

## **Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2023/24” –**

### **School-based Activity “Week of Love and Growth” and “SOW in Love” Letter Writing Competition**

#### **Aims / Objectives**

The purpose of this circular memorandum is to invite primary and secondary schools to participate in the school-based activity “Week of Love and Growth” and the “SOW in Love” Letter Writing Competition under the cross-curricular campaign “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2023/24” (SOW Campaign) organised by the English Language Education (ELE) Section of the Curriculum Development Institute and the Native-speaking English Teacher (NET) Section of the Curriculum Support Division of the Education Bureau (EDB).

#### **Details**

2. The 2023/24 school year marks the fourth year of the SOW Campaign. A wide variety of student activities will continue to be organised to enrich students’ English learning experiences and develop in them positive values and attitudes through appreciating the meaning and beauty of SOW. With the overarching theme “**In Love We Share, In Love We Grow**”, schools are encouraged to provide students with holistic learning experiences under the six sub-themes “**Love Our Country**”, “**Love the Community**”, “**Love Our Family and Friends**”, “**Love Myself**”, “**Love Learning**” and “**Love Nature**” through cross-curricular collaboration and participate in the following:

#### **(i) School-based Activity “Week of Love and Growth”**

The Week of Love and Growth, which is to be held within the period of **19 February – 12 July 2024**, is a cross-curricular English week in which schools organise school-based activities that echo the overarching theme and the six sub-themes of the SOW Campaign 2023/24 to create a learning environment conducive to English learning and the promotion of values education through cross-curricular collaboration. In support of the activity week, a variety of resource materials will be disseminated in due course. Experience sharing sessions will be organised to provide schools with insights into the planning and implementation of the activity week in different school contexts. School-based support for organising the activity week may also be provided by the NET Section upon request. Upon

completion of the activity week, schools are encouraged to submit a school-based record which reflects their unique strategies and initiatives adopted to foster students' positive values and attitudes in the school English Language curriculum. Schools interested should complete the Registration Form via a Google account **by 6:00 p.m., 12 January 2024 (Friday)**. Schools with commendable performance in organising the Week of Love and Growth will be presented with an award in recognition of their efforts and achievements. For details, please refer to Appendices 18a and 18b.

**(ii) “SOW in Love” Letter Writing Competition**

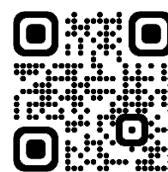
The “SOW in Love” Letter Writing Competition is organised to enhance students' language skills and multimodal literacy, nurture their creativity and foster their positive values and attitudes. Students are invited to write a letter to express their love and gratitude towards an entity with a SOW of their choice and create a piece of two-dimensional (2D) artwork to enhance conveyance of meaning and visual representation of the letter. To engage more students in the Competition, schools are encouraged to organise a preliminary competition within the school to shortlist outstanding student works across different year levels for the Competition. In support of the Competition, learning and teaching resources at primary and secondary levels will be disseminated in due course.

Schools interested should submit the entries together with the completed Entry Submission Form through a Google Form using a Google account **by 6:00 p.m., 8 March 2024 (Friday)**. Please refer to Appendix 18c for details of the Competition.

3. For more details about the SOW Campaign 2023/24, please refer to EDB Circular Memorandum No. 180/2023 (Annex 7) and/or visit the relevant EDB webpages.

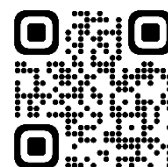
SOW Campaign

<http://www.edb.gov.hk/sow>



Week of Love and Growth

<http://www.edb.gov.hk/WoLG>



## Contact Person

4. For enquiries, please contact the following officers of the ELE Section and the NET Section.

### Week of Love and Growth

Primary Level	Ms Kimmy YIP	2892 6570
Primary Level (for school-based support)	Ms Carol PANG	3549 8336
Secondary Level	Ms Iris HUNG	2892 5994
Secondary Level (for school-based support)	Ms Adys WONG	3549 8309

### “SOW in Love” Letter Writing Competition

Primary Level	Ms Stephanie LO	2892 6574
Secondary Level	Ms Helen LI	2892 6481

## Planning and Implementation of the Week of Love and Growth

### Registration (1 November 2023 – 12 January 2024)

Please complete the Registration Form via a Google account **by 6:00 p.m., 12 January 2024 (Friday)**: <https://forms.gle/k1oX27nECsSFqmgV6>



### Implementation (Registered schools will receive additional support and resources.)

#### Period

- Schools can freely choose the dates (any time between 19 February and 12 July 2024) and the number of days for the activity week.

#### Activities

##### ➤ Poster “Seeds of Love: A Blossoming Garden of Growth”

A hard copy of the “*Seeds of Love: A Blossoming Garden of Growth*” poster will be provided for schools registered for the Week of Love and Growth.

- Schools can make use of the poster to create a collaborative visual display for teachers and students to share their thoughts and reflections on love and growth.

##### • School-based Learning Activities

- Schools can organise a variety of school-based activities for their students within and beyond the classroom, e.g. classroom learning activities for appreciation of English sayings of wisdom (SOW), drama performances, film appreciation, song dedication, game booths, seminars/talks, book exhibitions, classroom board design competitions, and/or internal competitions to select entries for the SOW-related competitions organised by the EDB.

##### • SOW Ambassadors Scheme

- This school-based award scheme aims to engage students in supporting English teachers in organising the activity week and other SOW activities throughout the school year.
- Ten copies of the **SOW Ambassadors Passport** will be provided for schools registered for the activity week.
- A certificate of recognition will be awarded to the SOW ambassadors upon completion of the tasks listed in the passport.



### Sharing of Good Practices

#### School-based Record

- Schools are encouraged to submit a school-based record capturing highlights of the activity week to showcase the effective strategies for fostering positive values and attitudes in the school English Language curriculum. Good practices will be collected and disseminated on the SOW webpage and in EDB publications.

#### Format


- A reflection/photo collage/short video clip with simple descriptions (File types: docx, pdf, pptx, jpg/png, mp4)

#### Submission Period

- Please submit the school-based record via a Google account **by 6:00 p.m., 26 July 2024 (Friday)**: <https://forms.gle/gqMA6cYrBr7XDnjf8>



## Support Measures for the Week of Love and Growth

<b>1. Experience-sharing Sessions on Promoting Values Education in the School English Language Curriculum</b>		
Details will be announced on the Training Calendar ( <a href="https://tcs.edb.gov.hk">https://tcs.edb.gov.hk</a> ) in due course.		
	<b>Primary Level</b>	<b>Secondary Level</b>
Title	Experience Sharing on Promoting Positive Values and Attitudes through English Sayings of Wisdom (SOW) at Primary Level	Experience Sharing on Promoting Positive Values and Attitudes through English Sayings of Wisdom (SOW) at Secondary Level
Date	14 December 2023 (Thursday)	20 December 2023 (Wednesday)
Time	2:30 – 4:30 p.m.	2:30 – 4:30 p.m.
<b>2. The “Seeds of Love: A Blossoming Garden of Growth” Poster (For Schools Registered for the Week of Love and Growth)</b>		
A collaborative visual display for teachers and students to share their thoughts and reflections on love and growth		
<b>3. The SOW Ambassadors Passport (For Schools Registered for the Week of Love and Growth)</b>		
A log book for student ambassadors to record the SOW activities (e.g. SOW competitions organised by the EDB, Week of Love and Growth activities, learning and sharing of SOW in other school activities) they have helped organise or participated in		
<b>4. Webpages on School-based English Activities for the Promotion of Values Education</b>		
Webpages with school examples of promoting positive values and attitudes in the Week of Hope (2021/22) ( <a href="https://www.edb.gov.hk/WoH_exemplars">https://www.edb.gov.hk/WoH_exemplars</a> ) and Week of Positivity (2022/23) ( <a href="https://www.edb.gov.hk/WoP_exemplars">https://www.edb.gov.hk/WoP_exemplars</a> ) for schools’ reference in organising the Week of Love and Growth		
<b>5. An Animated Video on Positive Values and Attitudes</b>		
An animated video which integrates visuals and motion graphics to provide relevant contexts for students to explore positive values and attitudes		
<b>6. School-based Support (For Schools Registered for the Week of Love and Growth)</b>		
Schools interested in receiving school-based support for organising the Week of Love and Growth from the NET Section can indicate their preference in the Registration Form ( <a href="https://forms.gle/k1oX27nECsSFqmgV6">https://forms.gle/k1oX27nECsSFqmgV6</a> ).		
<b>7. One-Stop Portal of Learning and Teaching Resources on Promoting Values Education in the English Language Curriculum (<a href="http://www.edb.gov.hk/values_ed_ele">http://www.edb.gov.hk/values_ed_ele</a>)</b>		
A webpage providing a variety of multimodal materials (e.g. videos, online games, resource kits) to support schools in creating an engaging environment for the promotion of values education in the English Language curriculum		