



香港大學秀圃老年研究中心  
Sau Po Centre on Ageing  
The University of Hong Kong

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To Editors of Local News, Education and Organisation sections

**A Study on Best Practices and the Social Impacts of the Wofoo 3A Project**  
– conducted by CIFA and HKU Sau Po Centre on Ageing

In celebration of the International Day of Families which falls on 15 May every year, the Consortium of Institutes on Family in the Asian Region (CIFA) is pleased to announce the findings of ***A Study on Best Practices and the Social Impacts of the Wofoo 3A Project***, which is a joint research with the Sau Po Centre on Ageing of The University of Hong Kong\*.

The Asian Award for Advancing Family Well-Being Project (3A Project) is a regional initiative under CIFA launched in 2010 and since then occurring every other year. To acknowledge the staunch and continuous support and sponsorship from Wofoo Social Enterprises, it was renamed the “Wofoo 3A Project” in 2014. The Wofoo 3A Project has been recognised as one of CIFA’s most significant, valuable and sustainable activities, especially in the spirit of “Aspiration for Sustainability, Innovation and Applicability” (ASIA), gaining formal recognition locally, regionally, as well as from the United Nations.

Following a decade of developing and enhancing the Wofoo 3A Project, the Study was conducted utilising a mixed-methods design involving document review and in-depth interviews. A Six Best Practices model adopted by the award-winning teams in congruence with CIFA’s mission was demonstrated, namely the PIE-ISI (i.e., **P**roject rationale, **I**mplementation, **E**valuation, **I**nnovation, **S**ustainability and **R**eplicability, and **I**nstitutional Synergy). This practice model is developed and promoted, not only in Asia but also in the international arena. (Please refer to Figure 1)

The Wofoo 3A Project of CIFA has achieved its mission and vision to “provide a platform for transdisciplinary collaboration with the ultimate goal to strengthen family functioning and promote family health”. Continuous efforts will be made to expand 3A to 4A, with a reinforced “**Alliance**” for the consolidation of collaborative knowledge and practice wisdom among organisations to create greater impact.

A paper on the study will be presented by Dr. Vivian W.Q. LOU, Associate Professor and Director of the Sau Po Centre on Ageing at the Plenary Session 1 of the 6<sup>th</sup> CIFA Regional Symposium to be held online on 10-11 June 2021, where more about the study will be shared. Those interested may register free of charge for the Symposium at <https://cfrc.ntu.edu.tw/cifa/registration.php>.





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\* **Notes:**

1. The Consortium of Institutes on Family in the Asian Region (CIFA) is an independent establishment which provides a regional platform for networking and collaboration among organisations and professionals who share the mission of “Converging Professional Wisdom for Family Well-Being”. For further information on CIFA, please visit <http://www.cifa-net.org>.
2. The Sau Po Centre on Ageing (CoA) of The University of Hong Kong aims to become a leading research centre on gerontology in greater China and the Asian Pacific region. Through its research, education and knowledge exchange activities, the Centre is enhancing the quality of life of older people in greater China, overseas Chinese societies and in the Asian-Pacific region. For further information on CoA, please visit <https://ageing.hku.hk>.

**WOFOO ASIAN AWARD FOR  
 ADVANCING FAMILY WELL-BEING  
 (3A PROJECT)**

**CIFA**

Aspiration for Sustainability, Innovation & Applicability (ASIA)

**BEST PRACTICES**

<p><b>PROJECT RATIONALE</b></p> <ul style="list-style-type: none"> <li>• Formulate project rationales with forward-looking perspectives anchored in social needs and fill existing service gaps</li> <li>• Focus on specific scope of population to stimulate targeted intervention strategies to ensure social responsiveness</li> </ul>	<p><b>IMPLEMENTATION</b></p> <ul style="list-style-type: none"> <li>• Create teams that match intervention contents to the best, and in many cases form multidisciplinary teams to address complex needs</li> <li>• Acknowledge the importance of capacity-building skills of team members</li> <li>• Allocate resources strategically</li> </ul>
<p><b>EVALUATION</b></p> <ul style="list-style-type: none"> <li>• Integrate outcome and process evaluation into the implementation process</li> <li>• Pay attention to the financial aspect and cost-effectiveness of project</li> <li>• Collect feedback from key stakeholders using mixed methodologies</li> </ul>	<p><b>INNOVATION</b></p> <ul style="list-style-type: none"> <li>• Provide new values underpinning social issues that expand the understanding of family diversity</li> <li>• Encourage new mode of participation and develop deviceful tools and materials</li> <li>• Create knowledge and learning platform</li> <li>• Ensure comprehensive project structure and break through traditional funding modes</li> </ul>
<p><b>SUSTAINABILITY &amp; REPLICABILITY</b></p> <ul style="list-style-type: none"> <li>• Build knowledge hub for project replicability in local, regional and/or international arenas</li> <li>• Disseminate project progress and details with internal and external networks</li> <li>• Inform funders and stakeholders regularly and seek new funding opportunities</li> </ul>	<p><b>INSTITUTIONAL SYNERGY</b></p> <ul style="list-style-type: none"> <li>• Hold institutions accountable for their projects</li> <li>• Engage experts and/or agencies in project development, implementation and evaluation</li> <li>• Take reference to evidence-based practices with local and global sensitivity</li> </ul>

**THREE KEY PURPOSES**

1. Serve as a guideline and a checklist for assessment criteria
2. Set a benchmark for projects that wish to compete for an award
3. Provide reference for local and international organisations

**Figure 1: Six Best Practices – PIE-ISI**