



Is the regional organization in Asia providing a platform for trans-disciplinary collaboration in promoting the importance of family studies, clinical practice and policy development.

The Consortium of Institutes on Family in the Asia Region Ltd.

2012 亞洲傑出家庭工作計劃
2012 Asian Award for
Advancing Family Well-Being



追求創新、應用實踐、持續發展
Aspiration for Sustainability,
Innovation & Applicability (ASIA)

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Message from Chairperson, CIFA



Mrs. CHU YEUNG Pak Yu Patricia, BBS

Building upon the solid foundation laid in 2010, it gives me great pleasure to invite you to join CIFA in celebrating the success of the 2012 Asian Award for Advancing Family Well-Being (3A Project 2012). Through collaboration and sharing, we have solicited enthusiastic support from many committed and visionary individuals and organizations who are dedicated to promoting family well-being in the Asian Region.

To sustain the momentum of sharing and the spirit of ASIA (Aspiration for Sustainability, Innovation and Applicability) in giving recognition to outstanding and innovative work on enhancing family well-being, while at the same time providing an opportunity for exchange of knowledge and experience, we are most encouraged by the very positive response received from various quarters, including 31 entries from four countries covering a wide variety of topics from organizations in the academic, private and third sectors. We are most thankful to the advice and efforts of the members of the adjudication panel, and the sponsors who have generously provided funding support and valuable advice for this on-going initiative in the Asian region. Last but not the least, the diligence, thoughtfulness and commitment of the members of the Working Group who have contributed to the smooth implementation of the Project are highly appreciated.

In the process, we have established many new acquaintances who share a common dream, learned a lot and become enlightened by the new ideas, and witnessed the synergy created by close collaboration and sharing. This is an excellent example to illustrate how the vision of CIFA as a regional platform can be actualized and flourished, to achieve our mission of “Converging Professional Wisdom for Family Well-Being”.

At this important milestone in the development of CIFA, I would like to express my deepest gratitude, on behalf of the CIFA Council, to all who have contributed to the success of this regional endeavour. Without your staunch support, we will be far far away from where we have achieved today.

Message from Convener, 3A Project Working Group 2012



Ms. NG Kwok Tung Agnes

Today's families face a myriad of crises including economic difficulties, psychological and physical health problems, domestic violence tragedies, negative impact of divorce on children, and many stressful work-related issues. In Asia, professionals such as social workers, family life educators, psychologists, and government policy-makers who work with and for families, are continuing looking for new ways to assist families in need of help. Obviously, these professionals encounter great challenges as the needs of contemporary families in the region are complex. More diverse paradigms of knowledge and action are required. Thus, the time has come for linking up professionals to collaborate hand-in-hand to help families enhance their lives and well-being.

In 2010, the Consortium of Institutes on Family in the Asian Region (CIFA) launched its first 3A Project with the aim to give recognition to outstanding and innovative work for enhancing and strengthening family well-being, as well as to share knowledge and experience among various organizations in different countries in Asia. The 3A Project 2010 has succeeded to encourage services providers to plan and implement projects that improve the quality of life for families and cultivate family cohesiveness. We are pleased to witness the momentum in sharing practice wisdom that has raised the awareness of the government, private sector and layman groups in further promoting family work.

When CIFA decided to organize the 3A Project again for 2012, the Working Group chose to continue adopting 'Aspiration for Sustainability, Innovation & Applicability' (ASIA) as the theme to depict the unique nature of the initiative, as it has proven to be a good new attempt that promotes wisdom share.

With continuous publicity efforts through various means like launching session and media interview on radio programmes, 31 submissions were received. We are most delighted to get applications from the business and academic sectors as well for the first time. As designed, 16 projects were screened to enter the first round interviews, from where eight finalists were selected for the Final Round Adjudication to be held on 12th December 2012 at the 3rd Regional Symposium of CIFA at the National University of Singapore, with the Award Presentation Ceremony to follow at the Gala Dinner in the same evening.

The Awards 2012

Type	No. of Awards	Prizes
Gold Award	1	Designated Cash Award: US\$3,000* Award Trophy Award Certificate One-year Free CIFA Membership
Silver Award	1	Designated Cash Award: US\$2,000* Award Trophy Award Certificate One-year Free CIFA Membership
Bronze Award	1	Designated Cash Award: US\$1,000* Award Trophy Award Certificate One-year Free CIFA Membership
Outstanding Award	5	Award Trophy Award Certificate One-year Free CIFA Membership
My Favourite Project	1	Award Trophy Award Certificate

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

The Eight Finalist Teams

(in alphabetical order according to the names of the organizations)

1. The Boys' & Girls' Clubs Association of Hong Kong – Tsz Wan Shan Children & Youth Integrated Services Centre (Hong Kong)
Project Name: *Project Touch – 1st Social Service for Lesbian, Gay, Bisexual and Transgender Youths and their Families in Greater China*
2. Child Welfare League Foundation R.O.C. (Taiwan)
Project Name: *Hope – Starts from the Home: Working with Bereaved Children and their Families Affected by Disasters*
3. Heep Hong Society (Hong Kong)
Project Name: *Promoting Positive Life Attitudes among Families with Special Needs Children*
4. Hong Kong Children & Youth Services – Hung Hom Integrated Family Service Centre (Hong Kong)
Project Name: *Sleeping Beauty – Women Wellness Scheme*
5. New Life Psychiatric Rehabilitation Association (Hong Kong)
Project Name: *Seeing H.O.P.E.S. – Family-based Counselling & Support Project*
6. Richform Holdings Limited (Hong Kong)
Project Name: *Family-Friendly, Happy Together*
7. Taiwan Fund for Children and Families (Taiwan)
Project Name: *Family Development Account Program: An Approach to End Poverty*
8. Tung Wah Group of Hospitals (Hong Kong)
Project Name: *Healthy Start Home Visit Programme*

With the sponsorship of the National Council of Social Service (NCSS), Singapore and the Thye Hua Kwan Moral Society (THK), the eight finalist teams have also been invited to present their projects in a Sharing Session for the public audience of Singapore right after the 3rd CIFA Regional Symposium. This action will further acknowledge the joint effort of CIFA and arouse more attention from the community and government to the nurturing of our families.

3A Project Working Group 2012

Advisor: Mrs. CHU YEUNG Pak Yu Patricia

Convener: Ms. NG Kwok Tung Agnes

Members: Ms. Tabitha HO
Ms. KEK Seow Ling
Prof. Yeong-Hee KIM
Mr. LAI Chi Tong
Ms. Anna LUI
Mr. MA Kam Wah Timothy
Ms. SO Yim Fong Tammy
Mr. TAM Chiu Hung Ivan
Ms. Phoebe WAN
Ms. Margaret WONG

CIFA Secretariat: Mr. Timothy LI

Adjudication Panel



Mrs. CHU YEUNG Pak Yu Patricia, Chief Adjudicator

Mrs. Patricia Chu is the Associate Director of the Hong Kong University Family Institute, the Chairperson of the Consortium of Institutes on Family in the Asian Region Limited (CIFA) and Chairperson of the 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 and child welfare work. She had also served as the Chairperson of the Social Workers Registration Board for five years and appointed by the HKSAR Government as the Chairperson of the Equal Opportunities Commission for one year. Mrs. Chu is currently Chairman of the Hong Kong Anti-Cancer Society, Board Member of the Mother's Choice and co-opted member of the Welfare Sub-Committee of the Community Care Fund. 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. ANG-Bee Lian

Ms. Ang-Bee Lian is the Chief Executive Officer of the National Council of Social Service, Singapore. She has many years of valuable experience in the Ministry of Community Development, Youth and Sports, developing policies and implementing programmes in the social service sector. She has held senior management appointments including carrying out the duties of the Director of Social Welfare in various social legislation. She was instrumental in bringing statutory social work services to a higher level of professionalism and with wider community involvement and participation. Ms. Ang is also an adjudicator for a wide range of awards and commendations in the areas of non-profit organizations and service excellence.



Prof. Yeong-Hee KIM

Prof. Yeong-Hee Kim, Ph.D, is the Professor of the Department of Child Welfare at Chungbuk National University and Supervisor of the Kim's Child & Family Counseling Center, Korea. She was the director of Cheongju Healthy Family Support Center and she participated in the 3SEM project with the Nongshim Food Company. Prof. Kim was the president of Korean Couple & Family Counseling Association from 2008 to 2010 and received the highly respected scholar award of 2010. 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.



Ms. LEUNG Oi Mui Amy

Ms. Amy Leung is the manager of Manulife (International) Ltd., a Canadian based financial institution listed on the Stock Exchange of Hong Kong. Holding a Master of Management degree from the MacQuarie Graduate School of Management, MacQuarie University, Australia, she possesses over 30 years of experience in the financial services industry. Ms. Leung is appointed by the Secretary of Home Affairs of the HKSAR as member of the Centre for Youth Development Management Advisory Committee. She joined the Queensway Junior Chamber in the 1980s and is now the Training and Development Council Chairman. She is also an active member of the Rotary International District 3450, Hong Kong/Macao/Mongolia and has been serving various important positions like Club President and Assistant District Governor. She is now the highest ranking lady officer of the Civil Aid Service and is appointed Chief Audit Officer. In recognition of her long service and outstanding achievement, Ms. Leung was honoured the Long and Loyal Service Platinum Medal by the HKSAR government and she is a recipient of the Civil Aid Service Commissioner's Commendation. Ms. Leung is a fellow of the Wofoo Social Enterprises in the capacity of Vice Chairman of the Family, Community and Youth Committee and Deputy Supervisor of the Wofoo Leaders' Network.



Prof. MA Lai Chong Joyce

Prof. Joyce Ma is the Chairperson, Professor and Director of the Family and Group Practice Research Centre of the Department of Social Work and former Associate Dean (Student Affairs) of the Faculty of Social Science (2004-2008), The Chinese University of Hong Kong. She is a registered social worker, a clinical fellow and approved supervisor of the American Association of Marriage and Family Therapy, Co-Clinical Director of the Academy of Family Therapy, Hong Kong, and the Founder of the Shengang (深港) Family Treatment Center of Nanshan Hospital in Shenzhen. She obtained her B.Soc.Sc. in 1979, M.Soc.Sc. (distinction) in 1984 and Ph.D. in 1995 from the University of Hong Kong. She has just published a book titled *Anorexia Nervosa and Family Therapy in a Chinese Context*.



Dr. Shin-Ichi NAKAMURA

Dr. Shin-Ichi Nakamura has been the Director of the Nakamura Psychotherapy Institute, Japan since 1990. He graduated from the Juntendo School of Medicine, Tokyo and was awarded Doctor of Medical Science. He is the founding member and currently the President of the Japan Association of Family Therapy. He is also the Board Member and Editorial Member of the Japan Association of Adolescent Psychiatry and Japanese Association of Clinical Psychology. Dr. Nakamura is a Clinical Member and the Leader of International Family Therapy Interest Group of the American Family Therapy Academy and a Council Member of the CIFA since 2010. His publications include *Family and Couple Therapy in Practice* [Kongo Pub. Tokyo (in Japanese)] and *Family Therapy Perspectives* [Kongo Pub. Tokyo (in Japanese)].

Synopses of the Finalist Projects



Organization: The Boys' & Girls' Clubs Association of Hong Kong – Tsz Wan Shan Children & Youth Integrated Services Centre, Hong Kong

Name of Project: Project Touch – The First Social Service for Lesbian, Gay, Bisexual and Transgender Youths and their Families in Greater China

Project Period: Since November 2008

Population served: a) Counselling and Support Group for 50 families every year
b) Professional Training for 100 teachers and 300 social workers every year
c) Public Education event to over 1,500 people

It is estimated that 3-7% of the population are lesbian, gay, bisexual and transgender (LGBT). Due to the social pressure and stigma attached to sexual orientation, LGBT youths often suffer from enormous pressure, which results in self esteem and mental health problems as well as high risk behaviours. Researches also indicate that knowing such alternative sexual orientation of the children could be the most stressful experience in the family. Parents have been found to react with shock, guilt, anger, embarrassment and depression (Ben-Ari, 1995; LaSala, 1998; Rothberg & Weinstein, 1996). Parent-child relationship could become distant and isolated.

The Boys' & Girls' Clubs Association of Hong Kong started “Project Touch” – the first social service for LGBT youths in Hong Kong in 2007 and then the support service for family members of LGBT youths in 2008. The project employs a family centred community approach to facilitate mutual understanding between parents and youths and prepare them for open dialogue. The service includes:

1. Individual counselling and support group for the family. To many of the users, this service is often the only place they could disclose their children’s sexual orientation and meet other parents, that provides the support for them to “heal their wounds”.
2. The service involves:
 - i. Providing correct information to remove stigma and fear
 - ii. Parents and youths participants sharing their experience on sexual orientation
 - iii. Parents and youths learning from other successful families
 - iv. Parents and youths participants engaging in mutual dialogue with their own families
3. Community development and advocacy, involving multi-media production, social media campaign, research etc.

In 2011, Project Touch won the Best Social Service Award held by the Hong Kong Council of Social Services.

Organization Description

Founded in 1937, the Boys' & Girls' Clubs Association of Hong Kong (BGCA) is one of the leading social service agency in Hong Kong. Currently the BGCA has a total of 73 service units spreading across the territory to provide various professional services to children and youth aged 2 to 35 and their parents. Its work foci include: (1) Serving children in poverty; (2) Serving children with special educational needs; (3) Fostering mental health of children and adolescents; (4) Encouraging children social participation; (5) Promoting national education; and (6) Promoting environmental protection education.

Website: <http://www.bgca.org.hk>



兒童福利聯盟文教基金會

Organization: Child Welfare League Foundation R.O.C., Taiwan

Name of Project: Hope – Starts from the Home: Working with Bereaved Children and their Families Affected by Disasters

On 21st September 1999, an earthquake measuring 7.3 on Richter scale struck Taiwan. More than 2000 people died and 134 children became orphans. The Child Welfare League Foundation R.O.C. (CWLF) immediately commenced the Family Recovery Program and since then has been committed to provide long-term service to orphaned children in grieving, adjusting and ultimately, preparing for what lies on the road ahead. The service has been extended to many other families affected by disasters during the past years. Beneficiaries include the minors orphaned by 921 Earthquake and their families, children orphaned or affected by other disasters and their families, and social welfare or mental health organizations that provide bereavement service.

Main Missions:

- Stage 1:* Emergency Management (0 – 1st year) – Locate all orphaned children, assist to ensure proper placement of orphans, and protect the legal rights of orphans.
- Stage 2:* Family-centred Supportive Service (0 – 2nd year) – Enhance foster families' commitment to the orphans as well as their parenting abilities, and assist both adults and children to adjust to the new family dynamics.
- Stage 3:* Individualized Service (2nd – 5th year) – Support orphans to cope with their loss and grief, and empower orphans in adapting to the new life and interpersonal relationship, including those in the foster family and the school.
- Stage 4:* Empowerment (after 5 years) – Promote autonomy and independence of both the orphans and their families.
- Stage 5:* Integration and Sharing (after 5 years) – Integrate the experience of CWLF services to the orphans and their families, and share the experience with related professionals, organizations and authorities.

Achievements:

1. The number of beneficiaries has exceeded 20,000 by 2012. Since 1999, a total of 80 activities were held and eight publications, including guides for caregivers and teenagers, illustration books, life books and a documentary film were published.
2. CWLF succeeded in contributing to the amendment of three bills that protect the orphans' rights, which include those regarding custody, property management and disaster compensation.
3. The experience of CWLF has been duplicated and contributed to the relief and recovery effort in South Asia Tsunami, 512 Wenchuan Earthquake in China and 88 Flood in Taiwan.

Organization Description

The Child Welfare League Foundation R.O.C. (CWLF) is a non-profit organization devoted to child welfare, both in the fields of direct and indirect services. Various direct services are provided, including those of adoption, at-risk families, child care, single parents, missing children, family recovery, etc. In order to advocate for children's rights and raise awareness of child welfare issues, the CWLF works on improving legislation, coordinating a network of related child welfare agencies and organizations, as well as monitoring the government's child welfare system and policies, so as to create a better environment for the children.

Website: <http://www.children.org.tw/>



Organization: Heep Hong Society, Hong Kong

Name of Project: Promoting Positive Life Attitudes among Families with Special Needs Children

While families with special needs children are facing daily and lasting challenges, they are not necessarily maladaptive. Family functioning is dependent on how family members restructure the “catastrophic” experience of having a special needs child, and how they perceive the meaning of such a challenge to them.

Objectives of the Project:

1. To identify family and personal strengths to buffer the negative effects of bringing up a child with disabilities;
2. To improve the psychological well-being of parents by bringing in positive elements or lifestyle and fostering self-efficacy in meeting future challenges when raising children with developmental disabilities; and
3. To strengthen relationships among family members and enhance the overall family functioning and resilience.

The beneficiaries of this project are families with special needs children, mostly in the age ranging from 0 to 6 years.

Developed on the foundation of positive psychology, this one-year project was carried out from 1st September 2011 to 31st August 2012. It was coordinated and implemented by social workers of Heep Hong Society. First, training workshops and sharing sessions on positive psychology were conducted for social workers. A total of 29 programmes, including 15 parent groups, 4 parent workshops and 10 parent-child activities were then rolled out in 25 centres. A booklet featuring wisdoms of positive lifestyles have also been published in August 2012.

The project was completed with satisfactory results. It created a platform for families with special needs children to get together, opening up their hearts, sharing with each other their experience and reflecting on their coping mechanisms. Parents also reported having experienced a sense of internal control and forming a positive attitude towards meeting the challenges in raising their children. After the project, social workers kept on building a supportive atmosphere in the centres, promoting and enhancing positive life elements among these families.

Organization Description

Since 1963, Heep Hong Society has been committed to helping children with autism, attention deficit hyperactivity disorder, dyslexia and other special needs reach their full potential in a pleasant environment through the provision of professional care, child training, parent education, community education, publications, electronic resources, family support and school-based training services. With the aid of its 400-strong dedicated professional team members comprising psychologists, therapists, social workers and childcare workers spreading over 30 service units, Heep Hong Society cares for 6,000 families on an annual basis, and has long been the parents’ first choice for training their children with special needs in Hong Kong.

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



Organization: Hong Kong Children & Youth Services – Hung Hom Integrated Family Service Centre, Hong Kong

Name of Project: Sleeping Beauty – Women Wellness Scheme

A recent survey conducted by the Department of Health in 2010 has shown that 20% of the Hong Kong people are suffering from insomnia, with a higher prevalence rate among the female population. Inspired by the past experience of running treatment groups on Body-Mind-Spirit approach (BMS) since 2005 for women suffering from depression, an innovative model of treating sleep disturbance was adopted to encourage women to take care of their holistic well-being, and to enhance the awareness of the community towards health and positive living attitude.

Project Objectives:

1. Strengthen physical health condition to facilitate better quality of sleeping;
2. Cultivate positive behavioural strategies and coping skills towards healthy lifestyles;
3. Improve family relationship and mutual support among family members; and
4. Arouse public awareness regarding sleeping hygiene and its influence to the quality of life.

Effectiveness of the Project:

The project comprising public educational campaigns and treatment groups on insomnia was implemented from 2009 to 2011 for 100 women and their family members, whilst community education on mental health was also run. The effectiveness was encouraging and 100% of the group participants reported improved condition against physical distress, enhanced daily functioning, affect and spirituality.

Distinctive Characteristic of the Project:

The Project was run basing on the collaborative approaches of BMS, Satir Model and Mindfulness techniques to tackle participants' insomnia. Experiential exercises such as Ba Duan Jin(八段錦), hand massage, tapping of acu-points, breathing exercise, mindful eating and body scan were introduced to relieve their hectic life schedule. As for the cognitive components, the participants learned some empowering stories, practiced the let-it-be attitude and reviewed their lives positively through the exercise of "experience of loss". The project could be further developed to more extensive target groups and cooperate with other professions to benefit the community.

Organization Description

The Hong Kong Children & Youth Services has operated family services with its own funds since 1978. The Family Service Centre started operation in Hung Hom in 1979 and was transformed to an integrated team in 2004. The formation of Integrated Family Service Centre (IFSC) is to meet the changing and multiple needs of families in the community by providing one-stop service with a continuum of preventive, supportive and remedial services. The objectives of IFSC are to preserve and strengthen the family, promote resilience, give assistance to families at risk, cope with difficulties in life and restore families in trouble.

Website: <http://www.cys.org.hk/>



New Life

Psychiatric Rehabilitation Association

新生精神康復會

Organization: New Life Psychiatric Rehabilitation Association, Hong Kong

Name of Project: Seeing H.O.P.E.S. – Family-based Counselling and Support Project

New Life Psychiatric Rehabilitation Association has initiated the pioneer project “Seeing H.O.P.E.S. – Family-based Counselling and Support Project” in October 2010, with the support of a charity fund from the Bank of China. This innovative project is a proactive step targeted to render systemic and family-focused care to support the people in recovery of mental illness or emotional disturbance, as well as for their families, to enhance their parental role and family functioning beyond the limit of mental illness and to mitigate the impacts of mental illness on their young children.

Unique Characteristics of the Project:

The Project has adopted the Integrative Family and System Treatment (I-FAST) model (Lee et al., 2009) as the theoretical framework for practice. Recovery-oriented approach like Wellness Recovery Action Plan (WRAP) and narrative practice – “Tree of Life”, are adapted and integrated in the service intervention.

Major characteristics of the Project include:

- Outreach and home-based family counselling
- Three-tier intervention model on prevention, support and intervention, including individual and family counselling, parenting skill training, parallel groups, training and consultations to care providers
- Emphasis on system collaboration and empowerment of professionals via joint training and consultation on I-FAST
- Strength-based perspective

Achievement of the Project:

The Project has rendered intensive home-based intervention to 93 families living in various parts of the territory, with over 70% of them being challenged by depression. Most of the parents are also facing difficulties in parenting, spousal relationships, emotional problems and children’s behavioural problems.

Preliminary findings from the pre-post analysis of FACES IV with 25 families have revealed effects of the Project in enhancing family communication, satisfaction, as well as functioning in cohesion and flexibility. Evaluative study also demonstrated significant increase in resilience and parental efficacy among the families. Over 100 local professionals from various community mental health and family services were trained in the I-FAST model for supporting the provision of effective family intervention and system collaboration.

Organization Description

Established in 1965, the New Life Psychiatric Rehabilitation Association (NLPR) is a leading non-governmental organization specializing in mental health. It aims to make a positive difference by advocating for equal opportunities for people in recovery of mental illness, enhancing their quality of life and moving towards an inclusive society through direct services, social enterprises, mutual aid and family support. NLPR currently operates 33 service units and 19 social enterprises serving more than 11,000 users every year. NLPR is committed to the principles of recovery that value strength-based self-management, empowerment, mutual support, as well as human rights and respect. It also strives for raising awareness of mental health and acceptance of people in recovery in the community through mental health campaigning and education.

Website: <http://www.nlpra.org.hk/>



Organization: Richform Holdings Limited, Hong Kong

Name of Project: Family-Friendly, Happy Together

“Family-friendly employer leads to happy associates (employees); Happy associates lead to satisfied customers; and Satisfied customers lead to loyal clients.”

Richform Holdings Limited (Richform) has paid every effort on practicing family-friendliness in work to support its associates in getting happy family lives. Hence, the “Family-Friendly, Happy Together” Project has been carried out with the objectives of (1) Promoting work-life balance and family core values; (2) Enhancing happiness from family lives; and (3) Facilitating communication between the associates and their family members.

The Project consists of a number of family-friendly measures focusing on:

1. Balancing Work and Life – 5-day work week, non-OT work pattern, flexi-working hour, flexi-rostering, and part-time working pattern.
 - With better time management between work and family lives, the associates can have more time to accompany their families.
2. Enhancing Family Communications – Parent gratitude allowance, quarterly activities and annual outing, summer job opportunities for the associates’ children, birthday presents and flexible birthday leave.
 - Through the above, a good platform for communication between the associates and their family members has been built up.
3. Supporting General Family Issues – Paternity leave, flexible maternity leave, wedding leave, family care and emergency leave, and scholarship and bursary for associates’ children.
 - All these measures help the associates handle their family issues and their possible stress from family lives can be minimized.

A Task Force chaired by the CEO of Richform has been specially set up to monitor the implementation of the Project. Regular reviews are carried out in top management meetings to evaluate the effectiveness of the Project.

Through the Project, both the associates and Richform are benefited, which include the relief of the associates’ stress and anxiety from family lives, enhancement of team spirit and sense of belonging, and the increase of loyal customer due to service excellence delivered by happy and devoted associates. The success of the Project, therefore, contributes much to the sustainable business development of Richform.

Organization Description

Richform Holdings Limited (Richform) founded in 1998, is the sole and exclusive authorized agent of an USA drinking water system in Hong Kong and Macau, providing a full range of services that includes sales and after-sales support, delivery, installation and maintenance. With “Success through Sincerity” as its operational philosophy, Richform believes that a successful company should not only provide quality service but also establish a culture of strong cooperation and teamwork between management and associates, between the Company and its customers, and between the business and the community at which it operates.

Website: <http://everpurewater.com.hk>



Organization: Taiwan Fund for Children and Families, Taiwan

Name of Project: Family Development Account Program: An Approach to End Poverty

Taiwan Fund for Children and Families (TFCF) has been working with impoverished families in Taiwan since 1950. In 2005, based on asset-building approach stated by Michael Sherraden, TFCF has assisted 1,181 families across Taiwan through Family Development Account (FDA) Program as well as its auxiliary strategies to encourage and to stir the families' potentials. Families do experience difficulties throughout their programme cycles, yet internal and external assets are also accumulated through overcoming the difficulties. The government, academics, and practitioners all echo with TFCF because it presents outstanding programme performance.

FDA features include:

1. Parents and children should participate together in the programme activities to enhance the impact;
2. Periodical deposit is necessary and TFCF provides 1:1 matching fund after. All family members must plan the usage of total saving generated during the programme cycle;
3. Training classes are provided and they comprise financial management, second vocational skill, and social work groups, not only for the youth and children but also for parents; and
4. All families are required to sign an agreement to demonstrate their willingness of full participation.

Throughout the six programme cycles, evaluation demonstrates extensive buildup upon internal and external assets:

1. Achievement in account savings and persistent depositing even after the programme terminates;
2. Kinship between parents and children becomes closer;
3. Extension in interpersonal network and generation of supportive relation;
4. Skill-learning helps generate income;
5. Boosted self-confidence and enhanced positive attitudes.

The programme limitations exist in (a) A stretched or, possibly a never-ending timeline to end the poverty cycle; (b) No legal constraint on the account usage if the families do not spend savings in accordance with their initial plan; (c) Short-term skill training programme may not be enough to nurture a second expertise; and (d) Programme is necessarily to be budgeted on sufficient funding. A forward looking view of the programme framework is on business startup services, and on programming transition services for families to break the poverty cycle.

Organization Description

Taiwan Fund for Children and Families (TFCF) is a non-profit organization raising funds and offering humanitarian assistance to needy children and their families through its family helper projects around Taiwan. TFCF was established in 1950 as the Taiwan Field Office of the Christian Children's Fund (headquartered in Richmond, Virginia, U.S.A.). At the early stage, its work concentrated on orphanages with funds coming mainly from foreign donors. In 1985, TFCF became fully financial independent from the Christian Children's Fund and the Foreign Children Sponsorship Program was launched in 1987. TFCF strives hard for children in Taiwan and other foreign countries who suffer from poverty, neglect and abuse. TFCF focuses its efforts on sponsorship programme, child protection, foster care, early intervention programme, child day care provider training, and institutional placement services. It believes that, "Where there is a child in need, there is TFCF".

Website: <http://www.ccf.org.tw/>



Organization: Tung Wah Group of Hospitals, Hong Kong
Name of Project: Healthy Start Home Visit Programme

Healthy Start Home Visit Programme (HSHVP) is an early intervention and prevention programme which provides parenting training and support for parents from disadvantaged backgrounds to enhance the healthy physical and psychosocial development of their pre-primary children.

HSHVP is characterized by its peer training approach, home visiting strategy as well as collaboration with school professionals. A total of 44 parents mostly from Tuen Mun were trained as Parent Assistants to conduct home visits to 121 parents from socially disadvantaged backgrounds, which include new arrivals, single parents or low-income families with pre-primary children. A comprehensive, evidence-based training programme with practical knowledge and skills on development of healthy life style for pre-primary children is delivered by the Parent Assistants to the participating parents through these home visits. This peer training approach not only empowered the Parent Assistants, but also developed a critical pool of parents with healthy life style concepts and skills ready to provide peer support for those in need in the community. The home visiting strategy, using face-to-face and one-on-one teaching method, could provide flexible, individual attention and understanding of the needs of participating parents.

Research outcome based on the pilot study indicated significant decrease in parenting stress and increase in social support of the participating parents. Lower child behavioural problems, fewer accidental injuries and hospital visits, fewer sedentary activities and higher scores on school readiness, and more frequent teeth brushing were also reported. Children also scored higher on cognitive measures post intervention. Qualitative data also showed similar effect.

Collaboration with schools and facilitation of home-school partnership will be the future emphasis of HSHVP in the long run.

Organization Description

Established in 1870, the Tung Wah Group of Hospitals (TWGHs) has been all along striving for helping the sick and distressed, caring and rehabilitating the elderly and disabled, educating and nurturing the children and youth. TWGHs is now the largest charitable organization in Hong Kong with over 230 services centres, employing over 10,000 staff with a total recurrent expenditure close to 5.2 billion Hong Kong dollars, covering medical, health, education and community services. TWGHs community services is providing a wide spectrum of social welfare services catering to the needs of families, children and youth, the elderly and the disabled, as well as Chinese traditional services. As at March 2012, the TWGHs has 165 community services centres, including elderly services centre, youth and family services centre, rehabilitation services centre, traditional services centre and social enterprise projects.

Website: www.tungwah.org.hk

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

A. The 16 Short-listed Entries

	Organization	Name of Project	Region
1	The Boys' & Girls' Clubs Association of Hong Kong – Tsz Wan Shan Children & Youth Integrated Services Centre	Project Touch – The First Social Service for Lesbian, Gay, Bisexual and Transgender Youths and their Families in Greater China	Hong Kong
2	Child Welfare League Foundation R.O.C.	Hope – Starts from the Home: Working with Bereaved Children and their Families Affected by Disasters	Taiwan
3	Guangzhou City Luogang District Social Work Service	"Happy Family": A Groupwork Programme for Persons Suffering from Psychological Disorders	China
4	Heep Hong Society	Promoting Positive Life Attitudes among Families with Special Needs Children	Hong Kong
5	Hong Kong Children & Youth Services – Hung Hom Integrated Family Service Centre	Sleeping Beauty – Women Wellness Scheme	Hong Kong
6	Hong Kong Family Welfare Society - Mediation Centre	Life Cycle Mediation Education Project	Hong Kong
7	Hong Kong Sheng Kung Hui Tung Chung Integrated Services	Learning Without Limit – Care Angel Project	Hong Kong
8	Hong Kong Young Women's Christian Association	Paving Our Way: Early Childhood and Family Wellness Project	Hong Kong
9	International Social Service Hong Kong Branch	Services for Families Divided between Mainland China and Hong Kong	Hong Kong
10	National University of Singapore – Department of Social Work	Matched savings, Financial Education and Mentoring for Children from Low Income Backgrounds in Singapore: A Community Development Approach	Singapore
11	New Life Psychiatric Rehabilitation Association	Seeing H.O.P.E.S. – Family-based Counselling and Support Project	Hong Kong
12	Richform Holdings Limited	Family-Friendly, Happy Together	Hong Kong
13	The Salvation Army – Chuk Yuen Integrated Service	Happy Family – Community Caring Network	Hong Kong
14	Spring Breeze Web – A Psychological Trauma Assistance Network (www.858.org.cn)	But I Didn't Say Goodbye – Assistance for Suicide Survivors	China
15	Taiwan Fund for Children and Families	Family Development Account Program: An Approach to End Poverty	Taiwan
16	Tung Wah Group of Hospitals	Healthy Start Home Visit Programme	Hong Kong

B. All Other Submissions

	Organization	Name of Project	Region
17	The Boys' & Girls' Clubs Association of Hong Kong – Hong Kong Jockey Club Cheung Sha Wan Children & Youth Integrated Services Centre	From Child-Friendly Community Network to Child-Family Safety Network	Hong Kong
18	Caritas Mutual Aid Centre For Single Parent Families	Empowering the Single Parents for Community Mental Health Concern	Hong Kong
19	Guangzhou City Luogang District Taihe Social Work Service Centre	Hands in Hands – Rural Areas, Semi Left-behind Children"	China
20	The Hong Kong Anti-Cancer Society	Prof. H.C. Ho Memorial Assistance Programme	Hong Kong
21	Hong Kong Sheng Kung Hui Tung Chung Integrated Services – Creative Zone	Creative Art World	Hong Kong
22	Hong Kong Social Services Centre	Surviving in Drug Abuse	Hong Kong
23	Hong Kong Young Women's Christian Association Chi Po Neighbourhood Elderly Centre	Gifts of Life	Hong Kong
24	The Salvation Army – Tuen Mun Integrated Unit	Buddy Family	Hong Kong
25	SKH St. Christopher's Home	Walking Together – Family Support Project for Children in Residential Care	Hong Kong
26	Social Welfare Department Sheung Shui Integrated Family Service Centre, Fanling Integrated Family Service Centre and International Social Service Sheung Shui Centre	Family Programmes for Cross-Border Families	Hong Kong
27	Social Welfare Department – Family and Child Protective Service Unit (Tuen Mun)	Men in Grievances	Hong Kong
28	The Society for the Aid and Rehabilitation of Drug Abusers (SARDA)	Child Care Training for Female Methadone Patients with Newborn Babies	Hong Kong
29	St. James' Settlement Service Development	Teens' Group	Hong Kong
30	Taiwan Fund for Children and Families – Hualien Branch Office	Wraparound-based Service for Divorced Families	Taiwan
31	Tung Wah Group of Hospitals	Comprehensive, Multidisciplinary and Systemic Support in Nursery Schools to Disadvantaged Families with Young Children	Hong Kong

Schedule of Project Events

Final Round Adjudication

Date: 12th December 2012 (Wednesday)
Time: 1:35 pm – 5:55 pm
Venue: Auditorium, Shaw Foundation Alumni House,
National University of Singapore
11 Kent Ridge Drive
Singapore 119244
Tel: (65) 6516 5775

Award Presentation (at Gala Dinner)

Date: 12th December 2012 (Wednesday)
Time: 7:00 pm
Venue: Resort World Sentosa
8 Sentosa Gateway
Singapore 098269
Tel: (65) 6577 8888

Sharing Session in Singapore

Date: 14th December 2012 (Friday)
Time: 9:00 am – 5:00 pm
Venue: NCSS Auditorium
2/F, NCSS Building
170 Ghim Moh Road
Singapore 279621

Sharing Session in Hong Kong

Date: 6th & 7th June 2013 (Thursday/Friday)
Time: 9:30 am – 5:00 pm
Venue: The Chinese University of Hong Kong
Shatin, Hong Kong

Project Sponsor: Wofoo Social Enterprises

Wofoo Social Enterprises (WSE), founded by Dr. Joseph Lee, SBS, JP, is the sponsor of the 3A Project 2012. Since its establishment in 1996, WSE has been actively supporting professional social services and various activities for strengthening families and communities for more than a decade. The philosophy of WSE is to provide social services based on community involvement and entrepreneurial excellence. Through professionalism and dedication, WSE aims to perfect its not-for-profit social service models that are sustainable and effective in the areas of Youth Development, School Education, Elderly Care Service and Humanitarian Service. WSE strives to achieve the vision of “Harmony brings a family prosperity, Cohesion makes a nation wealthy” 「人和家富，民和國富」.

In order to enhance the well being of families and the society, WSE is dedicated in developing strategic partners to facilitate collaboration among different organizations by providing funding support to enable the implementation of worthwhile projects. WSE sees the 3A Project of CIFA as a golden opportunity to enhance exchange of knowledge and experience and to achieve synergy in mobilizing resources for social harmony and well-being. It is particularly supportive of the nature of the Project as it goes beyond Hong Kong, and is expected to have sustainable impact on the development of family work, not only in Hong Kong, but in the rest of the Asian region.

As the sponsor of the Project, WSE provides funding to subsidize the finalist teams and adjudicators to attend the Final Round Adjudication and Award Presentation Ceremony at the 3rd CIFA Regional Symposium to be held at the National University of Singapore. It also offers attractive awards to provide designated fund for teams to further their work to sustain the effect of their projects, apart from other expenses to be incurred in organizing this regional function.

Website: <http://www.wse.hk>



Supporting Organizations for the Project Sharing Session in Singapore

Department of Social Work, National University of Singapore



Social Work education in the National University of Singapore began in 1952 when it first offered the Diploma in Social Studies and had evolved with changing times. The Department of Social Work has a vision to be a leading educational and research institution within the international social work community, providing a distinctive Asian perspective in social work and social development. Its mission is: (1) to produce and develop competent social work graduates who can contribute to the well-being of the society, and (2) to lead in the development and promotion of regional social work education, practice and research in collaboration with Asian and other international partners. Programmes offered range from B.A., M.S.W. (coursework) to PhD (research). Research in the Department of Social Work is integrated with practice and teaching, involving collaborations with local community partners and international researchers.

Website: <http://www.fas.nus.edu.sg/swk/>

Social Service Training Institute



Social Service Training Institute (SSTI) of the National Council of Social Service Academy takes on a strategic and leadership role in capability building through training and non-profit board governance consultancy for the social service sector. As part of the national credentialing system, SSTI is an Approved Training Organization under the national Workforce Skills Qualifications framework. By mid 2013, SSTI will celebrate its 10th anniversary and will have its Training, Practice and Resource Hubs sharing the same premises on the 4th floor of the TripleOne Somerset, which is located at the heart of Orchard Road. The integrated hub with a career centre, will provide both the infrastructure and expertise as a holistic learning experience for professional and career development for the social service professionals.

Website: <http://www.ssti.org.sg/>

Thye Hua Kwan Moral Society



The Thye Hua Kwan Moral Society (THK) is a non-profit voluntary welfare organization for more than 30 years. Since 1978, THK plays a key role in providing both institutional and community-based services in social, health, emotional, educational, disabled, financial support and aid to all people. The motto of THK is To Serve Mankind, irrespective of race, language, religion or creed. Through the motivation and efforts of its sincere partners, generous donors, selfless volunteers and dedicated staff who serve and support the needy, THK is able to offer and manage more than 50 services, programmes and centres island-wide, including Ang Mo Kio-Thye Hua Kwan Hospital.

Website: <http://www.thkms.org.sg/>

Facebook: <http://www.facebook.com/welovethk>



Consortium of Institutes on Family in the Asian Region

About CIFA

The Consortium of Institutes on Family in the Asian Region (CIFA), an independent non-profit making organization registered under the laws in Hong Kong, aims to serve as a regional hub for networking with similar organizations/interested professionals with the mission of “Converging Professional Wisdom for Family Well-Being”. The goal is to strengthen family functioning and promote family health in the region through supporting and enhancing mutual interest in research and training initiatives, sharing clinical experiences and informing policy formulation on families that are unique to the Asian region.

The Consortium was incorporated in August 2007 under the leadership of the Hong Kong University Family Institute and with the concerted efforts of interested personnel from the region. It is the first of its kind in Asia to establish a regional platform for trans-disciplinary collaboration in promoting family well-being. The Council of CIFA is formed by a group of high-standing professionals, academics and researchers with a long serving history in their own countries including Hong Kong, Japan, Mainland China, Malaysia, Singapore, Taiwan and Korea. The Council has an elected Chairperson and four Vice-Chairpersons representing the sub-regions and is underpinned by three committees looking after Research & Training, Promotion & Fund-raising and Web-based Exchange Platform (WEP).

The Inauguration and Inaugural Symposium of CIFA, officiated by the Chief Secretary for Administration of the Hong Kong Special Administrative Region, was held at the University of Hong Kong in January 2008. The Symposium attracted around 300 academic and professional representatives from the Region with over 40 speakers from various countries sharing their experience and research findings on various family issues.

The synergy created has laid the foundation and gathered momentum for cross country collaboration and exchange in the past two years. These include, for examples:

- The 2nd Regional Symposium jointly organized with the Japan Association of Family Therapy, the Japanese Association of Family Psychology and the Korean Association of Family Therapy was held at the University of Tokyo, Japan in November 2010, with the theme of “Asian Family in Social Change”.
- The 3rd Regional Symposium jointly organized with the Thye Hua Kwan Moral Society, Department of Social Work of the National University of Singapore and the Social Service Training Institute in Singapore will be held at the National University of Singapore in December 2012 with the theme of “Asian Families: Innovations in Practice and Policies”.

- The enhanced CIFA Web-based Exchange Platform (WEP) was launched in 2011 to provide a more organized, modern and professional platform for sharing information on the work of CIFA. The bi-weekly e-newsletter was introduced in November 2008. An Editorial Group has been formed to improve the CIFA newsletter with a view to develop it into a journal.
- Two cross country studies namely “Survey on Challenges Faced by Families in the Asian Region” and “Decoding How Contemporary Couples Negotiate Differences” have been coordinated by CIFA. A paper on the latter study has been submitted to the *Family Process*. Our publication and its findings will be presented as a key note at the 3rd Regional Symposium.
- Various training activities have been organized, mostly in collaboration with other organizations, e.g. Pre & Post Symposium training programmes, forums, workshops, seminars on various topics and agency visits to meet the needs of CIFA members.
- The 2010 Asian Award for Advancing Family Well-Being (3A Project 2010) with the theme of Aspiration for Sustainability, Innovation & Applicability (ASIA) laid the foundation for a continuous endeavour to promote exchange and sharing of knowledge, skills and practice in promoting family well-being. The 2012 Asian Award for Advancing Family Well-Being (3A Project 2012) was launched in October 2011 attracting 31 entries from social service units of government and non-governmental organizations, tertiary institute, as well as from the private sector from various parts of the region. The Final Round Adjudication and Award Presentation Ceremony are scheduled to be held at the 3rd Regional Symposium in Singapore on 12th December 2012 to be followed by a Sharing Session on 14th December 2012.

With the growing support from various sectors, CIFA will continue its efforts to strengthen the platform, with a view to facilitating further exchange of experience, sharing of research findings and networking to promote family well-being in the region.



The Consortium of Institutes on Family in the Asian Region

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