

**REPORT  
OF THE  
“BE NETWISE”  
INTERNET EDUCATION CAMPAIGN**

**Prepared by**



**The Hong Kong Federation of Youth Groups**

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# 1. About the Campaign

## 1.1 Background

The Internet has become an indispensable part of youth life. While it is one of the most important innovations and valuable assets of the century, there is also increasing concern about potential risks posed by the Internet, such as hacking, disclosure of personal privacy, infringement of property and intellectual rights, undesirable contents, cyberbullying, Internet addiction, etc. We hope that young people can enjoy and gain leverage from the wealth of knowledge and information from the Internet in a healthy and safe manner.

The Government has earmarked \$63 million in Budget Speech 2009-2010 to conduct a one-year territory-wide education campaign to help Internet users, especially young users, use the Internet appropriately and safely. The Campaign is also expected to create about 500 jobs. The Hong Kong Federation of Youth Groups has been accepted by the Government as the Central Coordinator of the Campaign.

Under the support of the Office of the Government Chief Information Officer, the “Be Netwise” Internet Education Campaign commenced in September 2009, with the purpose of fostering a healthy Internet culture among children and youth. Targeted at students of primary and junior secondary levels as well as their parents and teachers, “Be Netwise” aims to enhance their awareness of safe and proper Internet behaviours through a wide array of activities at territory-wide and district-based levels.

Together with the engagements of 13 other Non-government Organisations (NGOs) and other organisations, “Be Netwise” delivered messages of Internet safety and proper Internet behaviours to the community through the following activities:

*Home visits:* To understand current situation about Internet usage, advocate Internet safety, and to offer technical supports to help families use the Internet in a healthy and safe manner.

*Educational talks and workshops:* To raise the community's understandings of Internet risks, behaviours and ways to tackle.

*International Safer Internet Day:* District Coordinators organised carnivals, fun day or other activities to echo the Global Safer Internet Day 2010 to allow youth to reflect on the value of the Internet as well as their own behaviour online.

*Exhibition Vehicle:* To rove different schools during after-school time promoting the Campaign and Internet safety messages to students and parents in a fun and dynamic way.

*Educational online games:* To advocate proper and responsible Internet behaviour through lively and entertaining games online.

*Research and survey:* To obtain and reveal the most up-to-date and relevant information about young people's Internet usage, their behaviours, attitudes and knowledge through both quantitative and in-depth qualitative studies. Also to

provide systematic and evidence-based information to devise social services required.

*“Internet Safety Watch Society”*: To subsidise schools to setup an “Internet Safety Watch Society” as an extra-curricular society/club. The society/club’s core objective is to advocate proper Internet behaviour for which it is required to run at least one activity in school to promote responsible online behaviour in any forms which engage students, parents, teachers or members of the public. Training workshops will be offered to participating schools on organising activities.

*Healthy Internet Multimedia Contest*: A multimedia contest with the theme of constructing healthy Internet practice and positive Internet culture.

*Inter-school online safety and IT Quiz*: To call upon attention of students as well as the general public about Internet safety through quizzes.

Moreover, the “NetWise Support Centre for Families” has been set up to provide multi-disciplinary support to youth and parents on issues associated with Internet use. Services offered include hotline support, education, counseling, therapeutic treatment and parent-child mediation.

*Comprehensive educational handbook / kit* compiled for parents as well as teachers and social workers to equip them with appropriate knowledge and skills addressing Internet usage.

## 1.2 Objectives

The aims of the Campaign are:

- (a) To foster a better Internet culture among children and youth;
- (b) To enable teachers, parents, and other stakeholders in the community to better protect children and youth on the Internet;
- (c) To systematically build resources for education on Internet conduct;
- (d) To understand and analyse Internet issues so as to devise appropriate and necessary social services for the future;
- (e) To create employment opportunities for general public in view of the current earthshaking economic downturns; and
- (f) To enhance both hard and soft career skills of the temporary workers so as to prepare them for future career opportunities.

## 2. Project Organisation

The Campaign was centrally coordinated by The Hong Kong Federation of Youth Groups, with thematic activities organised by three organisations, namely The Hong Kong Federation of Youth Groups, the Hong Kong Family Welfare Society and YMCA of Hong Kong. Activities in 18 districts were organised by District Coordinators.

The project was monitored by the Steering Committee, formed by Office of the Government Chief Information Officer(OGCIO) and The Hong Kong Federation of Youth Groups and chaired by the Government Chief Information Officer. Proposals submitted for thematic and district activities were assessed and recommended by an independent Vetting Committee which was chaired by the Hong Kong Council of Social Service. Besides, an Advisory Committee was formed and chaired by The Hong Kong Federation of Youth Groups to advise on the Campaign's quality and progress.

The structure of project governance is shown below:

i) Steering Committee

The Steering Committee, formed by the OGCIO and chaired by Government Chief Information Officer, monitors the Central Coordinator on the planning, coordination and implementation of the Campaign. Members of Steering Committee include key representatives from the OGCIO and Central Coordinator.

ii) Vetting Committee

The Vetting Committee, appointed by the OGCIO and chaired by Ms Christine Fang of The Hong Kong Council of Social Service, assessed the proposals submitted and made recommendations to the OGCIO.

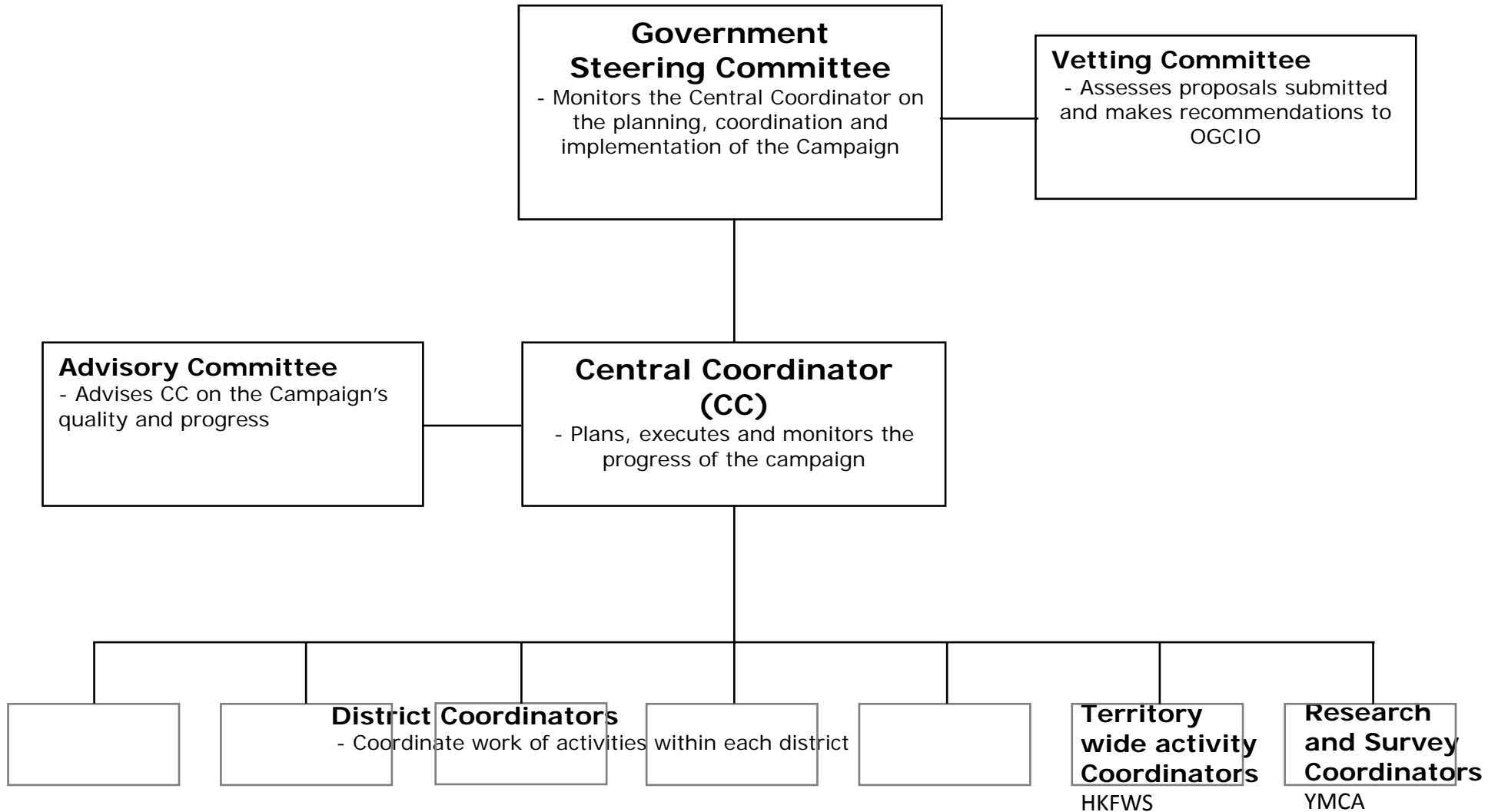
iii) Advisory Committee

The Advisory Committee, chaired by Deputy Executive Director of HKFYG, Ms. Amy Fung and with members comprising of NGOs and professional organisations, advises the Central Coordinator on the Campaign's quality and progress.

Participating Organisations are as follows:

1. Caritas Hong Kong
2. St. James' Settlement
3. The Hong Kong Federation of Youth Groups
4. Aberdeen Kai-Fong Welfare Association Social Service Centre
5. The Salvation Army
6. Tung Wah Group of Hospitals
7. S.K.H. Holy Carpenter Church Community Centre
8. Hong Kong Employment Development Service Ltd.
9. Christian Action
10. Hong Kong Children and Youth Services
11. The Friends of Scouting
12. Asbury Methodist Social Service
13. Hong Kong Family Welfare Society
14. YMCA Hong Kong

## Project Governance Structure



### 3. Level of Achievements

Items	Key Performance Indicator	Output Figures and Actions Taken
<p><b>Jobs creation</b></p> <ul style="list-style-type: none"> <li>• in the areas of IT training, technical and social service, event organisation and programme management</li> <li>• monthly salary for the temporary posts are \$6,000 to about \$15,000</li> </ul>	<p>A total of 522 posts for about 1-year term</p> <p>Among them:</p> <ul style="list-style-type: none"> <li>• 458 were Internet Ambassadors (IAs)</li> <li>• 42 were IA Leaders and Programme Officers</li> <li>• 22 were managerial, executive and professional staff</li> </ul>	<ul style="list-style-type: none"> <li>• 522 posts filled (100%)</li> <li>• Large scale Job Expo held in July 2009</li> <li>• Career support services rolled out for Campaign staff, including tips on job seeking at extranet starting from May 2010</li> <li>• Career Expo cum Outstanding Staff Award Ceremony was held in Oct 2010 to assist temporary Campaign staff in job seeking after the completion of the Campaign</li> </ul>
<p><b>Training for Campaign staff</b></p> <p>On:</p> <ul style="list-style-type: none"> <li>• job duties, dress code, tools for reporting and communication</li> <li>• soft skill on job attitudes, crisis management and communication</li> <li>• IT knowledge on hardware, software, especially filtering software function and installation and network administration and configurations</li> <li>• Relevant ordinances, regulations and case sharing by TELA, PCO, Police and IPD</li> </ul>	<p>Three 5-day training course for all Campaign staff</p>	<ul style="list-style-type: none"> <li>• Total of 558 staff completed training</li> <li>• Three rounds of 5-day training conducted in end Aug, Oct 2009 and Mar 2010 respectively</li> <li>• Training materials and training video posted on extranet for easy review</li> <li>• Half-day training on new product, Windows 7, conducted in mid Nov 2009 with 197 participants</li> <li>• A refreshment course for campaign to promote awareness on information security and protection of data privacy was held on 26 Aug 2010</li> </ul>

Sharing and review session for Campaign staff

- to share real working situation, difficulties, observation, experience and good practice

Quarterly sharing sessions for all Campaign staff

- Bi-monthly Team Leader sharing session held in Sept and Nov 2009, Jan, Mar, May and Aug 2010
- Participants were briefed on administrative arrangement on the completion of the Campaign in May 2010 sharing session
- Sharing session in Aug 2010 included a refreshment course on information security and data privacy protection



First mass training



Presentation after group discussion in mass training



Second mass training



Third mass training



## Large-scale events

### Recruitment Expo (Jul 2009)

for all the partner NGOs to recruit Campaign staff within very short period

3,000 visitors

- 2-day Expo held on 29 and 30 Jul 2009
- Attracted over 10,061 job applications from 5,500 visitors



Case Sharing at Press Briefing of Job Expo



Officiating guests with youth representatives



Bird's view of the Expo



Visitors taking Aptitude Test at Recruitment Expo

<p><b>Launching Ceremony</b> (Sep 2009)</p> <p>as a signature event to kick-start the Campaign activities collaboratively by partner NGOs and as first engagement of the public about the Campaign</p>	<p>500 visitors to the kick-off ceremony</p>	<ul style="list-style-type: none"> <li>• Kick-off ceremony cum 4-day exhibition held on 11 Sep 2009</li> <li>• Attracted 150 on the spot visitors with 55 guests attending the kick-off ceremony and 2,500 visitors to four-day the exhibition</li> </ul>
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Officiating guests together with IA representatives from all Coordinating Organisations








IA representative speaking at Launching Ceremony



Exhibition booths at Covered Piazza



IA introducing the Campaign to visitor

<p><b>Safer Internet Day 2010</b> (Jan – Mar 2010)</p>	<p>18,000 participants</p>	<ul style="list-style-type: none"> <li>• A wide range of activities planned in 18 districts to echo this annual international initiative of European Union, including carnivals, school-based contests, pledge making, etc. attracting 25,251 participants</li> <li>• A signature event held on 7 Feb 2010</li> </ul>
		
<p>Carnival (Tsuen Wan)</p>	<p>Pledge Ceremony (Shatin)</p>	<p>Carnival (Kwai Tsing)</p>
		
<p>Carnival (Wanchai)</p>	<p>Carnival (Yau Tsim Mong)</p>	<p>District Promotion (North District)</p>
		
<p>Carnival (Shamshuipo)</p>	<p>Carnival (Tuen Mun)</p>	<p>Carnival (Wong Tai Sin)</p>

<p><b>IT Quiz</b> (Aug 2010)</p>	<p>Over 70 schools joined</p>	<ul style="list-style-type: none"> <li>• 71 schools (37 primary and 34 secondary schools) with a total of 488 students entered the contest</li> <li>• Held on 22 Aug 2010 at Hong Kong Convention and Exhibition Centre</li> <li>• 250 audience in Quiz held in HKCEC</li> <li>• 100 online viewers accessing u21.hk to view the contest's live broadcast</li> </ul>
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IT quiz contestants making presentation for entering the final round



Primary school champion



Secondary school champion



Participants at IT quiz held at Hong Kong Convention and Exhibition Centre

<p><b>Career Expo cum Outstanding Staff Award Ceremony</b> (Oct 2010)</p>	<p>1,200 participants</p>	<ul style="list-style-type: none"> <li>• 1-day Expo held on 19 Oct 2010</li> <li>• Attracted 303 (148 on-site booth, 155 through job posting) job applications from 1,200 visitors</li> <li>• 19 Campaign staff were presented Outstanding Staff Award in recognition of their meritorious performance</li> </ul>
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Guests officiating at the Career Expo



Guests together with outstanding staff



Guests appreciating Campaign video



Career Expo bird's view

## Educational activities

### Educational Kits

Publish and distribute

100,000 Parent Handbooks (Chinese version) and 1,000 (English versions) on Internet usage, tips and cases sharing

2,000 Professional Educational Kit for teachers and social workers

- 100,000 (Chinese version) and 1,000 (English version) sets of Parent Handbook printed for distribution during home visit
- 1,000 sets of English version of Parent Handbook printed to cater for English speaking families
- 6,500 sets of Professional Educational Kit (3,500 for Primary Schools and 3,000 for Secondary Schools) printed and distribution started in June 2009 with a press briefing held on 31 May 2010
- The Handbook and Educational Kits can be downloaded online from the Campaign web portal
- Two briefing sessions for teachers and social workers were held on 29-30 June 2010 and attracted 54 teachers from 44 primary and secondary schools



Parent Handbook (cover)



Tips for Parents (inside)



Professional Educational Kit - Primary school version



Professional Educational Kit - Secondary school version



Professional Educational Kit - User menu



EDB, Teacher, Social Worker and Central Coordinator Representatives at Parent Handbook Launch Press Briefing



How to use the Professional Educational Kit

**Parent talk, seminar, and workshop**

On:

Basic knowledge of the Internet and related youth behavioural issues, knowledge and skills for Internet usage and associated benefits and risks

350 sessions for 7,000 audience

- 873 talks (198%) held at 191 primary / secondary schools
- 17,140 parents attended



Parent workshop conducted in Shamshuipo District



Parent workshop conducted in Kwai Tsing District



Parent workshop conducted in North District



Parent workshop conducted in Tuen Mun District

**Student talk and seminar**

On:

Relevant knowledge and skills for Internet usage and associated benefits and risks

190 sessions for 100,000 audiences

- 674 sessions (193%) held at 600 primary / secondary schools as well as centres of the district coordinators
- A total of 154,410 students attended (118%)





School talk held in Kwai Tsing district



School talk held in Island District (Mui Wo)



School talk held in Yau Tsim Mong District



School talk held in Kowloon City District



School talk held in Wanchai District



School talk held in Wong Tai Sin District

**Teacher training workshop** on skills to deal with youth Internet behaviour

Fourteen sessions for 400 audience

• 16 sessions held and attracted 541 teachers



Workshop for Teachers

Workshop for Teachers

**Social Worker training workshop** on skill to deal with youth Internet behaviour

Four sessions for 100 audience

Four sessions held and attracted 218 participants



Workshop for social workers

Workshop for social workers

**Public seminar and workshop:**

To reach out to the general public and equip them with basic knowledge of the Internet and related youth behaviour issues

Over ten sessions for 1,500 audience

•22 seminars (275%) held since Nov 2009 with some 1,546 audience



Large scale public seminars

<p><b>Educational online games:</b></p> <p>To advocate positive attitude on Internet behavioural issues, such as cyber bullying, Internet security, through educational games</p>	<p>To develop 10 games for 100,000 times of play at website, or during promotional activities</p>	<ul style="list-style-type: none"> <li>• Ten games developed and released by Apr 2010 and attracted about 230,674 plays</li> <li>• Promoted on Campaign website, Facebook, discussion forum (uwants.com), exhibition bus and district-based publicity events</li> </ul>
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Main Theme Featured in the 10 Games:

1. Awareness of internet security
2. Awareness of various kind of internet risks
3. Awareness of excessive surfing on internet
4. Awareness of inappropriate online behavior
5. Awareness of privacy online
6. Awareness of various Internet crimes
7. Awareness of hidden Internet risks
8. Awareness of cyber-bullying
9. Knowledge of proper use of the Internet
10. Awareness of Internet virus

## Client Support Services

### Home visit:

To promote appropriate use of the Internet by going through the parents' handbook;

To take simple survey to understand usage issue; and

To provide technical assistance on computer setup

At a maximum capacity of over 83,713 visits throughout the Campaign period

• A total of 92,905 (110%) visits performed

• Home visits were mostly recruited from partner NGO's serving targets, schools, district councils or road shows using a registration form

• Mutual aid committees in public housing estates and owner's corporation in private properties being contacted to recruit home visits



IAs conducting Home visit



IAs spreading the message of Internet Safety at booth set up in public housing estate



Homevisit (going through questionnaire)



Homevisit (System Security Audit Service)

<p><b>Telephone Help Desk:</b></p> <p>To handle general enquiries on Campaign details;</p> <p>To provide generic technical solutions on PC configuration and set up; and</p> <p>To make referral, where appropriate, for more intensive service</p>	<p>Establish a call centre with 40 staff starting from Sep 2009 to handle a maximum of 200,000 calls throughout the Campaign period</p>	<ul style="list-style-type: none"> <li>• In service since Sep 2009 and served by five officers and 35 IAs</li> <li>• A total of 30,572 phone calls entertained</li> <li>• Scale-down service was sustained by EDB's funding since Sep 2010</li> </ul>
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IAs working at Hotline centre

<p><b>NetWise Support Centre for Families</b></p> <p>To provide multi-disciplinary services (IT technical, social skills and legal knowledge) to parents, teachers and public to handle issues arising from youth Internet behaviour</p>	<p>Establish a support centre with 25 staff starting from Sep 2009 to handle cases and conduct 4,800 counselling sessions</p>	<ul style="list-style-type: none"> <li>• In service in Sep 2009 – Aug 2010 and served by one clinical psychologist, three social workers, IAs and supporting staff</li> <li>• Press visit held in Oct 2009</li> <li>• Over 52,104 counselling (hotline and face-to-face) sessions held on cases referred</li> <li>• Service was sustained by EDB's funding since Sept 2010</li> </ul>
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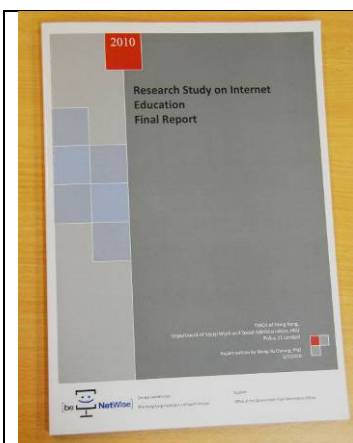


IAs doing blog search at NetWise Support Centre for Families

**Research and survey** on children's Internet access behaviour and parenting issues

Five surveys

- Pre-Campaign survey completed with result announced in Oct 2009
- 600 copies of study report on the three topical researches (comparative studies on the differences in perceptions between parents and youth on Internet risks and usage behaviour; Internet addiction; as well as social networking and youth social services) printed and distributed to all secondary schools in Nov 2010. Report can be downloaded from Campaign portal
- Survey result on Cyber-bullying among Hong Kong secondary students released on 5 Sep 2010.
- Post-Campaign survey completed in Dec 2010



Comparative studies on the differences in perceptions between parents and youth on Internet risks and usage behaviour; Internet addiction; as well as social networking and youth social services (report cover)



Press Briefing – Research Study on Cyberbully among secondary school students in Hong Kong

Press Briefing – Research Study on Internet Education

### School Activities

<ul style="list-style-type: none"> <li>• <b>Exhibition Vehicle</b> with multimedia and educational resources (e.g. interactive games, video clips) and information panels</li> </ul>	<ul style="list-style-type: none"> <li>• Drop by 250 schools in 18 districts, and selected public areas frequented by young people</li> </ul>	<ul style="list-style-type: none"> <li>• 251 schools (15,963 visitors), 10 youth hang-out areas (942 visitors) and 37 public locations (2,496 visitors) visited and attracted a total of 52,104 visitors</li> </ul>
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Exhibition Vehicle visiting local schools



Internet safety tips shown inside the vehicle



IA inviting visitors to Exhibition Vehicle



Visitors learning about Internet safety through Campaign's online games

<p><b>Multimedia contest:</b></p> <p>To promote positive online culture with the theme “think before you post” among students, teachers and parents</p>	<p>Organise two groups for the competition – one open for public and the other for family.</p> <p>The submission may be video or animation</p>	<ul style="list-style-type: none"> <li>• Public announcement held on 23 Jan 2010</li> <li>• Twelve multimedia training workshops for potential contestants organised and attracted 240 participants</li> <li>• 589 Submissions (559 for open category and 30 for parent-child category) received by deadline of 30 Apr 2010</li> <li>• A total of 30 shortlisted entries (15 for each category) were assessed by the judging panel</li> <li>• Prize giving ceremony was held on 3 Jul 2010</li> <li>•</li> </ul>
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Multimedia contest training classes



Winners presenting their project at Multimedia contest prize presentation ceremony



Multimedia contest kick-off ceremony



Prize presentation - parent-child group winners

**Internet Safety Watch Society in schools:**

To advocate proper Internet behaviour

Society to be set up in 300 schools to hold at least one activity in the format of game booth, quiz, talk, etc.

- Invitation for setting up the society issued to all primary and secondary schools in Oct 2009
- A total of 305 schools have applied
- Sixteen training workshops for society members held and attracted 250 participants
- Briefing to schools held on 8 Dec 2009



Various activities organised by Internet Safety Watch Society in different schools

## Supporting Infrastructure & Resources

### Campaign Web Portal ([www.be-netwise.hk](http://www.be-netwise.hk)):

To provide most up-to-date information about technological, social and legal resources about the subject matter to the public

360,000 page hit counts

- Set up in Aug 2009
- Progressively updated with district activity highlights, videos and other related resources
- 41 featured articles written on Internet behaviour issues contributing to resource library
- 10,146,315 hits counts recorded

### Extranet ([extranet.ieducation.hk](http://extranet.ieducation.hk)):

To provide internal communication channel among Coordinating Organisations to share documents and send messages

Create login account and e-mail account for all staff;  
Create folder for all files for sharing among organisations

- Set up in Jul 2009 with accounts created and maintained for the staff
- Created documents folders for uploading updated documents, videos and publicity materials
- Kept used as the major communication channel for information dissemination, updated documents and files
- Tips on job seeking posted as one of career support measures for the recruited staff since May 2010



Be-Netwise.hk introduction and featured videos



Be-Netwise.hk activity highlights



ieducation.hk introducing the Campaign

Extranet.hk allows staff of different COs to share resources



Request for Proposal in ieducation.hk

Extranet career development information

**Publicity**

360,000 spots of display impressing audience attention

Series of publicity started since Sept 2009



First Phase Posters – Raising Public Awareness

**「做個智Net的」**  
互聯網教育活動

**智慧上網 拒絕網上欺凌**

www.be-netwise.hk | 3971-1000

中區網安 香港青年協會 The Hongkong Federation of Youth Group 全力支持 政府資訊科技總監辦公室 Office of the Government Chief Information Officer

**「做個智Net的」**  
互聯網教育活動

**智慧上網 私隱勿亂放**

www.be-netwise.hk | 39711000

中區網安 香港青年協會 The Hongkong Federation of Youth Group 全力支持 政府資訊科技總監辦公室 Office of the Government Chief Information Officer

Second Phase Posters – Impact of various Internet behaviour: cyberbully and personal information protection

**禁止上網 不是辦法**

**3971-1000** 立即預約家訪  
www.be-netwise.hk

**「做個智Net的」**  
互聯網教育活動

中區網安 香港青年協會 The Hongkong Federation of Youth Group 全力支持 政府資訊科技總監辦公室 Office of the Government Chief Information Officer

**上網禁不了 教育更重要**

**「做個智Net的」**  
互聯網教育活動

**立即預約家訪 3971-1000**

www.be-netwise.hk

中區網安 香港青年協會 The Hongkong Federation of Youth Group 全力支持 政府資訊科技總監辦公室 Office of the Government Chief Information Officer

Third Phase Posters – Calling for action

YouTube - 網上行為短片 - 勿做迷「網」的一個

benetwise · 17 videos · 8K views

6,120 views

「做個智Net的」互聯網教育活動

做個智Net的 互聯網教育活動 added new favorite video to their Youtube Channel!

做個智Net的 香港青年協會 已正式成為「香港青年協會」的Facebook專頁。我們正積極推行「做個智Net的」互聯網教育活動，希望透過Facebook平台，與各界人士分享有關網絡安全的資訊，提高大家的網絡安全意識，共同維護網絡空間的健康發展。

「做個智Net的」互聯網教育活動 added new favorite video to their Youtube Channel!

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Campaign video in Youtube

Facebook page



Cable TV API

Government API



Campaign souvenir

Campaign souvenir – recycle bag



做個 **智Net的** 3971-1000  
 互聯網教育活動 [www.be-netwise.hk](http://www.be-netwise.hk)

你，偷看子女上網?!  
 逢周六見報 | 魏遠強

在msn聊天時，一位朋友既沮喪又氣憤地跟我說，他發現女友偷看他的上網紀錄，又翻查他的msn聊天紀錄。他女友還堅稱：「光明正大，怕什麼我看?」。他忍受不了，與她鬧翻，關係近乎破裂。這情況不是搬出「私隱條例」就能解釋，而是，他倆的關係已失去了最重要的兩個元素：互信和尊重。沒有了信任，再清白的行為也會引來對方懷疑；沒有了尊重，再好的動機亦被視為侵犯。

同一處境，搬到父母和子女身上，又是否可以接受?

近日一項調查發現，受訪的四份一家長承認偷看子女瀏覽網站的紀錄，原因看似義正凜然：擔心子女誤交損友，以及瀏覽不良網站。

家長對互聯網可說又愛又恨，既想子女追上學習的步伐，但又怕子女受互聯網傷害。於是，每當我在工作坊上，向家長介紹「過濾軟件」的時候，他們都表現雀躍，尤其最喜歡「監看子女瀏覽網頁紀錄」這一功能——可以名正言順的「偷睇」！我明白為人父母，擔心子女學壞很正常，但我同時會問家長幾個問題：「你們會否告訴子女，你正在監看他們上網嗎?」、「你會否告訴子女，你監看的範圍?」、「如果子女已經答應不看不良網站，你仍會否堅持安裝過濾軟件?」，場面一度沉靜，家長都無言以對。

時移勢易，今天的青少年同樣需要信任和尊重。舊日的「不准進，不准那」已經不合時宜，在限制某種行為時，需要理由，處理不當便會演變成衝突。我希望家長深思是否需要「偷看」子女上網，是否需要使用過濾軟件。

最後，我建議家長學習使用互聯網，到facebook開個戶口，到youtube看夠好影片，既可追上潮流，又可拉近和子女間的距離。家長以身作則，主動把自己的網誌分享給子女閱讀，比偷看子女的網誌好；適當的時候，在子女的facebook上留言，比開口說話更好。做個「潮」一點的家長吧!

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 The Hongkong Jockey Club Social Service Centre Office of the Government Chief Information Officer

Advertisement - Bus shelter

AM730 column (since Mar 2010)



Interview - TVB News reporting (Apr 2010)

Press Coverage - Comparative Studies comparative studies on the differences in perceptions between parents and youth on Internet risks and usage behaviour (Jun 2010)



## **4. Recommendations**

### **4.1 Home Visits**

The Home visit exercise of the Campaign is found useful to many families, especially to parents. When marketing messages “禁止上網、不是辦法” (in public poster) was released in mid December 2009, there was significant increase of 17% in incoming calls to hotlines support. It had unveiled that there was a high hidden demand for support and educational need for Internet education on family basis.

The calculation of the number of home visit for each district was the same across different districts. It was based on the prorata to the population of the districts. There are a number of factors which significantly affect the number of output such as ageing of the districts and the attribute of being the residential area or commercial area. It is recommended that a threshold achievement could be set to allow flexibility to districts where family numbers are low. A number of in-depth and intensive home visit were conducted by some districts. The scheme designed counted only the number of sessions instead of duration. It is recommended that quality should also be considered in some way in exchange for quantity. It is thus suggested that extended time visits should be counted as multiple visits. Moreover, Yuen Long District Coordinator suggested that home visit should be a regular exercise to maintain the effect. One-off visits to family were seen as ad-hoc and non-sustaining.

### **4.2 Netwise Support Centre for Families (NSCF)**

The Centre allows families to seek advice or assistance in dealing with Internet issues at families. Most calls received by the Centre were enquiries or help-seeking for Internet addiction and reflected hidden needs for parent-child conflict mediation. Establishing the Centre as a permanent institution is necessary in view of the commonality of the problems.

### **4.3 Arrangement**

The first marketing campaign was rolled out as soon as September 2009. The marketing strategy for the Campaign was divided into three phrases, from raising public awareness to call for actions. Most marketing budget was allocated at first half of the Campaign. The allocation and schedule of the arrangement were proved to effective to achieve the results.

District Coordinators reflected that there was not enough preparation of Campaign before it got started. It is suggested that administrative and managerial staff should have been on board before mass Internet Ambassadors and rolling out service.

### **4.4 Education Must Continue**

Promoting behavioral change and creating a sense of shared responsibility to build a healthier Internet environment is vital in the long run. Support to families for coaching, precaution, and dealing with the issues are necessary. Media literacy education will evolve into an important subject of research and advocacy.

The Campaign also attempted to construct a more systematic approach and in an organised manner about various Internet usage issues. It is expected that the professional Educational Kit will provide some basis and coaching guidelines to teachers and social workers.

#### **4.5 Jobs Created**

The provision of job vacancies is proven beneficial to society during the economic turmoil in 2009. Internet Ambassador and Internet Ambassador Leader positions are particularly helpful to new graduates from secondary schools and universities. Fast recovery of economy is good sign to Hong Kong. However, it did affect the stability of Internet Ambassadors, and their replacements. The objective to enhance both hard and soft career skills of the IAs so as to prepare them for future career opportunities also shows sign of achievement, with 70 (13%) Campaign staff was employed immediately by Coordinating Organisations and 60% were employed within two months after completion of contracts.

The design of the Campaign gave a clear task and output requirements to Coordinating Organisations, working procedures and training were also given at the beginning of the Campaign. Almost all Coordinating Organisations reflected that this design laid a clear goal and objectives for IAs to follow and strive for. It provided valuable opportunities for people with low qualification and skills to obtain hand-on job experience.

#### **4.6 School Educational Activity**

Schools responded positively to the Campaign, and the demand for school talks, educational and counselling support after the Campaign did not end with the completion of the Campaign. Schools faced Internet usage issues everyday and the issues are evolving. Most District Coordinators tried to fulfill the demand out of their own capacities and resources. It was recommended that regularisation of Internet education in schools was required. A fix amount of class sessions, suggested 6 sessions at least, to be allotted in schools to allow for strategic arrangement of internet education.

#### **4.7 Structures of the Campaign**

A Campaign in such mega scale was uncommon among social service organisations and it required highly coordinated effort, standardised working procedures and strong quality assurance to achieve the unified goals. The design of the Campaign and organisational structure of the Campaign enabled a responsive and swift decision making mechanism. The involvement of District Coordinator allowed the Campaign to take place at ground level with sufficient support from different organisations. This simple design was proven effective in managing the Campaign of such.

Although Central Coordinator's role was vital to take the lead, pre-built work protocols, creation of central message, and division of work, services delivery was the key to the success and strong motivation by Coordinating Organisations was very important. It is therefore recommended Advisory Committee can be constructed to include managements of Coordinating Organisations to create high level of ownership among them.

## **4.8 Career Support for the Campaign Staff**

The positions of Programme Officer, Internet Ambassador Leader as well as Internet Ambassador created in the course of this Campaign were temporary in nature. The Central Coordinator has provided career support services to these staff in order to assist them in further career pursuit, including adding a Career Support section in the extranet to provide information and news about job seeking, organising a Career Expo in October 2010. A letter of commendation was issued by the OGCIO to the outstanding temporary staff under the nomination of the Coordinating organisations in October 2010. The Central Coordinator had also encouraged Coordinating Organisations to employ outstanding staff to other suitable positions available in their organisations, as well as to provide career counselling services to their staff.

## **5. Planned Actions to Sustaining Internet Education**

### **5.1 The Continuation of the Campaign**

In face of the huge demand for Internet education and family support services from teachers and parents that remains after the Campaign, some operations of the Campaign has been extended to respond to the need of families and schools.

Upon the conclusion of the campaign, various resources developed under the campaign continued to be shared with community organisations for supporting their ongoing effort in promoting the appropriate and safe use of the Internet. These services include the family support centre, support hotline, online resource portal, handbook for parents, as well as the education resource kit for teachers and social workers.

The Central Coordinator has secured funding from the Education Bureau to maintain part of the services of Netwise Support Centre for Families for 9 months starting from September 2010. Such services include hotline service, case intake, online counselling and support, and talks/workshops for students/parents/teachers.

In addition, all District Coordinators have indicated they would continue the Campaign from their own resources despite the end of the Campaign funding, offering related activities/classes, technical support for impoverished families and school talks in a smaller scale.