Première of Invitational Video by Tertiary Institutions*”, showing of TV APIs on anti-domestic violence produced by SWD, sharing by victims of domestic violence and comments by special guests.

11. After the Annual Event, the ten APIs produced by the tertiary institutions are scheduled to be broadcast in ten days from 27 July 2007 to 5 August 2007, with one episode shown on each day, on the East Rail, West Rail and Ma On Shan Rail to consolidate the effects of the programme.

### ***A Series of Newspaper Articles Featuring Domestic Violence Prevention***

12. To promote the Annual Event and further disseminate the message on prevention of domestic violence, five “features” will be carried on a local newspaper during the period from 19 to 25 July 2007, featuring the feelings of teachers and students in the production of anti-domestic violence APIs for the “*Invitational Video Production cum Exhibition among Tertiary Institutions*”, a

review by staff members of the Clinical Psychological Service Branch and Family and Child Protective Services Units and sharing by victims of domestic violence.

***Training Package for Liberal Studies on “Strengthening Families and Combating Violence”***

13. We are considering using available publicity materials, such as docudramas, animated electronic book, posters and TV APIs, or other suitable domestic violence cases as training materials for youth workers in group activities, with a view to bringing the message of “Strengthening Families and Combating Violence” into the daily life of the young generation. These training materials are also suitable for use by teachers in Liberal Studies lessons.

14. For the list of events organised at central level in 2007-08 under the Publicity Campaign on “Strengthening Families and Combating Violence”, please refer to the Annex.

**Social Welfare Department**  
**July 2007**

**List of Events Organised at Central Level in 2007-08 under the Publicity Campaign on “Strengthening Families and Combating Violence”**

<b>Promotional Period</b>	<b>Events</b>
January	2007 Seminar on Sharing of District Good Practices
March	TV API: “Be a Responsible Parent”
April	Bilingual Radio API: “Be a Responsible Parent”
May	Publicity posters: “Be a Responsible Parent”
June	Information Kit on Support Services for Victims of Spouse Battering
July	“Angry Family” Animation Electronic Book
August 2007 – January 2008	<ul style="list-style-type: none"> <li>● TV and Radio APIs: Prevention of domestic violence and elder abuse</li> </ul>
19 – 26 July	<ul style="list-style-type: none"> <li>● A series of Feature Articles on domestic violence prevention</li> <li>● Annual Event on “Strengthening Families and Combating Violence”, “Media Participation” – Première of Invitational Video Production by Tertiary Institutes</li> </ul>
July – September	<ul style="list-style-type: none"> <li>● “Strengthening Families and Combating Violence”: District Summer Programme</li> <li>● An exhibition of APIs by tertiary institutions in districts</li> </ul>
October – December	Exploring the feasibility of producing a Training Package for Liberal Studies on “Strengthening Families and Combating Violence”
November	2007 Seminar on Sharing of District Good Practices (II)

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