



Wofoo 3A Project

追求創新、應用實踐、持續發展

**Aspiration for
Sustainability,
Innovation &
Applicability
(ASIA)**



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Message from the Chairperson, CIFA

Mrs. CHU YEUNG Pak-Yu Patricia, BBS

As a result of the dedication and hard work of the 3A Project Committee and support from various stakeholders in the Asian Region, the Wofoo 3A Project has grown from strength to strength. In this round of Wofoo 3A Project 2018, we have received a total submission of 46 projects, breaking the record in the past, with an accumulative total of 180 projects over the years since this regional initiative was launched in 2010.

We are extremely excited and honoured that the Wofoo 3A Project has received formal recognition from the United Nations, first with Ms. Daniela Bas, Director of Division for Inclusive Social Development, Department of Economic and Social Affairs as the Guest of Honour at the Award Presentation Ceremony of Wofoo 3A Project 2016 at the 5th CIFA Regional Symposium held in Korea in November 2016, followed by the presence of Mrs. Renata Kaczmarek of the United Nations Focal Point on the Family to officiate at the Exchange Programme in Hong Kong in June 2017. These events have been featured in the United Nations Social Development Network, the United Nations website at <http://unsdn.org> under the sections of Thematic Areas and Regional focus respectively, as well as Report of the Secretary General on Implementation of the Objectives of the International Year of the Family and its follow up processes (July and November 2017).

Such high level recognition is indeed a great encouragement to all of us at CIFA, taking our work a big leap forward, putting CIFA and the Wofoo 3A Project, not only in the Asian Region, but at an international level. We are both excited and thankful in building up the close link with the United Nations and we look forward to its continuous support and advice in the future development of CIFA and the Wofoo 3A Project.



I would like to invite you all to join us in celebrating the successful development of Wofoo 3A Project, and thank all those who have contributed and participated to make its growth to where it is now. A special thanks also go to Dr. Joseph Lee, President of Wofoo Social Enterprises, and the Title Sponsor of 3A Project since its inception, for his visionary leadership, guidance and support to create and sustain the momentum throughout the years.

In celebrating the 10th Anniversary of CIFA and the remarkable development of Wofoo 3A Project, We are in the process of mapping out the way forward in the coming years. Amongst others, the idea of further strengthening the spirit of ASIA (Aspiration for Sustainability, Innovation and Applicability) in extending 3A to 4A is being contemplated. I welcome your thoughts and collaboration in taking the 3A Project to a new height and benefit more families in Asia, and contributing to the sharing of knowledge and good practice with other regions through the platform of the United Nations.



Dr. LEE Chung-Tak Joseph, GBS, OStJ, JP
President, Wofoo Social Enterprises

Message from Project Sponsor, Wofoo Social Enterprises

It is our great pleasure to support the Wofoo Asian Award for Advancing Family Well Being Project (Wofoo 3A Project) since its inception. The Project, with the spirit of “Aspiration for Sustainability, Innovation and Applicability” (ASIA), provides a platform for trans-disciplinary collaboration among Asian districts. By encouraging the creation and exchange of valuable experience or innovative ideas in Asian Region, it aims to improve the quality of life for families and enhancing the family well-being.

With rapid changes in the social, economic, ideological and technological spheres in the global contexts, the traditional family values or conceptions of the family have undergone drastic transformation over the past decades. In view of this, we are delighted to note that the Wofoo 3A Project, which served as a platform, can keep pace

with the emerging needs of the families, and come up with collective ideas and solutions in responding to the changing family issues.

I congratulate the efforts made by all the teams in doing remarkable works for their own people. Recognition from the United Nations has further proven an extraordinary stage for CIFA and Wofoo 3A Project. With a coherent vision of “Harmony brings a Family Prosperity; Cohesion makes a Nation Wealthy (人和家富, 民和國富),” Wofoo Social Enterprises (WSE) will keep supporting the Wofoo 3A Project and its importance in promoting family well-being. The increasing number of projects not only demonstrated raising concerns towards family issue, but also recognised the efforts made by the team especially Mrs. Patricia Chu and Dr. Agnes Ng, who took the project to new heights.

Message from Chairman, 3A Project Committee

Dr. NG Kwok-Tung Agnes

The 3A Project has come to its 5th round. The process of engaging stakeholders throughout the years during the competition, award presentations and exchange programmes have played a significant motivational role to drive more and more participation and sharing. The good response from the social service sectors in the Asian Region has again proven the growth and success of this project as the number of entries has a 27.8% increase from 36 in 2016 to 46 in 2018.

Once again, we are pleased to have received submissions covering a wide variety of topics, highlighting the issues faced by families such as the needs of SNE children, media literacy, addicted gamblers, sexual abuse, dementia and depression among elderly etc. All these set examples of good practice in promoting family-well-being work among families in the region.

Our committee is grateful to have respectable professionals, academics and experts in the related fields to serve as members of the Adjudication Panel. This year we have three new faces, each from Singapore, Japan, and Hong Kong. They are Ms. Marie YEO, Senior Deputy Director Family Development Group Family Support Division, Ministry of Social and Family Development, Singapore; Prof. Machiko OHARA, Professor, Japan College of Social Work, Japan; and Dr. Vivian LOU, Director, Sau Po Centre on Ageing, The University of Hong Kong, Hong Kong. With the strong adjudication panel for quality assurance, it has further enhanced the impact of the Wofoo 3A Project, especially at the international level.



Eight finalist teams have been selected at the Second Round Adjudication to compete for the Gold, Silver, and Bronze Awards, My Favourite Project and The Best Collaborative Award at the Asia Family Summit to be held on 19-22 August 2018, an occasion also to celebrate the 10th Anniversary of CIFA. The details of the teams can be referred to page 6 under “Eight Finalist Teams 2018 ”section.

We have the honour to have Mr. Matthew CHEUNG Kin Chung, Chief Secretary for Administration of the HKSAR Government to be the Guest of Honour to present awards to the winning teams at the Gala Dinner of the Summit.

The 3A project has created a strong professional network in the Asian Region for promoting family well-being through the sharing of knowledge and practice wisdom. For the year to come, we would like to expand the 3A to 4A, that is strengthening the “Alliance” among all the teams for further consolidation of collaboration in knowledge and wisdom practice sharing among organisations to create further impact.

About Wofoo 3A Project

Background

The Asian Award for Advancing Family Well-Being (3A Project) was first launched in 2010 and conducted every two years with the spirit of “Aspiration for Sustainability, Innovation and Applicability” (ASIA). Since inception, the 3A Project has received full support from the Wofoo Social Enterprises (WSE). To acknowledge its staunch support and title sponsorship from the Wofoo Social Enterprises (WSE), the project was renamed as “Wofoo 3A Project” since 2014 and had been recognised as one of the most significant activities of the Consortium of institutes on Family in the Asia Region (CIFA).

Objectives

- 1

To provide a platform to encourage sharing of valuable experience and practice wisdom while giving recognition to outstanding and pioneering work.
- 2

To encourage the transfer of innovation and knowledge among professionals, ultimately contributing to the sustainable development of family well-being and strengthening of family functioning in the whole of Asia Region.

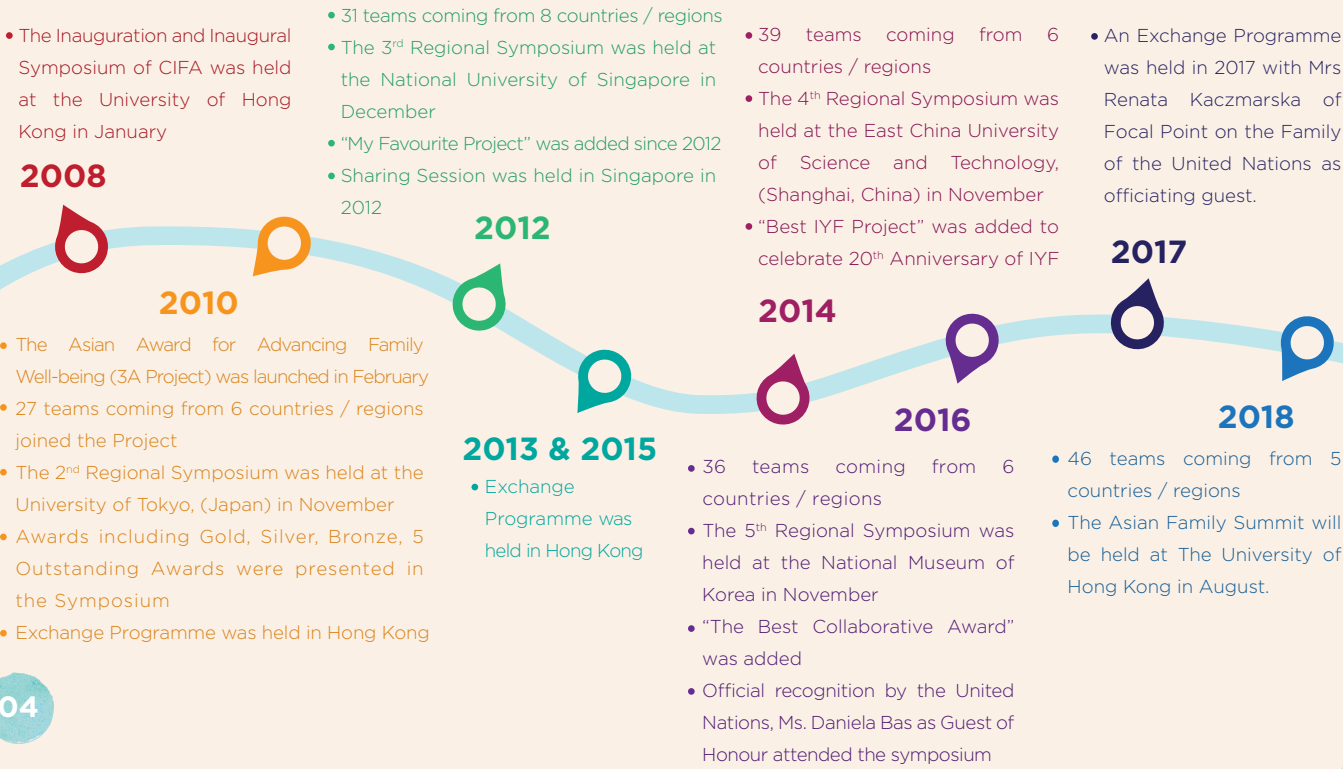


Milestone

The Project, with an accumulative total of 180 submissions, covering 7 Asian districts, including China, Hong Kong, Korea, Macau, Malaysia, Singapore, and Taiwan. It also reached a new height by receiving formal recognition from the United Nations with its presence in the Award Presentation Ceremony in Seoul in November 2016 and Opening Ceremony of the Exchange Programme in Hong Kong in June 2017.



Milestone of Wofoo 3A Project



Symposium



Exchange Programme / Sharing Session



Wofoo 3A Project 2018

Eight Finalist Teams 2018

This year, eight finalist teams were selected to participate in the Final Round Adjudication, which will be held on 21stAugust 2018 during the Asian Family Summit (AFS) at The University of Hong Kong, to share their knowledge, experience and good practice. These teams, in alphabetical order according to the names of the organisations, are:

Organisation	Name of Project	Country / Region
Aberdeen Kai-fong Welfare Association Social Service	Person with Dementia and Caregiver Companion Project	Hong Kong
CTBC Charity Foundation	Taiwan Dream Project	Taiwan
Focus on the Family Singapore Limited	Family CARE	Singapore
Guangzhou POAI Social Work Service	Warming Your Hearts: Support Families Who Lost the Only Child in Panyu, Guangzhou	China
Hong Kong Christian Service	Talk Right – Speech Therapy Training Kit and Home Program	Hong Kong
The Hong Kong Federation of Youth Groups – Media Counselling Centre	BeNetWise – Educational Project for Media Literacy	Hong Kong
PT Foundation	Youth Mentorship Initiative - 2 nd Chance Programme	Malaysia
Tung Wah Group of Hospitals Integrated Centre on Addiction Prevention & Treatment	“Lamb Lamp” – An Innovative Measure to Facilitate Family Fun Time and Enhance Family Relationship	Hong Kong

While the Adjudication Panel will decide on the Gold, Silver and Bronze Awards and the Best Collaborative Award, every participant attending the session will be involved in the election of “My Favourite Project” among the 8 finalist teams. Below are the awards of the Wofoo 3A Project 2018:

Awards of the Wofoo 3A Project 2018

Type	No. of Awards	Prizes
 Gold Award	1	Designated Cash Award: US\$3,200* Award Trophy, Award Certificate
 Silver Award	1	Designated Cash Award: US\$2,200* Award Trophy, Award Certificate
 Bronze Award	1	Designated Cash Award:US\$1,200* Award Trophy, Award Certificate
 Outstanding Award	5	Designated Cash Award: US\$200 Award Trophy, Award Certificate
 My Favourite Project	1	Award Trophy, Award Certificate
 The Best Collaborative Award	1	Award Trophy, Award Certificate

* Designated cash award to provide seed money for the winner to carry forward family service or related work in sustaining their projects.

Wofoo 3A Project Committee 2018



Advisor
Mrs. CHU YEUNG Pak-Yu Patricia



Chairman
Dr. NG Kwok-Tung Agnes



CIFA Secretariat
Mr. LI Kwan-Lok Timothy



Members:

1

Ms. CHENG Kit-Ching Florence

4

Mr. LAI Chi-Tong

2

Ms. HEUNG Yin-Kwan Kitty

5

Mr. TAM Chiu-Hung Ivan

3

Ms. HO Wai-Man Tabitha

6

Ms. WAN Tak-Yan Phoebe

Wofoo 3A Project 2018 Adjudication Panel

Mrs. CHU YEUNG Pak-Yu Patricia, Chief Adjudicator

Mrs. Patricia Chu is the Chairperson of the Consortium of Institutes on Family in the Asian Region and the Hong Kong Anti-Cancer Society, as well as a Council member of the Asian Academy of Family Therapy. She was the Deputy Director of the Social Welfare Department of the Hong Kong Special Administrative Region (HKSAR) before she retired in 2002 after serving 34 years in the civil service. She is renowned in the social welfare profession for her dedication and contribution, in particular, to the development of family work. She had also served as the Chairperson of the Social Workers Registration Board, the Equal Opportunities Commission as well as the Associate Director of the University of Hong Kong Family Institute. Mrs. Chu is currently a member of the Family Council of the HKSAR Government and the Convener of the Family Support Committee of the Family Council. She is also the Director of Mother’s Choice. She has received the Bronze Bauhinia Star awarded by the HKSAR Government in 2000 and the Rotary Centennial Service Award of Professional Excellence awarded by the Rotary International District 3450 in 2005 in recognition of her contribution to the social welfare field and the social work profession.



Ms. CHAN Choi-Ying Virginia

Ms. Virginia Chan was the former Assistant Director (Agency Service) and Business Director (Agency Development & Partnership) respectively of the Hong Kong Council of Social Service. During her long years of service in the Council, she had participated in the major policy formulation, planning and review of general and specific social welfare services of Hong Kong, and she represented the NGO sector on various government committees. Ms. Chan is currently the Vice-Chairperson of the Green Living Education Foundation and Hon Shop Manager of its Club O Shop, Chairman of the Wofoo Community Service Network, and Member of the Social Enterprise and Marketing Sub-Committee of the Hong Kong Federation of Women Centres. She was awarded the Justice Peace (“JP”) title by the Hong Kong Special Administrative Region (HKSAR) in 1995.





Prof. KIM Yeong-Hee

Prof. Yeong-Hee Kim, PhD, is the Professor of the Department of Child Welfare at Chungbuk National University and Supervisor of the Kim's Child & Family Counselling Centre, Korea. She was the Director of Cheongju Healthy Family Support Centre and she participated in the 3SEM (Smart, Smile & Sharing Eating Movement) Project with the Nongshim Food Company. Prof. Kim was the President of Korean Couple & Family Counselling Association from 2008 to 2010 and elected as the President of Korean Association of Family Relations. She received the highly respected scholar award in 2010 and was chosen as an influential scholar of Korea in 2013. She is an international member of the National Council of Family Relations, Korea and has presented at various conferences on child and family areas including counselling and therapy.



Dr. LOU Wei-Qun Vivian

Dr. Lou Vivian W. Q. is the Director of Sau Po Centre on Ageing at The University of Hong Kong. She is also an Associate Professor at Department of Social Work & Social Administration. She is now teaching Social Gerontology, Care Management, and Human Development for both undergraduate and postgraduate students. Her research interests focus on Family Gerontology, in particular Family Caregiving for Frail Older Adults and Grandchildren, Intergenerational Support, Social Adaptation and Mental Health of Chinese older adult. She also has a keen interest in practice research on Building Evidence-Based Models that contribute to the enhancement of psycho-spiritual well-being of Chinese older adults. She had publications in journals such as Journal of Gerontology: Social Sciences, The Gerontologist, Age and Aging, Aging and Mental Health, and Social Indicators Research. Dr. Lou is presently a member of Elderly Commission of the Hong Kong Special Administrative Region (HKSAR), a fellow of Gerontology Society of America, and a council member of Hong Kong Association of Gerontology.

Dr. OHARA Machiko

Dr. Ohara Machiko is a member of the International Committee of Japan Association of Family Therapy. She has dedicated herself to practice in social work for elderly in university hospitals. She developed the assessment tool for elderly in order to support their families and finally received her PhD in same field. Dr. Ohara is a professor at the Department of Social Work, Japan College of Social Work and responsible for teaching social work in the field of health and medical fields. She is currently a member of the Executive Boards of the Japanese Society for the Study of Social Welfare and the Japanese Association of Social Workers in Health Services. She is also serving as a member of the Executive Boards of some social welfare corporations for care of children and their mother. Her main social activity is to instruct social workers about family support and supervision throughout Japan. She is studying Model Construction of Functional Supervision Frameworks for social work practice of care for children, elderly people, disability people and patients.



Ms. YEO Marie

Ms Marie Yeo is the Senior Deputy Director of Family Support Division at the Ministry of Social and Family Development, Singapore. Ms Yeo works with her team to promote and deliver marriage preparation programmes and parenting education in schools and the community. In addition, the team also works to build the capability of family life educators and counsellors for mainstream and early risk families. Ms Yeo was previously responsible for the systemic development and service delivery of the family and child protection sector that works to end violence in families. In that role, she led in the development of service and funding models for child and family protection specialist centres, crisis shelters and mandatory counselling programmes. Ms Yeo was conferred the Public Administration Medal (Bronze) award in 2013 for her service to Singapore.

Screening committee (For Initial Submissions)



Members:

- 1

Ms. CHENG Kit-Ching Florence
- 2

Ms. CHINAPAN Bawany
- 3

Ms. HEUNG Yin-Kwan Kitty
- 4

Ms. HO Wai-Man Tabitha
- 5

Dr. LEE Ngak-Siang
- 6

Dr. NG Kwok-Tung Agnes

Wofoo 3A Project 2018 - Synopses of the Finalist Projects

Aberdeen Kai-fong Welfare Association Social Service

Persons with Dementia and Family Caregiver Companion Project

In Hong Kong, the prevalence rate of dementia is estimated to be at 5%-8% among persons aged over 65. However the false belief about dementia that memory problem is a common phenomenon of ageing and “nothing can be done”, have prohibited persons with Mild Cognitive Impairment (PwMCI) and their families to raise alarms when the first symptom appears.

MCI is described as an early symptom of dementia. PwMCI engaged in timely and suitable interventions could prevent or delay the possible conversion to dementia. Involvement of family caregivers is crucial to enhance family cohesiveness and resilience in handling family crisis. On the other hand, PwMCI are encouraged to live and remain independent in the community with support from their family caregivers. An inclusive community with a safe, friendly and supportive environment is therefore essential for PwMCI and their family caregivers.

Based on Community Involvement in Health Empowerment Model and Six-Sense Framework, a project named “Persons with Dementia and Family Caregiver Companion Project” (the Project) was



implemented in 2016. The Project is pioneering in a sense that it adopted family-focused and community-supported approach as intervention strategies for PwMCI and their family caregivers in early intervention stage of PwMCI. It sought to:

- ❶ Optimize physical and mental health, functional ability and well-being of PwMCI;
- ❷ Empower capabilities of family caregivers in caring PwMCI and improve family caregivers' quality of life;
- ❸ Build a supportive and friendly community for PwMCI and their family caregivers.

Evidence showed that there was a general improvement in PwMCI's quality of life, enhanced family caregivers' coping skills in facing family crisis, and mobilized community partners and stakeholders to support PwMCI and their family members. The detailed documentation facilitated the Project to share the best practices and work model in similar projects in the field.

Organisation Description

 Website: <https://www.aka.org.hk>

Aberdeen Kai-fong Welfare Association Social Service is a localised non-profit-making voluntary agency rendering social welfare services to people living in Southern since 1976. Our service units are mainly located in Southern, including Aberdeen, Wong Chuk Hang, Ap Lei Chau, Wah Kwai Estate, Wah Fu Estate, and Shek Pai Wan Estate. Our Agency developed our Vision, Mission and Belief serving as clear and distinctive goals for keeping to provide high-quality services. Besides, we set “Caring Hearts Connected” as our brand slogan to reflect the agency culture and our working attitude, with an aim to provide professional and multifarious services to the public.

CTBC Charity Foundation

Taiwan Dream Project

While promoting the safeguarding of disadvantaged children, we have noted that when a family is financially disadvantaged, it has an adverse impact on the children's psychological and physical development, as well as their learning achievements. CTBC Charity Foundation continuous the focus of the “Light up a Life” fundraising campaign for education and living environment of the underprivileged children, it has cooperated with the Ministry of Health and Welfare and experts from practical and academic areas to launch the Taiwan Dream Project across the country since 2015. Twenty empowered community development associations are combined to provide school children with multiple afterschool activities, meals, and resident-volunteer trainings in order to raise awareness of taking care of underprivileged children in the community.

Significant changes had been seen on children and residents since the implementation of the project, school children's BMI has improved and their depression values have decreased while the sense



of happiness and safety increased. In terms of the residents, they are more willing to serve as volunteers to take care of children. Moreover, they will also have much more awareness towards their communities. All of the above will prevent children from abuse. Social Return on Investment (SROI) measurement are introduced on Taiwan Dream Project in one of Taiwan Dream bases, and discovered that every NT\$1 investment on the community can generate NT\$4.26 social value. This report was certified by the Social Value International (SVI).

Since the beginning of the project, more and more members of the community have taken the initiative to join the ranks of our volunteers. “It takes a village to raise a child”, we hope that together, in the beautiful Taiwanese spirit of kindness, we can work together as one big family to guard and care for the next generation.

Organisation Description

 Website: <https://www.ctbcfoundation.org>

CTBC Charity Foundation was established by Jeffrey Koo Jr., the Chairman of CTBC Bank in 2004, with fully supported by parent enterprise, CTBC Financial Holding Company. The mission of the Foundation, as well as our ongoing goal, is the pursuit of basic right to happiness for children from disadvantaged families. We firmly believe that every child has the potential to create a better future for this world. The programmes of the Foundation are designed to solve social problems caused by poverty. There are “Light up a Life” fundraising campaign, Taiwan Dream Project, CTBC Poverty Alleviation Programme, CTBC Youth Baseball Project; moreover CTBC encourages employees to go into the community and take part in social service. Through the love and influence of the Foundation, we transmit the charity's objective of “Love for Kids”.

Focus on the Family Singapore

Family CARE

The vision of the Family CARE project is to see incarcerated parents and their families transformed through strengthened relationships, reconciliation, and forgiveness among family members. Two theories, which are the Identity Theory and Family Systems Theory, formed the theoretical bases for the development of this programme.

Family CARE consists of multiple components, listed in sequence:

- 1 Parenting with Confidence workshop
- 2 Pre-event briefing
- 3 Love Literate parent-child session
- 4 Family Time
- 5 Debrief session
- 6 Follow-up calls

Love Literate and Family Time are combined to form a single bonding session for incarcerated parents and their family members.

From its launch in April 2016 to the end of 2017, Family CARE has benefitted 290 people including 101 prison inmates and their families over five cycles.



This year, there are plans to conduct three cycles, reaching an estimate of 60 inmates, 180 children, and 60-90 spouses and other family members.

Quantitative and qualitative data reports positive responses from participants who have experienced the programme. Plans for further development of the programme include extending the opportunity to the women's prisons to serve incarcerated mothers as well. Another extension of the programme includes providing regular support for families of incarcerated members through ongoing support groups and family life education. To ensure sustainability of the programme, greater collaboration and engagement among community partners, corporates and social welfare organisations must be fostered.

Organisation Description

 Website: <https://www.family.org.sg>

Focus on the Family Singapore is a local charity with Institution of a Public Character (IPC) status dedicated to helping families thriveSM. Upholding the family unit as the basic building block of a thriving Singapore, we partner individuals and organisations to promote strong families through innovative and differentiated programmes, trusted resources, family counselling, and content placement in various media. We aim to support the everyday family through life's challenges and to build enduring healthy values, thus circumventing many of society's social problems.

Guangzhou POAI Social Work Service

Warming Your Hearts :Support for Families Who Lost the Only Child in Panyu, Guangzhou



Introduction

"Families Who Lost the Only Child" are those families whose only child died, and the parents are not able or ready to give birth to another child or not willing to adopt a child. In China, parents rely on their children to take care them in their old age. However, the national policy in the last two decades only allowed parents to have one child. When the only child died, the parents faced emotional trauma, financial difficulties and uncertainties.

Theoretical Framework and Project Objectives

The Five-Stage Model of Grief: "Denial, Anger, Bargaining, Depression and Acceptance" was adopted.

The objectives are:

- 1 To resume the parents' emotional stability and strengths.
- 2 To reconnect the service delivery mechanism the parents receive.
- 3 To reconstruct social networks for the parents.

Stages of Implementation

- 1 Community Needs Survey: 102 clients in 64 household were found who need the services.

- 2 Home Visits: Breaking ice and building mutual trust.
- 3 Individual Family Casework and Counselling.
- 4 Group Activities: Social groups and peer support.
- 5 Community Activities: Tours and volunteer work.
- 6 Programme Evaluation: The project was evaluated by Contemporary Social Service Organization Research and Evaluation Centre, and won the supreme award in 2016 and 2017 in Public Welfare and Venture Project Competition in Panyu, Guangzhou.
- 7 Policy Advocacy: Sharing workshops were conducted to policy makers and business sector.
- 8 Education and Training for Frontline Social Workers and Fieldwork Students.

Impact of Intervention

After two and a half years, the clients have lower level of stress, wider social networks, adequate knowledge about community resources, better life planning and management, more frequent mutual help among members of peer support groups and higher participation in community activities.

Organisation Description

 Website: <http://www.gzpoui.com/index.html>

POAI Social Work Service, established in 2010 with the mission of "Profession, Orientation, Action & Innovation", is the first professional social work agency which received the honour of "5A Social Organisation", "the Best Social Work Organisation in Guangzhou" in 2014, "Top 100 Social Work Organisations in China" in 2015 and "One of the Outstanding NGOs in Guangzhou" in 2018. POAI has over 200 staff members, among which 70% are professional social workers. POAI provides services for the family, the elderly, the disabled and the young people and so on.

Hong Kong Christian Service

Talk Right – Speech Therapy Training Kit and Home Program

Facing long waiting time of subvented rehabilitation speech therapy services and expensive private speech therapies, language-impaired children missed their prime period of learning language and parents suffered from overwhelming stress and anxiety. Withholding the mission of providing early identification and intervention, Talk Right supports parents with a systematic home-based “Indirect Speech Training” programme, ensuring the language-impaired children would not miss the critical period for early interventions.

Talk Right made the best use of community resources to produce the very first speech therapy home training-kit in Asia and training programmes. The training kit addressed parents’ need by

- ➊ Using illustrations to demonstrate the professional skills
- ➋ Providing toys cards and guidelines for application
- ➌ Distributing the training kit for free with essential training workshops.

Followed the first two phrases, efficacy study was scientifically conducted, using pre- and post-measurement of experimental group and control group of 58 children with language impairment. Results showed that children receiving Talk Right had significantly improvement on the expressive ability, comprehension ability, total vocabulary size, vocabulary diversity, sentence length and grammatical accuracy.



香港基督教服務處
HONG KONG CHRISTIAN SERVICE
全人關心 卓越創新
care for all excel in all

Talk Right further advocated its righteousness by organising professional seminars to principals, teachers and child-care workers, teaching them to implement Talk Right in their teaching job.

The achievement of Talk Right was impressive. Apart from the improvement of children and their families, its influence on the industry was remarkable. The essence of Talk Right successfully sparked the industry’s concern on bridging professional service to the community’s daily life, hence allowing a concrete support from professional speech rehabilitation programmes to the families from diverse backgrounds.

In the coming years, Talk Right would extensively expand to 100 local kindergartens. Transformation of materials into Apps would also be developed, aiming to actualize an indirect home-based speech training programme, letting all stakeholders of children work hand-in-hand to achieve a closer bonding and caring atmosphere in the community.

Organisation Description

Website: <http://www.hkcs.org>

Since 1952, **Hong Kong Christian Service (HKCS)** has been working towards a humane and just society. We provide the needy with suitable, professional and quality services genuinely. We care for the disadvantaged and the neglected. We uphold our vision of “Towards a Benevolent and Just Society, Holistic Development for All” by instilling hope, advocating justice and promoting harmony for our people and society.

The Hong Kong Federation of Youth Groups

BeNetWise - Educational Project for Media Literacy

Aiming at promoting teenagers to be responsible citizens and lifelong learners by utilizing online information and information technology ethically and effectively, the Hong Kong Federation of Youth Groups has initiated the BeNetWise- Educational Project for Media Literacy.

Objectives:

- ➊ To cultivate teenager’s media literacy by enhancing their knowledge of new media, critical thinking and positive values towards massive media information.
- ➋ To enhance parents’ understanding on the trend of new media and promote parent-child relationship with utilizing new media tool.
- ➌ To support teachers to implement media literacy education in schools.

Characteristics:

➊ Comprehensive Curriculum of Media Literacy

Topics such as decoding of online message and online risks were covered on the curriculum. Students were trained up to analyse online messages and challenges by using an analytical framework.

➋ Multi-System Intervention

Workshops were designed for both parents and teachers to enhance their understanding of the importance of media literacy and skills of carrying out education in family and school.



香港青年協會
the hongkong federation of youth groups

➌ Emphasis on Value Education

The ultimate goal of project is to help students acquire a set of value and ethic including empathy, respect of privacy, law-abiding, being modest and prudent, which they can uphold and face with the ever-changing online environment.

➍ Cross-Professional Collaboration

Teachers were invited to design course materials, give advice on teaching method and assessment collaboratively with our team members. Train the Trainer were held to equip teachers with the skills of implementing media literacy education in schools.

➎ Development of Assessment Tool and Evidence-Based Evaluation

New Media Literacy Scale (NMLS) was developed for measuring students’ level of media literacy objectively. An evaluation study was also implemented to investigate student’s change of literacy level after the project by Faculty of Education, The University of Hong Kong.

Organisation Description

Website: <http://hkfyg.org.hk>

The Hong Kong Federation of Youth Groups (HKFYG) was founded in 1960 and is now the city’s largest youth service organisation. For the past 56 years, it has been committed to serving the youth of Hong Kong through the provision of a variety of services and programmes, which have an annual attendance of over five million. We encourage youth to reach their fullest potential and grow into responsible and dutiful citizens. And we now have over 200,000 registered volunteers and 460,000 registered members. We believe that our motto HKFYG • Here for You reaffirms our commitment and dedication to the young people of Hong Kong.

PT Foundation

Youth Mentorship Initiative - 2nd Chance Programme

The 2nd Chance programme, managed by PT Foundation provides psychosocial and academic assistance to HIV-infected and affected children. Most of these children perform poorly in school and show signs of emotional trauma. This population lives in highly stressful environments due to poverty, single parenting, and inability to cope with the loss or separation of a parent, domestic abuse, HIV stigma, and neglect. As a result, these children are among the most vulnerable population, as they are more prone to depression, anxiety, and skewed perception of relationships.

One of our services from the programme is the mentoring programme. Each child will be assigned an Academic Mentor and a Psycho-social Mentor.

Academic Mentors: Undergraduates interning at PT Foundation serve as academic mentors, coaching the children to reach their potential. This includes:

- 1 Motivate them to study.
- 2 Teach them how through hard-work and perseverance, they can perform better in school.

Psycho-social Mentors: Counselling students from universities such as helping University work with the children one-to-one for at least 36 sessions over a year.



They will focus on:

- 1 Strengthen children's ability to cope with ongoing emotional challenges.
- 2 Improve children's decision-making abilities, leadership skills, and self-confidence.
- 3 Improve children's ability to develop healthy relationships.
- 4 Deter children from emulating family members who are engaged in domestic violence, substance abuse, unsafe sex, quitting school.

Our mentoring services have reached more than 50 children, demonstrating positive outcomes in more than half of the children. We have seen some children who have come to appreciate their mothers' efforts while others are displaying more confidence and emotional maturity. Children and teenagers who could barely read have improved significantly while others have finally learned to write the alphabet. School attendance has increased and children are spending more time studying.

Organisation Description

Website: www.ptfmalaysia.org

PT Foundation is a community-based, non-profit making organisation providing HIV/AIDS education, care and support programmes, and empowerment programmes for 5 key affected populations, which include:

- 1 HIV/AIDS infected individuals (PLHIV) and affected children (PLHIV)
- 2 Drug users
- 3 Sex workers
- 4 Transsexuals
- 5 Men who have sex with men (MSM).

Our objectives include:

- 1 Reduce the number of new HIV and other STI infections
- 2 Ensure that PLHIV live healthy lives by providing peer support, referrals, psycho-social services, and academic help for children
- 3 Empower PLHIV deal with HIV, gender identity and sexual health.
- 4 Enable the capacity of other HIV organisations in Malaysia

Tung Wah Group of Hospitals Integrated Centre on Addiction Prevention & Treatment (ICAPT)

“Lamb Lamp” – An Innovative Measure to Facilitate Family Fun Time and Enhance Family Relationship

Rapid growth of mobile and screen-based products use as well as corresponding addictions among adolescents in the past decade continuous to cause great concerns among different stakeholders. Family as a potential psychosocial support for reducing the likelihood of addiction development can be weakened as a result of the deterioration of parent-adolescent relationships associated with excessive mobile use.

Based on the family functioning and gamification-enhanced concepts, positive and fun interactions between family members can be a vital component in fostering a supportive relationship. An innovative ‘family-focused’ intervention strategy -“Lamb Lamp” was designed and developed to facilitate fun and contented parent-adolescent interactivities. It aims to divert family member's attention away from their phones whilst to facilitate cheerful engagements for the whole family which eventually foster the development of a supportive relationship.

The strategy and product include an interactive lamp integrated with a mobile charging table and a set of



game cards. When family members rest their phones on the table for charging, the lamp will light up with a smiley and suggest a bodily-interactive game for the family to play. To supplement the lamp design, a set of self-reporting home assignments is also designed to allow participants to record daily Internet and mobile usage patterns.

A pilot study has been carried out and found initial benefit in reducing screen time of individuals. Improvement of family gathering and fun time that enable rebuilding family relationship. The project will be further developed into a community workshop that family members are invited to involve in the assemble process of “Lamb Lamp” in order to foster the sense of ownership, achievement and connectedness.

Organisation Description

Website: <http://icapt.tungwahcsd.org>

This is a collaborative project between Tung Wah Group of Hospitals Integrated Centre on Addiction Prevention and Treatment (TWGHs ICAPT) and The Asian Lifestyle Design Lab (ALDL), School of Design, Hong Kong Polytechnic University.

Tung Wah Group of Hospitals Integrated Centre on Addiction Prevention and Treatment (ICAPT) was launched in 2012 with the aims to provide professional treatment and preventive programmes for multi-expressions of addiction. The service features with evidence informed, multi-disciplinary and multi-modality treatment and prevention programmes.

The Asian Lifestyle Design Lab (ALDL) was established in 2004 at the School of Design, Hong Kong Polytechnic University. Its mission is to harness the dynamism of Chinese and Asian cultures in creating appropriate designs and initiatives for promoting sustainable lifestyles and social well-being in Hong Kong, China and Asia.

List of the 16 Short-Listed Entries and All Other Submissions

A. The 16 Short-Listed Entries

	Organisation	Name of Project	Region
1	Aberdeen Kai-fong Welfare Association Social Service	Person with Dementia and Caregiver Companion Project *	Hong Kong
2	Caritas Addicted Gamblers Counselling Centre	Caritas Addicted Gamblers Counselling Centre	Hong Kong
3	Caritas Community Support Project on Development of Sexual Health	Caritas Specialized Treatment and Prevention Project against Sexual Violence	Hong Kong
4	CTBC Charity Foundation	Taiwan Dream Project *	Taiwan
5	Focus on the Family Singapore Limited	Family CARE *	Singapore
6	Guangzhou POAI Social Work Service	Warming Your Hearts: Support Families Who Lost the Only Child in Panyu, Guangzhou *	China
7	Hong Kong Christian Service	Talk Right – Speech Therapy Training Kit and Home Program *	Hong Kong
8	Hong Kong Christian Service – Growth and Social Rehabilitation Core Business	The Light from the Shadow of Family	Hong Kong
9	Hong Kong Family Welfare Society	“Smiley Activation Project” - Community / Home-Based Depression Treatment for the Elderly	Hong Kong
10	The Hong Kong Federation of Youth Groups – Media Counselling Centre	BeNetWise – Educational Project for Media Literacy *	Hong Kong
11	Mendaki Sense	Back to Work Women Programme	Singapore
12	PT Foundation	Youth Mentorship Initiative - 2 nd Chance Programme *	Malaysia
13	Senior Citizen Home Safety Association	Silver Age Studio	Hong Kong
14	The Society of Rehabilitation and Crime Prevention, Hong Kong	Blue Bus – Sharing of LOVE	Hong Kong
15	Taiwan Corp. Sustainable Urban and Rural Care Association	Grass Life Skills Academy	Taiwan
16	Tung Wah Group of Hospitals Integrated Centre on Addiction Prevention & Treatment	“Lamb Lamp” – An Innovative Measure to Facilitate Family Fun Time and Enhance Family Relationship *	Hong Kong

*Finalist Projects




B. All Other Submissions

	Organisation	Name of Project	Region
1	Association of Learning Disabled	Generating Opportunities for Learning Disabled	Malaysia
2	Be Healthy, So Easy: FAMILY Education Project	Be Healthy, So Easy: FAMILY Education Project	Hong Kong
3	The Boys’ & Girls’ Clubs Association of Hong Kong	“Love, Narrative, Togetherness” Project for SEN Families	Hong Kong
4	Caritas “Love and Chasity” Comprehensive Sex Education Project	Caritas “Love and Chasity” Comprehensive Sex Education Project	Hong Kong
5	Caritas Integrated Family Service Centre - Tsuen Wan	Caritas Strengths Club	Hong Kong
6	Caritas Jockey Club “Life Coaching” Community Support Network - A Community-Based Suicide Prevention Programme	Caritas Jockey Club “Life Coaching” Community Support Network - A Community-Based Suicide Prevention Programme	Hong Kong
7	Caritas Jockey Club Project Cedar - Social Emotional Support Service for Men	Caritas Jockey Club Project Cedar - Social Emotional Support Service for Men	Hong Kong

8	Child Welfare League Foundation	Belonging, Being, Becoming - My Journey through Adoption Adoption Service	Taiwan
9	Dongguan Zhaneng Social Work Service Center – Changping Qiaozi Community Comprehensive Service Center	Zhou Children-QiaoZi Small Tour Guide Cultivate Project	China
10	Dongguan Zhaneng Social Work Service Center – Humen Dongfang Community Comprehensive Service Center	“Beautiful Family” Oriental Community Family Culture Project	China
11	Dongguan Zhaneng Social Work Service Center – Shilong Zhongshandong Community Comprehensive Service Center	Hand in Hand Mutual Health Plan	China
12	Dongguan Zhaneng Social Work Service Center – Wanjiang DaLianTang Community Comprehensive Service Center	“The Filial Piety Families”Gratitude Action in DaLianTang Community	China
13	Evangelical Lutheran Church Social Service - Hong Kong	Project Crossroad	Hong Kong
14	Fengyuan Community Service Centre	Trendy Marriage and Child Rearing	China
15	Focus on the Family Singapore Limited - FamChamp Department	FamChamps	Singapore
16	Guangdong Yibaijian Comprehensive Health Technology Co., Ltd	“Private customized” Home Care Service for Elderly	China
17	HKSKH Lady MacLehose Centre	Project Kala - Mutual Support Scheme for Ethnic Minorityies Families	Hong Kong
18	Hong Kong Sheng Kung Hui Primary School Counselling Service	Family Fun Day	Hong Kong
19	Loving Family Foundation	Start-a-Family Resource Program for Newlyweds	Taiwan
20	Luoyang Dummy Daddy Workshop Wenchuang Technology Co., Ltd.	Dummy Daddy Workshop-Service Project for Left-Behind, Single-Parent and Impoverished Children in Luoyang City	China
21	Neo-Horizon - Hong Kong Sheng Kung Hui Welfare Council	“Love Can Change” Counselling Scheme for Additive Couples	Hong Kong
22	Po Leung Kuk	“Touching Children’s Hearts” - Support Project for Children and Parents	Hong Kong
23	S.K.H. Holy Carpenter Church District Elderly Community Center - Hospice & Bereavement Service Division	JCECC : “Hospice in Family” Home Care Support Services	Hong Kong
24	Saint Joseph’s Institution International (Singapore)	Group Session for Parents	Singapore
25	Taiwan Fund for Children and Families	“Love Surrounds Families” Program	Taiwan
26	Tung Wah Group of Hospitals Even Centre	Family Coping Treatment Group for Family Members and Significant Others Affected by Gambling Disorder - Evidence Informed Practice	Hong Kong
27	WE LOVE - Jockey Club Centre for Family Enhancement, Hong Kong Sheng Kung Hui Welfare Council	“Leaping Big” SEN Support Scheme	Hong Kong
28	Wellness Zone - Integrated Community Centre for Mental Wellness	Coming Across Cherish in Family - Life Education Project	Hong Kong
29	XinXiang MuEn Social Work Service Center	Parenting Skills Promotion Program Among Family with 0-3 year-old Baby	China
30	Yayasan MENDAKI	It Takes a Village: The Ripple Effect of MENDAKI’s Parent Circles	Singapore




Overview of Past Winning Projects

Wofoo 3A Project 2016

Award	Organisation and Name of Project	Region
 Gold	Heep Hong Society - Happy Parenting Programme	Hong Kong
 Silver	Touch Community Services - TOUCH Cyber Wellness Family Support Programme*	Singapore
 Bronze	Hong Kong Lutheran Social Service, LC-HKS - Rainbow Lutheran Centre - Pregnant Psychotropic Substance Abusers Family Supporting Scheme**	Hong Kong
Organisation and Name of Outstanding Award		Region
Foshan Yixin Social Service Agency - Beijiao Employees' Services Centre - Supportive Programme for Victims of Industrial Accidents		China
The Hong Kong Anti-Cancer Society - "Walking Hand-in-Hand" Cancer Family Support Project		Hong Kong
Senior Citizen Home Safety Association - Life Journey Centre		Hong Kong
Shanghai Social Worker Agency for Public Affairs - The Ambition of Flying Up in the World - Asset - Building Intervention Project for Poor Family in Shanghai, China		China
Tung Wah Group of Hospitals - Centre on Family Development - The Hong Kong Jockey Club Community Project Grant - Parent Child Interaction Therapy (PCIT) Service		Hong Kong




* The "TOUCH Cyber Wellness Family Support Programme" of Touch Community Services also won the award of My Favourite Project
** The "Pregnant Psychotropic Substance Abusers Family Supporting Scheme" of Hong Kong Lutheran Social Service, LC-HKS - Rainbow Lutheran Centre also won The Best Collaborative Award

Wofoo 3A Project 2014

Award	Organisation and Name of Project	Region
 Gold	The Hong Kong Federation of Youth Groups Media Counselling Centre - uTouch Cyber Youth Outreach Project *	Hong Kong
 Silver	Child Welfare League Foundation, R.O.C - Family Preservation and Restoration: Family Intervention Services in Child Abuse	Taiwan
 Bronze	Hong Kong Family Welfare Society - Tseung Kwan O (South) Centre - Healthy Divorced Men Project	Hong Kong
Organisation and Name of Outstanding Award		Region
Caregivers-to-Caregivers Training & Support for Families of Persons with Mental Illness - Caregivers Alliance Limited		Singapore
"Walk with Love" Family Supportive Project** - HKSKH Kowloon City Children & Youth Integrated Service Centre		Hong Kong
Co-Parenting Project for the Divorced & Separated Parents - The Hong Kong Catholic Marriage Advisory Council - Marriage Mediation Counselling Service		Hong Kong
The Hong Kong Polytechnic University and The University of Hong Kong - HOPE-20		Hong Kong
Methodist Epworth Village Community Centre, Social Welfare - "Abundant and Fulfilling Life" - Intergenerational Life and Death Education Project		Hong Kong




* "uTouch Cyber Youth Outreach Project" of The Hong Kong Federation of Youth Groups Media Counselling Centre also won the award of My Favourite Project.
** "Walk with Love' Family Supportive Project" of HKSKH Kowloon City Children & Youth Integrated Service Centre also won the award of the Best IYF Project

Wofoo 3A Project 2012

Award	Organisation and Name of Project	Region
 Gold	Child Welfare League Foundation R.O.C - Hope-Stars from the Home : Working with Bereaved Children and their Families Affected by Disasters*	Taiwan
 Silver	Heep Hong Society - Promoting Positive Life Attitudes among Families with Special Needs Children	Hong Kong
 Bronze	Tung Wah Group of Hospitals - Healthy Start Home Visit Programme	Hong Kong
Organisation and Name of Outstanding Award		Region
Taiwan Fund for Children and Families - Family Development Account Programme: An Approach to End Poverty		Taiwan
Richform Holdings Limited - Family -Friendly, Happy Together		Hong Kong
The Boys' & Girls' Clubs Association of Hong Kong - Project Touch-The First Social Service for Lesbian, Gay, Bisexual and Transgender Youths and their Families in Greater China		Hong Kong
Hong Kong Children & Youth Services - Sleep Beauty- Women Wellness Scheme		Hong Kong
New Life Psychiatric Rehabilitation Association - Seeing H.O.P.E.S.- Family- Based Counselling & Support Project		Hong Kong

*The "Hope - Starts from the Home: Working with Bereaved Children and their Families Affected by Disasters" Project of the Child Welfare League Foundation R.O.C., Taiwan also won the award of "My Favourite Project".

Wofoo 3A Project 2010

Award	Organisation and Name of Project	Region
 Gold	Hong Kong Family Welfare Society - Family Mental Health Service cum Family Oasis Project	Hong Kong
 Silver	Thye Hua Kwan Moral Society - Family Achievement Award	Singapore
 Bronze	Evangelical Lutheran Church Social Service - Hong Kong - When Teens Meet Angels	Hong Kong
Organisation and Name of Outstanding Award		Region
China Sexual Social Assault Prevention Web - Spring Breeze - Assistance to Families with Victims of Sexual Assault		China
International Social Service Hong Kong Branch - "City Beneath the Light" Tin Shui Wai Drama Project		Hong Kong
Cheongju Healthy Family Support Centre - 3 SEM (Smart, Smile & Sharing Eating Movement) Project		Korea
Malaysian Care - Family - Based Micro Finance & Agricultural IGPs Intervention in Indigenous People Communities		Malaysia
Child Welfare League Foundation - The Project of Family Mediation		Taiwan

List of Participating Organisations from 2010 to 2016

Organisation	Country / Region	Year
Aberdeen Kai-fong Welfare Association Social Service	Hong Kong	2010, 2016
AGAPE Counselling Centre Malaysia	Malaysia	2010
AIDS Concern Foundation Limited	Hong Kong	2014
Asia-Pacific Institute of Ageing Studies	Hong Kong	2014
The Boys' & Girls' Clubs Association of Hong Kong	Hong Kong	2012
Brahm Centre	Singapore	2014
Busan Healthy Family Support Centre	Korea	2016
Busan Suyeong-gu Healthy Family Support Center	Korea	2016
Caregivers Alliance	Singapore	2014
Caritas – Hong Kong	Hong Kong	2012, 2014, 2016
Chee Hoon Kog Moral Promotion Society	Singapore	2016
Chengdu Datong Social Work Service Center	China	2014
Cheongju Healthy Family Support Centre	Korea	2010
Child at Street 11	Singapore	2016
Child Welfare League Foundation, R.O.C.	Taiwan	2010, 2012, 2014
Chinese YMCA of Hong Kong	Hong Kong	2010
Christian Family Service Centre	Hong Kong	2010, 2014
Engmepho Professional Enterprise Sdn. Bhd.	Malaysia	2016
Evangelic Lutheran Church Social Service – Hong Kong	Hong Kong	2010
EQUAL – ARK Singapore	Singapore	2016
The Family Planning Association of Hong Kong	Hong Kong	2014
Focus on the Family Malaysia	Malaysia	2010, 2014
Focus on the Family Singapore	Singapore	2014
Foshan Yixin Social Service Agency	China	2016
Guangzhou City Luogang District Social Service	China	2012
Guangzhou Datong Social Work Service Agency	China	2014, 2016
Guangzhou Guangai Social Service Centre	China	2016

Organisation	Country / Region	Year
Guangzhou Starry Sky Social Work Development Centre	China	2014
Harmony House	Hong Kong	2010
Heep Hong Society	Hong Kong	2010, 2012, 2016
The Hong Kong Anti-Cancer Society	Hong Kong	2012, 2014, 2016
The Hong Kong Catholic Marriage Advisory Council	Hong Kong	2014
Hong Kong Cancer Fund	Hong Kong	2016
Hong Kong Children & Youth Services	Hong Kong	2012
Hong Kong Christian Service	Hong Kong	2010
The Hong Kong Council of Social Service	Hong Kong	2010
Hong Kong Family Welfare Society	Hong Kong	2010, 2012, 2014, 2016
The Hong Kong Federation of Youth Groups	Hong Kong	2014, 2016
Hong Kong Lutheran Social Service, LC-HKS	Hong Kong	2016
The Hong Kong Polytechnic University	Hong Kong	2012, 2014
Hong Kong Sheng Kung Hui Lady MacLehose Centre	Hong Kong	2014
Hong Kong Sheng Kung Hui Welfare Council	Hong Kong	2012, 2014
Hong Kong Young Women’s Christian Association	Hong Kong	2010, 2012, 2014,
International Social Service Hong Kong Branch	Hong Kong	2010, 2012
Ladder Mission	Hong Kong	2010
Life Education Activity Programme	Hong Kong	2016
Malay Youth Literary Association (4PM)	Singapore	2014
Malaysian Care	Malaysia	2010
Maple Women's Psychological Counseling Centre	China	2014
Methodist Epworth Village Community Centre	Hong Kong	2014
National University of Singapore	Singapore	2012
New Life Psychiatric Rehabilitation Association	Hong Kong	2010, 2012, 2016
Ng Wai Sheng	Malaysia	2014
Prison Fellowship Singapore	Singapore	2014

Organisation	Country / Region	Year
Punggol South Citizens' Consultative Committee	Singapore	2014
Richform Holdings Limited	Hong Kong	2012
Richmond Fellowship of Hong Kong	Hong Kong	2016
The Salvation Army	Hong Kong	2012
The Salvation Army	Singapore	2014
Sasang-gu Multicultural Family Support Center	Korea	2016
Scout Association of Hong Kong	Hong Kong	2014
Senior Citizen Home Safety Association	Hong Kong	2016
Serangoon Moral Family Service Centre	Singapore	2016
Shanghai Social Worker Agency for Public Affairs	China	2016
SKH Holy Carpenter Church District Elderly Community Centre	Hong Kong	2016
SKH St. Christopher's Home	Hong Kong	2012
Social Welfare Department	Hong Kong	2010, 2012, 2014
Society of Boys' Centres	Hong Kong	2016
The Society for the Aid and Rehabilitation of Drug Abusers	Hong Kong	2012
Spring Breeze Web - A Psychological Trauma Assistance Network	China	2010, 2012
St. James' Settlement Service Department	Hong Kong	2012
Starry Sky Social Work Development Center in Guangzhou	China	2014
Taiwan Fund for Children and Families	Taiwan	2012, 2016
The University of Hong Kong	Hong Kong	2014
The Women's General Association of Macau	Macau	2014
Thye Hua Kwan Moral Society	Singapore	2010, 2014, 2016
TOUCH Community Services Limited	Singapore	2016
Tung Wah Group of Hospitals	Hong Kong	2010, 2012, 2014, 2016
Whispering Hearts Family Service Centre	Singapore	2016
Zhen-Ai Foundation	China	2014

Messages from Adjudicators

Ms ANG Bee Lian (Singapore) (Adjudicator for Wofoo 3A Project in 2010 and 2012)

The Wofoo 3A Project aims to recognise outstanding initiatives in the Asian Region that are innovative and can improve the welfare and quality of life for families. A good project should be able to demonstrate its ability to articulate its theoretical and clinical basis for the strategies chosen to effect change. The Wofoo 3A Project in addition to increasing family-well-being also allows agencies to showcase how they address the varied challenges faced by families in their countries, and contributes to learning across cultures. I am a firm supporter of the Wofoo 3A Project as it provides a platform for the cross-section of



agencies from the academia, social enterprise and non-profit sectors, to share valuable experience and knowledge on how the lives of families can be improved. This multi-disciplinary and cross-cultural sharing encourages the cross-fertilisation of ideas and rigorous evaluation of our common efforts to strengthen families in Asia.



Professor KIM Yeong-Hee (Korea) (Adjudicator for Wofoo 3A Project in 2012, 2014, 2016 and 2018)

The most main element for being a good project is its feasibility and continuity. I support the Wofoo 3A project as it is a good learning opportunity for the strengthening the quality of family life and exchanging the idea about family-focused intervention around Asia Region. Many families still treasure the family-oriented values in their mind in Korea, but family-oriented values are not integrated with real family life. That is, more individual-oriented behaviors are the prevalence of current families ill-matched with family-oriented values. Therefore, Wofoo 3A project provide the methodology for the implementation of the family-focused intervention to improve the quality of family life and deal with family problems.



Professor TSUI Ming-Sum (Hong Kong) (Adjudicator for Wofoo 3A Project in 2016)

Although Hong Kong is a metropolitan city in Asia, residents here lack the time and space for quality family life. Parents and children spend a lot of time on work and study. Living spaces are extremely limited, creating tension in interpersonal relationships. All these cause troubles to families here.

In view of this, the Wofoo 3A project provides a golden opportunity for the stakeholders to share and learn. It also brings their valuable efforts from a local to an international platform. It enhances the inter-professional collaboration and encourages joint efforts among governments, business sectors and NGOs. The Wofoo 3A project honours the heroes who dedicate their time and energy to serve the people with their hearts, heads, and hands. It broadens the horizons of family services to social development. It reminds us about the preventive, developmental and empowerment perspectives in working with families. Last but not least, it revisits, reconfirms, and revitalizes the values and functions of our families.

Messages from Wofoo 3A Project Committee Members

Mr. LAI Chi-Tong (Member of Wofoo 3A Project Committee)



The Wofoo 3A Project is designed to encourage the service organisations in the private and public sectors to provide effective and quality services for the families.

Over the last 10 years, I have found conducting this Project is ever challenging and interesting. I dare say its service is indeed very successful, as it has not only gained the recognition in the Asian Region, but also the United Nations. However, to go a step further, more resources should be pooled to support and sustain this meaningful competition.

Mr. TAM Chiu-Hung (Member of Wofoo 3A Project Committee)

An African proverb says: “If you want to go fast, you go alone. If you want to go far, go together”. Wofoo 3A Project, an innovative programme ideas exchange platform through project competition between social institutions for family well beings in the Asian Region. Through the Competition, it serves as a hub for teams to share experience and ideas for quality projects. From 2010 to 2016, participating projects came from Singapore, Shanghai, Guangdong, Korea, Malaysia, Taiwan & Hong Kong. Given that 8 winning projects were awarded every time, totally, 32 awarded projects solicited. Now, the 3A Project goes fast, it is a time for us to consider it going further. Joint project within their city or between cities for greater synergy and social impact could be a way to go.



Messages from Participants

Child Welfare League Foundation (Taiwan) (The Winner of Gold Award & My Favourite Project in 2012)



On Sep. 21st, 1999, an earthquake measuring 7.3 on Richter scale struck Taiwan. More than 2000 people had died and 134 children had become orphans. Child Welfare League Foundation R.O.C. (CWLF) immediately commenced the Family Recovery Programme and since then has been committed to provide long-term service to orphaned children. Because most of the children who lost their

parents were placed under the care of their relatives, CWLF decided to provide services that were family-centered, which includes regular home visit, play therapy, group and bereavement counseling, parenting courses, outdoor excursions and relief activities. CWLF also offer trainings to parents, volunteers, teachers and service providers in disaster-afflicted area, to enhance their knowledge in the psychological recovery of children.

In order to share the lessons and achievement we gained from this service, we signed up for Wofoo 3A Project in 2012. We really appreciate the compliments and validation we received during the contest. Also, when participating in the contest, we were able to broaden our horizons in the social work field and reestablish our mission and value as social workers. Since the competition, we have incorporated the knowledge we gained and continued to promote our services. For us, it was an amazing growth and the most beautiful treasure in our social worker career.

The Hong Kong Federation of Youth Groups – Media Counselling Centre (Hong Kong) (The Winner of Gold Award & My Favourite Project in 2014)

Nowadays, with the ever-changing economic and social environment, some of the family problems require an multi-disciplinary approach to tackle. Youth is part of the family and the future of our society, therefore, we believe that enhancing their well-being is equally important to the well-being of families. In view of the same vision with Wofoo 3A Project, joining the conference was a valuable chance to spark off innovative inspiration for future solution.

Given that the most widespread and popular communication channel among youngster is through the Internet, the Hong Kong Federation of Youth Groups has initiated the uTouch Cyber Youth Outreach Project in 2011. This Project aimed at online youth at-risk and provided professional online services, in particular addressing the service gap of traditional services, including intervention and counselling by skilled frontline social workers, supported by using of Information Technology through tailor-made services.



Whilst earning the judges’ recognition to our innovative work, more importantly, we seize an opportunity at same occasion for exchange of knowledge and experience with overseas teams. Moreover, the prizes not only awarded us with funding for further development and advancement of our working model, but also the networking with organisations share the same mission across the Asian regions.

Touch Community Services (Singapore) (The Winner of Silver Award & My Favourite Project in 2016)



Excessive gaming among youth resulting in family conflict is a growing concern that requires our attention. It can be managed by increasing parents’ empathy and bridging the digital gap between the parent and child through providing intervention and insights, not only to parents, but also practitioners who deal with such issue. Thus, we

joined the Wofoo 3A Project and shared our project “TOUCH Cyber Wellness Family Support Programme”, with the aims to build strong families by helping parents to manage problems related to their child’s excessive gaming habits.

The symposium has deepened our understanding on the scope of family work and services. It is refreshing to hear presentations on different perspectives of family work and how different strategies worked in different context. We saw how evidence-based research is translated into programmes with measurable outcomes. In our work with the youth, there are often complex family factors to consider. Hence, it is essential for us to re-design and strengthen parental components in the youth programmes so that parents can form better relationships and stronger partnerships with the counsellors and youths workers to enable greater success in helping their child.

Supporting Organisations in 2018


Family Council, Hong Kong



The Family Council, an advisory body set up by the Government of the Hong Kong Special Administrative Region (HKSAR) in December 2007, has been serving as a cross-sector and cross-bureau platform for examining family-related policies and promoting a culture of loving families in the community. The work of the Council include advising bureaux/departments of the HKSAR Government on the application of family perspectives in the policy-making process; advocating for cherishing

the family as a main driver for social harmony; and initiating research to promote better understanding of matters on family.

The family core values identified by the Council are “Love and Care”, “Respect and Responsibility” and “Communication and Harmony”. The Council has been collaborating with various stakeholders to promote family core values with a view to reaching out to different sectors of the community and benefitting the whole community in general.

Family Council, Hong Kong
 <http://www.familycouncil.gov.hk/>

Family and Group Practice Research Centre, The Chinese University of Hong Kong

Housed within the Department of Social Work, the Family and Group Practice Research Centre (the Centre) was inaugurated in 1995. The Centre focuses on the development of clinical social work knowledge and the promotion of evidence-based practice research. It works particularly with Chinese populations in different contexts and communities, with an emphasis placed on family health and positive mental health.

The Centre provides a wide range of services to the public and to helping professionals. It serves the community by offering psychosocial intervention services and educational and promotional programmes to the general public, running professional training programmes for different helping professionals, and conducting evidence-based practice research. In recent



years, it has established close partnerships and extensive networks with frontline practitioners, social service agencies, and community and international research institutes. We believe that by using a multi-disciplinary team work approach, the Centre can facilitate the development of indigenized and contextual social work knowledge and practices in Hong Kong.

Family and Group Practice Research Centre, The Chinese University of Hong Kong
 <http://web.swk.cuhk.edu.hk/en-gb/research/family-and-group-practice-research-centre>



About CIFA






CIFA is registered as a company incorporated with limited liability and a non-profit making organisation under the laws in Hong Kong. It is an independent organisation which provides a regional platform for networking and collaboration among organisations and professionals who share the mission of “Converging Profession Wisdom for Family Well-Being.” Its function is to support and enhance mutual interests in research and training initiatives, and to share clinical experiences and policy formulation on families that are unique to the Asian region.

The Inauguration and Inaugural Symposium of CIFA was held at The University of Hong Kong in 2008, followed by biennial Regional Symposiums in Tokyo, Singapore, Shanghai and Seoul, each attracting an average of over 350 participants. Other major activities include cross country researches, training activities, Asian Award for Advancing Family Well-Being (3A Project), promotion and fund-raising activities, and distribution of information through its website and CIFA-NET, the newsletter.

To echo the call of the United Nations to celebrate the 20th Anniversary of the International Year of the Family in 2014, CIFA produced a commemorative publication to



give an overview of this regional platform, with a view to appeal for more support and participation in the efforts to promote family well-being in Asia and at the international level. As a result of sharing the publication, CIFA is most encouraged to receive formal recognition from the United Nations with the presence of Ms. Daniela Bas, Director of the Division for Inclusive Social Development, Department of Economic and Social Affairs as the Guest of Honour first at its 5th Regional Symposium in 2016 in Seoul and then the Asian Family Summit in 2018 in Hong Kong. With strengthened linkage with the United Nations, CIFA will continue its efforts to collaborate with concerned stakeholders in the Asian Region, and contribute towards the international efforts to advance family well-being, which is the root of sustainable development of human society in the long run.

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