



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.

2014 和富亞洲傑出家庭工作計劃
Wofoo Asian Award for
Advancing Family Well-Being 2014



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

2014 is an exciting year as we celebrate the 20th Anniversary of the International Year of the Family (IYF) as declared by the United Nations. It is also of significance that the 3A Project – the Asian Award for Advancing Family Well-Being Project, is being organized for the third time, under the title sponsorship of its staunch supporter and driver the Wofoo Social Enterprises, which has brought this regional initiative to a new height.

In past endeavours, the 3A Project has attained appreciable success in sustaining the momentum of sharing, and the spirit of "ASIA" which indicates Aspiration for Sustainability, Innovation and Applicability, giving recognition to outstanding and innovative work on enhancing family well-being, while at the same time providing opportunity for exchange of knowledge, experience and practice wisdom. This year, we are most encouraged by the very positive response received from various quarters, with 39 entries submitted by social service units of government and non-governmental organizations as well as tertiary institutes, from six regions comprising China, Hong Kong, Macau, Malaysia, Singapore and Taiwan, breaking the records of 2010 and 2012. A wide variety of topics are covered, including the focus themes promulgated by the United Nations.

Throughout the journey, it is most gratifying to have established many new acquaintances, learned a lot and become enlightened by 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".

We are most thankful to the adjudication panel for their advice and contributions. Equally, I would also like to thank members of the 3A Project Committee for their concerted efforts, diligence, thoughtfulness and commitment that have once again made this exciting exercise a great success.

At this juncture, I would like to invite you to join CIFA in celebrating the achievement of the Wofoo 3A Project 2014. Through collaboration and sharing, we have solicited enthusiastic support from many committed and visionary individuals and organizations to advocate our common dream of promoting family well-being in the Asian Region.

Message from Project Sponsor – Wofoo Social Enterprises



Dr. LEE Chung-Tak Joseph, GBS, JP

It is my pleasure to support the Wofoo 3A Project for the third consecutive time in improving the quality of life for families and enhancing their well-being. With growing family problems, it is essential to come up with collective ideas and solutions for pressing social concerns.

Through the platform of Wofoo Asian Award for Advancing Family Well-Being Project (Wofoo 3A Project), we witness the establishment of a culture of social innovation and converging professional wisdom that brings social capital into viable social ventures endeavoured by professionals of Asian cities. The platform encourages and supports all family work professionals to build sustaining and caring cities in the entire Asian region.

Wofoo Social Enterprises (WSE) as a responsible corporate citizen, sees contributing to society as its inherent mission and dedication. WSE aims to perfect our not-for-profit social service models to become sustainable and effective through a social entrepreneurial approach. With a coherent vision of “Harmony brings a Family Prosperity; Cohesion makes a Nation Wealthy,” we support the work of CIFA and also anticipate new approaches in addressing social needs that help showcasing a close-knit, resilient and vibrant community in all parts of Asia.

I look forward to seeing more innovative ideas being developed and implemented across the Asian Region, and exchanges on family interventions among professionals from cities, to be followed by many more successful decades of commitment and dedication to the work of family services.

About Wofoo Social Enterprises

Wofoo Social Enterprises (WSE) is the title sponsor of the 3A Project 2014 after being its sponsor for the years 2010 and 2012. Founded by Dr. Joseph Lee, GBS, JP in 1996, WSE's philosophy is to provide social services based on community involvement and entrepreneurial excellence, actualizing the not-for-profit models that are sustainable and effective in the areas of youth development, school education, elderly care service and humanitarian services, upholding the principles of "Supporting the Youth, Caring for the Elderly, and Fostering a Better Hong Kong".

The HKSAR Government's advocacy of tripartite cooperation among the government, the commercial sector and the general public is a value shared by WSE. As a member of the society, to ensure its sustainable development, WSE is dedicated in the "socialization of social services", to collaborate, establish and develop strategic partnerships across different industries and organizations, striving for joint efforts to create a harmonious and prosperous society, achieving the vision of "Harmony brings a Family Prosperity; Cohesion makes a Nation Wealthy."



Message from Chairman, 3A Project Committee



Ms. NG Kwok-Tung Agnes

Family as the basic unit of society is under threat as a result of changes in their structure such as smaller-sized households, delayed marriage and childbearing, increased divorce rates and the phenomenon of demographic ageing. All these have had manifest impact on the capacities of families in performing their expected functions of socializing the children and caregiving for their younger and older members. Thus, persistence in seeking joint effort from professionals of the Asian Region to promote family well-being and development is deemed important and on this, the 3A Project plays a significant role.

The 3A Project reveals its functions and contributions to the work on family life enrichment in the Asian Region by multiple perspectives. Firstly, it has created a regular platform for knowledge, skills and work experiences sharing across countries and organizational boundaries. Secondly, it has encouraged the development of credible, sustainable, and replicable projects for professional practice. Thirdly, the awarded projects highlight achievements, challenges and gaps in our ability to effectively share and access information. Fourthly, the projects demonstrate a proven effective and operational capability of the social service units of government and non-governmental organizations, tertiary institutes, as well as from the business sector in the Asian Region. Lastly but not the least, the professional growth and development of the project presenters are also significant in terms of their progressing project design, presenting format, team cooperation, language proficiency, and confidence. With all the efforts made in the past five years, the 3A Project has today secured its “Title Sponsorship” from the Wofoo Social Enterprises, which denotes the best recognition of our achievements and quality standing.

We have received 39 submissions this year, which is a 44% and 25% increase respectively compared with the numbers of 2010 and 2012, reflecting growing participation and support. Following the first and second round adjudications, eight finalist teams are selected to participate in the final competition of the awards at the 4th Regional Symposium of CIFA at The East China University of Science & Technology (ECUST), Shanghai, China. These teams are, in alphabetical order according to the names of the organizations:

1. Caregivers Alliance Limited (Singapore)
Project Name: *Caregivers-to-Caregivers Training and Support for Families of Persons with Mental Illness*
2. Child Welfare League Foundation, R.O.C. (Taiwan)
Project Name: *Family Preservation and Restoration: Family Intervention Services in Child Abuse*
3. The Hong Kong Catholic Marriage Advisory Council – Marriage Mediation Counselling Service (Hong Kong)
Project Name: *Co-Parenting Project for the Divorced and Separated Parents*

4. Hong Kong Family Welfare Society – Tseung Kwan O (South) Integrated Family Service Centre (Hong Kong)
Project Name: *Healthy Divorced Men Project*
5. The Hong Kong Federation of Youth Groups – Media Counselling Centre (Hong Kong)
Project Name: *uTouch Cyber Youth Outreach Project*
6. The Hong Kong Polytechnic University & The University of Hong Kong (Hong Kong)
Project Name: *HOPE-20*
7. HKSKH Kowloon City Children & Youth Integrated Service Centre (Hong Kong)
Project Name: *“Walk with Love” Family Supportive Project*
8. Methodist Epworth Village Community Centre, Social Welfare (Hong Kong)
Project Name: *“Abundant and Fulfilling Life” – Intergenerational Life and Death Education Project*

As before, there will be the Gold, Silver and Bronze Awards to honour the best three projects as judged by the Adjudication Panel, and there will be the “My Favourite Project” voted by all those present during the final round competition. To celebrate the 20th Anniversary of the International Year of the Family (IYF) as declared by the United Nations, a new award is added to the winners’ list, namely the “Best IYF Project”, to recognize the best project with its content echoing the focused themes of the IYF this year, i.e. family poverty, work-family balance, and social integration and intergenerational solidarity. Below lists all the awards of the Wofoo 3A Project 2014:

The Awards 2014

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
Best IYF 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.

We are confident that the Wofoo 3A Project will be another success for CIFA this year and during the 4th Regional Symposium. Sharing session will be arranged to have all winners and finalist teams meeting in Hong Kong in the coming year for further experience exchange and professional enhancement. DVD of the participating projects will be produced to promote even more extensive mutual learning. Continued effort in identifying areas for enhancement of the endeavour will be assured.

3A Project Committee Members

Advisor: Mrs. CHU YEUNG Pak-Yu Patricia

Chairman: Ms. NG Kwok-Tung Agnes

Members: Ms. CHENG Kit-Ching Florence (since 24 July 2014)

Ms. HO Wai-Man Tabitha

Mr. LAI Chi-Tong

Ms. LUI Koon-Ying Anna (until 24 July 2014)

Mr. TAM Chiu-Hung Ivan

Ms. WAN Tak-Yan Phoebe

Ms. WONG Fung-Yee Margaret

Mrs. YAU NG Lai-Tuen Monica

CIFA Secretariat: Mr. LI Kwan-Lok Timothy

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, the Academy of Family Therapy and the Hong Kong Anti-Cancer Society. 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 Hong Kong University Family Institute. Mrs. Chu is currently a member of the Family Council of the HKSAR Government and the Convenor 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.



Prof. CHAN Cheung-Ming Alfred

Prof. Alfred Chan has been both a practitioner in welfare services for older persons and an academic in social gerontology. Starting his career as a nurse and later on as a social worker in serving older persons, Prof. Chan has extensive skills and knowledge in health and social care services and policy making. His academic interests, such as the interpretation of intergenerational relationships, ageing and long-term care policies in Asia Pacific, the development of health and social care measurements, Quality of Life, Caring Index, etc. are closely related to this area. His researches have been widely published in refereed journals and as book chapters.



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, and represented the NGO sector on various government committees. She is currently a full-time volunteer serving on the Council of the Hong Kong Red Cross and of Oxfam Hong Kong. Ms. Chan is the Vice-Chairperson of Green Living Education Foundation and Chairman of Wofoo Community Service Network. She was awarded the Justice of Peace (JP) title by the Hong Kong Government in 1995.



Mr. CHAN Whee-Peng

Mr. Whee-Peng Chan represents the National Council of Social Service (NCSS), which is the national coordinating body for social services in Singapore and a membership organization for voluntary welfare organizations. In his many years at the NCSS, Mr. Chan has collaborated with partners to implement and review different social services for children, families, elderly and persons with disabilities. He currently also teaches social administration and planning of social work programme at the SIM University of Singapore.



Prof. KIM Yeong-Hee

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 (Smart, Smile & Sharing Eating Movement) Project with the Nongshim Food Company. Prof. Kim was the President of Korean Couple & Family Counseling Association from 2008 to 2010 and elected the President of Korean Association of Family Relations. She received the highly respected scholar award of 2010 and was chosen as an influential scholar in 2013 of Korea. 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. NAKAMURA Shin-Ichi

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 of the Japan Association of Family Therapy (JAFT) and has served as the President from 2007 to 2013. He is currently the Vice-President of JAFT. 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: Caregivers Alliance Limited, Singapore

Name of Project: Caregivers-to-Caregivers Training and Support for Families of Persons with Mental Illness

Though mental illness is less prevalent in Singapore as compared to other developed countries, the number of persons suffering mental illness has been increasing over the years. This results in family members and caregivers experiencing subjective and objective burden while caring for their loved ones who suffer from mental health problems. More often than not, there are also financial related pressures on the carers. While hospitals and other mental health organizations provide psychiatric and rehabilitation services, their focus is on persons with the sickness. Caregivers play important roles in the treatment and recovery process of the patients, and their journeys with their loved ones can be tough and demanding. The Caregivers Alliance Limited (CAL) sees this service gap and thus seeks to be the professional organization that caters solely to the needs of the caregivers of people with mental illness.

To serve the needs of caregivers, CAL works towards a collaborative partnership with service providers. This partnership is achieved through a continuous process of developing caregiver leaders, to provide support for other caregivers. Once passionate volunteer caregivers are developed into leaders there will be multiplying effect in establishing an extensive network of caregivers who are able to provide support to other carers. This is achieved through the implementation of Caregivers Capability Training and Supportive Education where Caregiver to Caregiver (C2C) Programmes are conducted, and potential caregivers are groomed to become caregiver leaders. Together with other services provided by CAL, this C2C service model has so far achieved much success in meeting the needs of carers of the mentally ill.

Organization Description

Caregivers Alliance Limited (CAL) is the sole professional non-profit organization in Singapore set up in 2011 dedicated to improving the lives of family members and caregivers of persons with mental illness through education, outreach, support, referral and advocacy. To serve the needs of caregivers, CAL works towards a collaborative partnership with service providers and a continuous process of developing caregiver leaders to provide support for other caregivers. This is achieved through the implementation of Caregiver to Caregiver (C2C) Education Programmes. Upon completion of the C2C training, caregivers who volunteer will be groomed to become caregiver leaders in supporting other caregivers.

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



兒童福利聯盟文教基金會

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

Name of Project: Family Preservation and Restoration: Family Intervention Services in Child Abuse

Since its establishment in 1991, Child Welfare League Foundation (CWLF) has been dedicating its work to promoting child welfare with the vision of “creating a better world for children”. In 2005, the organization was engaged by the government to provide family intervention services to children and families of sustained cases and children who return home from out-of-home placement. The services aim to assist the families in resolving family crises, enhance family functioning, and to promote positive parent-child relationship to ensure a safe and secure family environment for the children.

“Best interest of the child” is the core value of CWLF services. Based on Ecological System Theory, with a strength-based focus and awareness of multiculturalism, CWLF provides comprehensive and family-centred services, and establishes partnerships with the families respectfully. Case management model is used for the delivery of intervention plans. A diverse range of strategies are developed according to individual needs to assist the children recovering from the traumatic experiences, and the parents to acquire appropriate parenting skills. By doing so, family functioning is enhanced and parent-child relationship improved. The risk of recurring child abuse has been successfully mitigated through strengthened family support system and child protection network.

Since the commencement of the programme, 517 families and 752 children have been reached, approximately 300 events were held and over 140,000 people in total were served.

Organization Description

Founded in 1991 by a group of professionals who formed the Child Welfare League Committee to facilitate the amendment of the 1973 Child Welfare Act, Child Welfare League Foundation (CWLF) has long been a non-profit organization in Taiwan devoted to children’s welfare and rights by delivering a broad range of services to children and families all around Taiwan. Over the years, CWLF continues to resolve social problems and address the needs of children and families through delivering accessible services, educating the public, conducting research, building networks and participating in the amendment of legislations to “create a better world for children”.

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



Organization: The Hong Kong Catholic Marriage Advisory Council – Marriage Mediation Counselling Service, Hong Kong

Name of Project: Co-Parenting Project for the Divorced and Separated Parents

Divorce rate in Hong Kong has been soaring in recent years. Divorce is traumatic to both the couples and their children. Unfortunately, social services are usually fragmented and there is a need for comprehensive and one-stop support. To fill this service gap, the Hong Kong Catholic Marriage Advisory Council (HKCMAC) pioneered child-centred co-parenting counselling service to:

- 1) Relieve divorced parents' distress;
- 2) Promote the concept of "forever parenthood" that goes beyond separation and divorce; and
- 3) Minimize psychological turmoil experienced by children trapped in the conflict.

Funded by The Community Chest of Hong Kong for five years from 2008-2013, a series of casework, group sessions and training workshops were launched. The notion of co-parenting and services of the organization were promoted through publicity campaigns. Feedback from users and the general public were overwhelmingly encouraging. Clients reported positive changes in their emotional management, attitude and behaviours. Children especially, were much relieved from their emotional agony and learned to adjust to their new familial arrangements. In addition, education campaigns and trainings targeted at the general public as well as related helping professionals had successfully raised public awareness to the needs of divorced parents and their children. The co-parenting service was found to be cost-effective, resulting indirect cost savings on litigations, social and medical service expenses. To take this Project to the next level, HKCMAC will continue to deepen the knowledge and to serve the community. With funding support for another three years (2014-2017), the organization will develop this co-parenting counselling service based on what have been learned in the past five years.

Organization Description

The Hong Kong Catholic Marriage Advisory Council (HKCMAC) is a unique voluntary non-government agency specializing in supporting marriages in Hong Kong. Founded in 1967, its mission is to promote happy marriages and responsible parenthood with professionalism. The services range from pre-marriage education, couple counselling, marriage enrichment, family life education, sexual dysfunction therapy, integrated family services, mediation, as well as co-parenting education for divorced families. The Marriage Mediation Counselling Service, the first of its kind in Hong Kong, inaugurated the specialized services such as family mediation and co-parenting services for separated and divorced couples in 1988 and 2008 respectively.

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



香港家庭福利會 Hong Kong Family Welfare Society

Organization: Hong Kong Family Welfare Society – Tseung Kwan O (South) Integrated Family Service Centre, Hong Kong

Name of Project: Healthy Divorced Men Project

According to the Census and Statistics Department of Hong Kong, the total number of divorced/separated men and make-single parents had increased staggeringly between the years of 2001 to 2011. A lot of resources have been dedicated to women, however, few efforts have been put onto promoting men's service. Up till now, there is still not a single social service agency that focuses on the needs of divorced men in Hong Kong.

Literatures suggest that men faces substantial stress during marital crises. Additionally, strong patriarchal gender roles in a Chinese society further hinders men to seek help. In view of the tremendous impact brought upon men experiencing divorce, Hong Kong Family Welfare Society has a mission to develop a comprehensive service that addresses the psychological needs of men and to strengthen their connection with peers, families and community.

The Healthy Divorced Men's Project utilized both Positive Psychology and Empowerment Model as the conceptual framework in providing services. The Project aimed to (1) facilitate Separated/Divorced Men (SDM)'s stress adjustment and rebuild connection with self; (2) establish men's social support networks; and (3) develop SDM's potential through multiple skills learning and community service participation.

The execution of the Project was divided into three tiers. The first tier intervention focused on Life Rebuilding Classes and Seminars. The second tier emphasized on Therapeutic Groups. The third tier stressed on Mutual Aid Groups and Mentor and Community Service.

By May 2014, there were 632 members recruited for the Project. This was by far one of the first well-organized comprehensive services for men in Hong Kong. Evidence-based evaluation including focus groups, longitudinal study and quantitative research were used to evaluate the effectiveness of the Project. The positive results reflected good use of innovative project implementation and the need for project sustainability.

Organization Description

Hong Kong Family Welfare Society (HKFWS), established in 1949, is a non-governmental organization. With a family perspective, HKFWS is committed to deliver quality and professional social services to enhance the well-being of families and individuals in Hong Kong and to foster a caring community. Integrated Family Service, Child Care Service, Children and Youth Service, Elderly and Community Support Service, Clinical Psychological Service, etc. are provided through 40 service units. At the same time, HKFWS always strikes for service innovation to meet the ever-changing community needs and is devoted to render professional training for the sectors and the corporate. To move forward, HKFWS will continue to make solid effort in collaboration with the public and private partners to serve the society with passion.

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



香港青年協會
the hongkong federation of youth groups

Organization: The Hong Kong Federation of Youth Groups – Media Counselling Centre, Hong Kong

Name of Project: uTouch Cyber Youth Outreach Project

Given that the most widespread and popular form of communication among young people is through the Internet, the Hong Kong Federation of Youth Groups has initiated this Project to (1) early identify and engage youth-at-risk online; (2) fill in the service gap of existing social service in dealing with youth-at-risk; and to (3) promote positive and caring online atmosphere.

The Project aims at online youth-at-risk below 24 years old with the following problems:

- Emotional problems, such as depression, anxiety, self-harm behaviour, suicidal tendency or any other emotional disturbances.
- Family problems, such as parents' marital problems, communication with family and sibling relationship.
- Behavioural problems, such as cyber or causal sex, delinquency, gang involvement.
- Addictive behaviour, such as internet addiction, substance abuse and gambling.

Uniqueness of the Project are the online outreach approach to identify and engage youth-at-risk, and the innovative use of online platform for service delivery:

- (a) Online outreach – Adopting a proactive approach, frontline social workers actively identify and engage the online youth-at-risk and then render counselling services or network them to appropriate services.
- (b) Instant, fast and comprehensive intervention – Internet is a rapid-changing environment and hence online youth service requires fast response, resolving the time and location barrier of traditional social service.
- (c) Early identification – Youth-at-risk are usually not aware of their own problems at the beginning stage. Sometimes, the help-seeking signals are discovered only after tragedies have taken place. The services thus pay great attention to identifying potential youth-at-risk.
- (d) Promoting positive online atmosphere – To counteract the negativity and adverse atmosphere existing in the internet, a Portal which consists of multi-media that aims at promoting positive online atmosphere and internet users' well-being is established.
- (e) Making good use of online platform for service delivery – To fill in the gap of mainstream services, this Project provides web-based counselling through the organization's portal, WhatsApp, Facebook and mobile apps to address the needs of the youth.
- (f) Networking with existing services – Some youths in need are unable to reach or be connected by mainstream services. This Project helps networking potential cases with appropriate youth services by information giving and making referrals.

Organization Description

The Hong Kong Federation of Youth Groups (HKFYG) was founded in 1960 and is Hong Kong's largest youth service organization with over 60 service units. A variety of services, activities and programmes are provided, with an annual attendance of five million. There are 12 core services which include the Youth S.P.O.T.s, M21 Multimedia Services, Employment Services, Youth at Risk Services, Counselling Services, Parenting Services, Leadership Training, Volunteer Services, Education Services, Creativity Education and Youth Exchange, Leisure, Cultural and Sports Services, and Research and Publications. Young people are encouraged to reach to their fullest potential and grow into responsible and dutiful citizens. HKFYG has now over 170,000 registered volunteers and 370,000 enrolled members. The motto "HKFYG • Here for You" reaffirms its commitment and dedication to the young people of Hong Kong.

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

Organizations: The Hong Kong Polytechnic University & The University of Hong Kong, Hong Kong

Name of Project: HOPE-20

Challenges addressed:

In Hong Kong, there is little published information on the effectiveness of universal programmes for parents of preschool children. No systematic population level strategy for the delivery of universal programmes for children after 18 months can be identified. The HOPE-20 (Hands-On Parent Empowerment), a universal programme for parents with 2-year-old children, was designed to meet these service/research gaps. To enhance programme sustainability, a training course for professionals was developed and the programme manual was made available to those who completed the training.

Objectives:

Problematic parenting is a risk factor for adolescent conduct problems. Thus, the enhancement of parenting skills is important in universal preventive programmes. Given the close association between academic difficulties and behaviour problems, the promotion of children's learning competence also holds promises for reducing problem behaviours. The HOPE-20 programme included strategies to enhance parent-child relationship, manage child behaviour, and promote child learning, with the following objectives:

- Enhance parental competence;
- Enhance child learning; and
- Reduce child problem behaviours.

Evidence-based effectiveness:

The programme was evaluated using randomized controlled trial design, the most rigorous test in evaluation. The results indicated improvement in child learning, parenting sense of competence, decreases in child behaviour problems and parental stress. Participants could maintain their gains three months after programme completion.

Beneficiaries:

The programme was delivered to 232 parent-child dyads in Hong Kong. Training programmes for professionals were organized and 323 human service professionals were trained to deliver the programme to benefit more families.

Project achievements:

- Development of an evidence-based universal parent training programme for preschool children in Chinese communities.
- Production of a complete programme manual.
- Efficacy of the programme established using randomized controlled trial design.
- To enhance sustainability, a training programme for professionals was developed to train service providers to deliver the programme to benefit more families and children.

Organizations Description

(1) The Department of Applied Social Sciences of The Hong Kong Polytechnic University is one of Asia's largest and most vibrant social science departments. It works towards a socially just and humane society that takes good care of the poor, the elderly, children, young people as well as the socially deprived, through education, research and service.

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

(2) The Department of Social Work and Social Administration of The University of Hong Kong started professional social work degree training in Hong Kong. Its practice and policy research across the life span has been impactful on local and global social services policies. The research-led teaching trains ethical and competent social services professionals to create better societies promoting social justice and people's quality of living.

Website: <http://www.socialwork.hku.hk/>



香港聖公會福利協會有限公司

HONG KONG SHENG KUNG HUI WELFARE COUNCIL LIMITED

Organization: HKSCH Kowloon City Children & Youth Integrated Service Centre, Hong Kong

Name of Project: "Walk with Love" Family Supportive Project

"Walk with Love" Family Supportive Project is a pioneer project launched by the Hong Kong Sheng Kung Hui Welfare Council in March 2013, to address the urgency and needs of poverty situation in the community. The Project identified the "N-No families", i.e. families which have nothing in many different aspects, living in the Kowloon City District. With multi-disciplinary collaboration among the social workers, mentors and partner organizations, family functioning of these families were enhanced.

Project Beneficiaries:

The project beneficiaries are the "N-No" (literally, this represents "Nothing" to the mathematical power "n") families living in Kowloon City District. These families fall outside the safety net of social welfare, and their monthly income are less than or equal to only 75% of the median income of all other domestic households of similar size. Low income families living in sub-divided units, of low educational attainment and low self-efficacy and those referred by social workers were given priority to join the Project.

Project Objectives:

- 1) To equip families with learning and employment-related knowledge and skills, to enhance their self-confidence so that they might eventually contribute to the society;
- 2) To strengthen the families' social support network by the arrangement of mentors where appropriate; and
- 3) To strengthen the family functioning of the recipient families.

Brief Project Description:

A "family development plan" was customized for every participating family, with funding around \$20,000 to \$30,000 given to each of them to carry out their plans within two years. A social worker was assigned to work closely with each family to assist them carrying out their plan. Majority of the families were matched with mentors who would render support and guidance along the journey of growth and advancement. There were three core elements with the Project: Inspiration, Empowerment and Connectedness. These inspired the deprived families to develop their potentials through job skills and life skills trainings, further strengthened their social support network by building up their mutual help ability, connecting them with community members from other walks of life.

Organization Description

Hong Kong Sheng Kung Hui (HKSCH) Welfare Council was established in 1966 and now operates 230 service units distributed in different districts of Hong Kong, Macau and Guangzhou, which forms a comprehensive service network with a professional service team of over 2,200 staff. The Council provides various services such as nursery, children and youth, family, elderly, rehabilitation, community, employment and counselling, to achieve the mission of "Individual Caring, Overall Concern". Since early 1980's, the Council has cultivated the culture of quality to ensure continuous improvement of service quality, to fulfill the needs and expectations of the service users.

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



Organization: Methodist Epworth Village Community Centre, Social Welfare, Hong Kong

Name of Project: "Abundant and Fulfilling Life" – Intergenerational Life and Death Education Project

Life and Death Education (LDE) is important yet lacking for a rapidly ageing society like Hong Kong. Literature review confirms the importance and benefits of LDE, life review and intergenerational programmes. By launching this Project, the Methodist Epworth Village Community Centre (MEVCC) linked up its elder and youth service users to enhance intergenerational solidarity. Aims of the Project were:

- 1) To assist the elders in understanding "death", and to affirm their contribution;
- 2) To facilitate the youths for self-reflection and to equip them as helpers for the elders;
- 3) To enhance mutual support between the two generations; and
- 4) To promote the theme of Intergenerational Life and Death Education to the community.

Respective programmes for elders and youths were organized, followed by some joint functions. Elder programmes included groups of music therapy, life reviewing, bereavement, experiential activities and drama skills training. For youths, there were the groups on life journey, as well as volunteers and drama skills training. Intergenerational programmes comprised monthly tea gathering, family day camps and preparation of life review albums, with the climax being a joint drama performance.

The Project had benefitted many elders, youths and local residents served. Other people were also reached through the MEVCC publication with a DVD documenting all project activities. Apart from involving the five service units of the organization, music therapist, art jamming trainer, stage director and other professionals for drama performance became the partners. The Project was successfully completed with a total of 210 sessions and 1,861 participants. Forty-five albums, family portraits and two booklets on Death Preparation and Bereavement Group were produced. All three types of programmes, those for the elders, the youths and the intergenerational ones, received very high participants' ratings in goal achievement and satisfaction. The pre- and post-intervention score comparison confirmed their effectiveness. Given positive feedbacks, some project programmes would be incorporated into the existing service of the organization. Rooms for improvement were identified, and essence of the Project could be applicable to other countries outside Hong Kong.

Organization Description

Methodist Epworth Village Community Centre, Social Welfare (MEVCC) was established in 1963 by The Methodist Church, Hong Kong, with the mission of serving the community with Christian love. Over the past fifty years, the organization has developed into a multi-service agency serving the Eastern District of Hong Kong. Now, there are altogether ten types of social services, namely, After School Care Service, Integrated Youth Team, School Social Work Service, Family Enhancement Centre (Counselling Service), Family Empowerment Project for Deprived Families, Community Health Service, Golden Third Age Project, Neighbourhood Elderly Centre, Day Care Centre for the Elderly and Integrated Home Care Service. The scopes of service have expanded to cover all age groups within the serving community.

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

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

A. The 16 Short-listed Entries for Second Round Adjudication

	Organization	Name of Project	Region
1	Brahm Centre	Happier Singapore	Singapore
2	Caregivers Alliance Limited	Caregivers-to-Caregivers Training and Support for Families of Persons with Mental Illness	Singapore
3	Child Welfare League Foundation, R.O.C.	Family Preservation and Restoration: Family Intervention Services in Child Abuse	Taiwan
4	The Hong Kong Catholic Marriage Advisory Council – Marriage Mediation Counselling Service	Co-Parenting Project for the Divorced and Separated Parents	Hong Kong
5	Hong Kong Family Welfare Society – New Territories (Kwai Shing) Centre	Mediation Education for New Generation	Hong Kong
6	Hong Kong Family Welfare Society – Tseung Kwan O (South) Integrated Family Service Centre	Healthy Divorced Men Project	Hong Kong
7	The Hong Kong Federation of Youth Groups – Media Counselling Centre	uTouch Cyber Youth Outreach Project	Hong Kong
8	The Hong Kong Polytechnic University & The University of Hong Kong	HOPE-20	Hong Kong
9	HKSKH Kowloon City Children & Youth Integrated Service Centre	“Walk with Love” Family Supportive Project	Hong Kong
10	Hong Kong Young Women's Christian Association	Infinity • HOPE: Supportive Service Project for Children with Dyslexia	Hong Kong
11	Methodist Epworth Village Community Centre, Social Welfare	“Abundant and Fulfilling Life” – Intergenerational Life and Death Education Project	Hong Kong
12	The Salvation Army Prison Support Services	Kids In Play Programme	Singapore
13	Scout Association of Hong Kong – The Friends of Scouting	Filial Love without Borders - Enhancement Scheme for Social Integration of Ethnic Minorities	Hong Kong
14	Social Welfare Department – Kai Tak Integrated Family Service Centre	Living in Sunshine	Hong Kong
15	Tung Wah Group of Hospitals – Student Guidance Service	“More Appreciation and Less Criticism” Project	Hong Kong
16	Zhen-Ai Foundation	Zhen-Ai Family and Community Children Protection Program	China

B. All Other Submissions

	Organization	Name of Project	Region
17	AIDS Concern Foundation Limited	Expert of Sexual Health - Adolescent Peer Counsellor Programme	Hong Kong
18	Asia-Pacific Institute of Ageing Studies	Views on Filial Piety among Youth in Hong Kong	Hong Kong
19	Caritas Integrated Family Service Centre - Tsuen Wan	Walking with Young Babies	Hong Kong
20	Chengdu Datong Social Work Service Center	Better Life Women Yoga Group	China
21	Christian Family Service Centre	Cook with Hope – Promoting Zero Tolerance of Family Violence in Hong Kong	Hong Kong
22	The Family Planning Association of Hong Kong	FPAHK Check Up and Assessment for Mature Couples	Hong Kong
23	Focus on the Family Malaysia	Father & Son Adventure Camp	Malaysia
24	Focus on the Family Singapore Limited	Date with Dad: Impacting Incarcerated Fathers and Adolescent Daughters	Singapore
25	Guangzhou Datong Social Work Service Center	"Friendship Space" – Mutual Support Team for the Disabled	China
26	The Hong Kong Anti-Cancer Society	The Jessie & Thomas Tam Walking Hand-in-Hand Cancer Family Support Project	Hong Kong
27	Hong Kong Family Welfare Society – Kwai Chung (South) Integrated Family Service Centre	Capacity Enhancement: Language Programme for Ethnic Minorities – Chinese Class	Hong Kong
28	HKSKH Lady MacLehose Centre	Becoming Parents: A Hospital-Community Partnership to Enhance Transition to Parenthood	Hong Kong
29	Malay Youth Literary Association (4PM)	Ramadan on Wheels and FRENS	Singapore
30	Maple Women's Psychological Counseling Center	Three "Ten Minutes" Model for Family Education	China
31	Ng Wai Sheng	Resilient Children and Competent Teachers: A Refugee Community Partnership	Malaysia
32	Prison Fellowship Singapore Ltd	Angel Tree Project	Singapore
33	Punggol South Citizens' Consultative Committee	Punggol South Wellness Centre	Singapore
34	Social Welfare Department – Aberdeen Integrated Family Service Centre	Women Dancing Group	Hong Kong
35	Social Welfare Department – Causeway Bay Integrated Family Service Centre	Boundless on Stage	Hong Kong
36	Starry Sky Social Work Development Center in Guangzhou	Dear Baby, We Grow Up Together!	China
37	Thye Hua Kwan Moral Charities	Family Bonding Idol Inspirator (F.B.I ²)	Singapore
38	Tung Wah Group of Hospitals – Youth & Family Services Section	Caring Angels	Hong Kong
39	The Women's General Association of Macau	Love the Family • Enjoy the Work: Family Friendly Policy Promotion Program	Macau

Schedule of Project Events

Final Round Adjudication

Date: 14th November, 2014 (Friday)

Time: 2:30 pm. – 6:15 pm.

Venue: East China University of Technology
130 Meilong Road, Xuhui, Shanghai, China

Award Presentation Ceremony

Date: 14th November, 2014 (Friday)

Time: 6:15 pm. – 6:45 pm.

Venue: East China University of Technology
130 Meilong Road, Xuhui, Shanghai, China

Exchange Programme in Hong Kong in 2015

Day 1: Sharing Session

Date: 11th June, 2015 (Thursday)

Time: 9:00 am. – 5:00 pm.

Venue: The Chinese University of Hong Kong
Shatin, Hong Kong.

Day 2: Agency Visits

Date: 12th June, 2015 (Friday)

Time: 9:00 am. to 1:00 pm.

Venue: To be confirmed



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 and 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 while contributing to the body of knowledge in relationship science in the international arena. Its function is to support and enhance mutual interest in research and training initiatives, and to share information, 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, the 2nd Regional Symposium was held at the University of Tokyo in 2010, while the third one was held at the National University of Singapore in 2012, each attracting over 300 participants from various countries in the region. Renowned speakers from within and outside Asia shared their experience and research findings on various family issues, with very positive and encouraging feedback from participants. They found CIFA to have served as a useful regional platform for exchange and sharing. Riding on the synergy created and gathering the momentum to strengthen regional collaboration and exchange, CIFA members have been actively involved in the followings in the recent two years:

A series of activities were organized in Hong Kong in June 2013 to commemorate CIFA’s 5th Anniversary, which included Charity Concert for Family Harmony, Sharing Session on 3A Projects, Visit to Family Council, Social Welfare Department and social services units, CIFA Council Retreat and the Anniversary Dinner. CIFA members and participants from different countries of the region had a fruitful exchange and warm gathering during the occasion.

Following the success of the Asian Award for Advancing Family Well-Being Project (3A Project) in 2010 and 2012, and with the continuous support of the Wofoo Social Enterprises, the Wofoo 3A Project 2014, with the theme of “Aspiration for Sustainability, Innovation and Applicability”(ASIA), was launched in November 2013 to give recognition to outstanding and innovative work on enhancing family well-being. The final round adjudication and award presentation ceremony will be held during the 4th Regional Symposium in Shanghai, China.

The CIFA newsletter has been revamped and CIFA-NET was launched in June 2013 with an intention to turn it into a professional journal in the long run. CIFA-NET is issued on a quarterly basis, both in printed and electronic version and widely distributed in Asia and beyond.

Website : <http://www.cifa-net.org>



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