



Consortium of Institutes on Family in the Asian Region

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[Press Release on 1st September 2010]

To Editors of Local News, Education and Organization sections,

**2010 Asian Award for Advancing Family Well-being (3A Project)
Aspiration for Sustainability, Innovation & Applicability (ASIA)**

A Press Briefing was organized by CIFA on 1st September 2010 on "2010 Asian Award for Advancing Family Well-being (3A Project)".

Mrs. Patricia Chu, Chairperson of CIFA and Associate Director of Hong Kong University Family Institute, Ms. Agnes Ng, Convenor of the Working Group on 3A Project, and Ms Amy Leung, Vice-chairman of Wofoo Social Enterprises, the sole sponsor for the project, briefed the media on the result of the second round and details of the final round, and announced the Sharing Session on 3A project in Hong Kong.

The 3A Project was launched by the Consortium of Institutes on Family in the Asian Region (CIFA) in February this year to give recognition to outstanding and innovative work for enhancing and strengthening family well-being. The aim of the project is to provide an opportunity for sharing of information and application of experience among various organizations in different countries in Asia. The selection criteria of the projects are (1) the theoretical framework of the project, in terms of understanding of the issues and innovative approaches/models adopted to achieve the objectives, and integration of theory and practice; (2) The evaluation framework and the methodology adopted to measure success; and, (3) the sustainability and applicability of project, and readiness to transfer knowledge and experience in the region.

WoFoo Social Enterprises, founded by Mr. Joseph Lee, the sole sponsor for the 3A project, has been actively supporting professional social services and various activities for strengthening families and communities for more than a decade. In order to enhance the well-being of families and the society, Wofoo is also dedicated in collaborating with different groups and in developing strategic partnerships with cross sectors. Thus, by sponsoring 3A project, Wofoo hoped that professionals and social service agencies in different regions in Asia could have a chance to exchange their knowledge and experience of working with families, and achieve synergy in mobilizing resources for social harmony and wellbeing.

There were altogether 22 entries from 6 regions in Asia, including China, Taiwan, Malaysia, Singapore, Korea and Hong Kong, and 16 teams were selected after the first round adjudication. The second round interview was conducted with a medium of online conference on August 19 and 20, and 8 projects have been shortlisted. The 8 finalist teams will enter the final round adjudication to be held at the 2010 CIFA 2nd Regional Symposium at the University of Tokyo on 27.11.2010, where the award presentation ceremony will take place as well. A subsidy will be given for the team to attend the 2010 CIFA Regional Symposium. Each finalist team will be awarded a trophy, a certificate, and one year free CIFA membership. Moreover, a designated fund of USD \$ 3000, USD \$ 2000, and USD \$ 1000 will be given respectively to the Gold, Silver, and Bronze Award Winners.

The following is the list of 8 finalist teams representing six different regions in Asia, and covering diverse topics, such as helping victims of sexual assault and their families, teenage pregnancy, mental health issues, strengthening



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families, healthy eating & family relationships, and so on. Also, projects for urban city and rural society are included.

CHINA	China Sexual Assault Prevention Web (Spring Breeze Web, www.858.org.cn)	Spring Breeze- Assistance to families with victims of sexual assault
HK	ELCHK Life Angel Education Center	When Teens Meet Angels
HK	Hong Kong Family Welfare Society (Hong Kong Eastern Centre)	Family Mental Health Service cum Family Oasis Project
HK	International Social Service Hong Kong Branch	"City Beneath the light" Tin Shui Wai Drama Project 「燈光下的圍城」天水圍戲劇計劃
KOREA	Cheongju Healthy Family Support Centre	3 SEM (Smart, Smile, Sharing Eating Movement) Project
MALAYSIA	Malaysian Care (Rural & Urban Community Development Services)	Family-based Micro Finance & Agricultural IGPs Intervention in Indigenous People Communities
SINGAPORE	Thye Hua Kwan Moral Society	Family Achievement Award
TAIWAN	The Child Welfare League Foundation	The Project of Family Mediation

The adjudication panel consists of: Mrs. Patricia Chu, Chairperson of the Consortium of Institutes on Family in the Asian Region (CIFA); Ms. Amy Leung, representative from Wofoo Social Enterprise, the sole sponsor of the project; Professor Joe Leung of the Social Work and Social Administration Department of the University of Hong Kong; Ms. Ang Bee Lian, Chief Executive of Singapore National Council of Social Service and Dr. Takeshi Tamura of Tokyo Gakugei University, Japan. CIFA took the opportunity to thank the participants and adjudicators for their support and efforts. Their enthusiasm is one of the key contributions to the success of the project.

Moreover, CIFA announced that a Sharing Session on 3A Project will be held in Hong Kong on November 30. All finalist teams will be invited to present their projects at the session. This is the first attempt to provide an opportunity for exchange of experience, knowledge and practice wisdom among professionals and stakeholders from different sectors and regions.

Mrs. Chu expressed deep appreciation to the Family Council of the HKSAR government for kindly agreeing to support and sponsor the event. This is a recognition to the work of CIFA and an excellent example of cross sector collaboration in Hong Kong taking the lead to promote family work and family well-being in the Asian region.

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For further information on CIFA please visit <<http://www.cifa-net.org/>>



亞洲區家庭研究聯盟

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[2010 年 9 月 1 日]

亞洲傑出家庭工作計劃 (3A)

追求創新、應用實踐、持續發展

Aspiration for Sustainability, Innovation & Applicability (ASIA)

簡報會由聯盟主席及香港大學家庭研究院副總監朱楊珀瑜女士，3A 計劃籌備小組召集人吳國棟女士，及 3A 贊助機構和富社會企業，家庭、社區及青年發展委員會副主席梁愛梅小姐主持，詳細介紹該活動內容，準決賽結果及決賽安排等。

亞洲區家庭研究聯盟 (CIFA) 在亞洲區首次推行 3A 計劃，是嘉許能夠引發具創意的家庭工作的手法或模式，以倡導、提昇或改善亞洲家庭生活質素及功能。計劃的主要目的是提供一個平台予亞洲區內的組織，交流家庭工作的手法或模式；鼓勵分享實踐/學術智慧與經驗，從而促進家庭工作的發展；以及反映亞洲區家庭研究聯盟的使命及目標。3A 計畫的評分標準包含 (1) 工作計畫對目標和主題的認識與分析；(2) 理論根據與實踐的結合；(3) 檢討及效果評估的方式和持續性；(4) 創新性及符合當代社會的需求；(5) 經驗的分享及應用。

該計劃贊助機構和富社會企業，由會長李宗德先生創辦，至今已有超過 10 年的歷史，一直以來都致力推行專業及可持續發展的社會服務，包括策劃及統籌與家庭、社區及青年發展相關的活動，同時亦積極透過和不同團體及策略夥伴的合作，希望產生協同效應，齊心為社會的和諧富足作出貢獻。

和富社會企業，家庭、社區及青年發展委員會副主席梁愛梅小姐表示，去年的施政報告，強調宣揚家庭核心價值的重要性。和富社會企業十分認同健康家庭是社會和諧安定的根源，促進家庭健康是社會是一個重要項目。現時，很多的青少年問題、社會問題，如精神問題、援交等，其實都源於家庭的影響。因此，和富社會企業希望通過贊助 3A 計劃，鼓勵亞洲區不同單位 / 地域分享交流一些創新及可持續發展的家庭服務項目，讓寶貴的經驗及知識幫助其他單位更有效進行家庭服務的工作。

自本年二月初開展以來，得到亞洲區內六個地區，包括中國、台灣、馬來西亞、新加坡、韓國及香港各地的機構熱烈反應，參選計劃共 22 份。經第一階段篩選後，有十六隊入圍。第二階段面試已在八月十九與二十號以網路會議的方式完成，共有八強被選出進入決賽角逐金、銀、銅獎。各決賽參賽隊伍將會獲得大會資助出席。在今天的十一月二十七日日本東京舉行的 2010 亞洲區家庭研究聯盟第二屆研討會參加決賽及頒獎典禮。另外，每一隊均會獲頒 3A 計畫參賽獎狀與獎盃，還有一年免費的 CIFA 會籍。至於金、銀、銅獎得主將會分別得到美金三千元、美金兩千元、以及美金一千元的獎金！

這最後八強分別來自亞洲區內六個地區，包括中國、台灣、馬來西亞、新加坡、韓國及香港。他們的工作計畫涵蓋許多不同的主題，例如：協助性侵害受害者及其家人、青少年懷孕、心理衛生、健康飲食與家庭關係、強化家庭力量等項目。另外，工作計畫實施的區域包含了城市以及農村社會，可說是十分的多元化。



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3A 計畫 八強名單

中國	中國性侵害預防防治網（春風網） China Sexual Assault Prevention Web (Spring Breeze Web, www.858.org.cn)	性侵受害者家庭支持項目春風網 Spring Breeze- Assistance to families with victims of sexual assault
香港	基督教香港信義會 生命天使教育中心 ELCHK Life Angel Education Center	天使護航計畫 When Teens Meet Angels
香港	香港家庭福利會 (香港東區分會) Hong Kong Family Welfare Society (Hong Kong Eastern Centre)	以家為本心理健康服務暨家庭綠洲計劃 Family Mental Health Service cum Family Oasis Project
香港	香港國際社會服務社 International Social Service Hong Kong Branch	「燈光下的圍城」天水圍戲劇計劃 "City Beneath the light" Tin Shui Wai Drama Project
韓國	Cheongju Healthy Family Support Centre	3 SEM (Smart, Smile, Sharing Eating Movement) Project
馬來西亞	Malaysian Care (Rural & Urban Community Development Services)	Family-based Micro Finance & Agricultural IGPs Intervention in Indigenous People Communities
新加坡	德教太和觀 Thye Hua Kwan Moral Society	家庭成就獎勵計畫 Family Achievement Award
台灣	兒童福利聯盟 The Child Welfare League Foundation	The Project of Family Mediation

大會評判團包括 CIFA 主席朱楊珀瑜女士、贊助機構代表梁愛梅女士、香港大學社會工作及社會行政學系梁祖彬教授、新加坡全國社會服務聯會總幹事黃美蓮女士，及日本東京學藝大學 Dr. T. Tamura。CIFA 主席朱楊珀瑜女士表示非常感謝各參加隊伍和評審團的參與及支持，如果沒有他們的熱情投入和實際行動，這活動就無法順利進行。

除此之外，CIFA 亦宣布將邀請八強的代表於十一月三十日在香港舉行分享會，提供一個機會讓有關人士可以分享到各個計劃的理念、實踐手法及模式，從而鼓勵智慧及經驗的交流。

朱太特別感謝香港特區政府的家庭議會大力支持亞洲家庭研究聯盟的工作，並資助這個分享會。讓香港率先在亞洲地區推動各有關界別攜手合作，促進家庭健康。

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