

## Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2022/23” –

### Week of Positivity and SOW Motivational Talk Contest

#### Aims / Objectives

The purpose of this circular memorandum is to invite primary and secondary schools to participate in the Week of Positivity, a school-based activity, and the SOW Motivational Talk Contest under the cross-curricular campaign “Promoting Positive Values and Attitudes through English Sayings of Wisdom (SOW) 2022/23” 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. Building on the success of the SOW Campaign in the past two years, the SOW Campaign 2022/23, with an overarching theme of “**Leading a Positive Life**” and four sub-themes “**Cherishing Life**”, “**Diligence**”, “**Empathy**” and “**Respect for Diversity**”, will continue to serve as a platform to sustain the momentum and growing impacts of creating a positive school culture through cross-curricular collaboration and to enrich students’ English learning experiences and nurture positive values and attitudes in them.

3. Schools are encouraged to leverage the platform to provide students with holistic learning experiences through cross-curricular collaboration and participate in the following activity and competition.

#### (i) Week of Positivity

The Week of Positivity, which is to be held within the period of 6 February – 7 July 2023, is a cross-curricular English week in which schools organise their own activities that echo the theme(s) concerned to create a learning environment conducive to English learning and the promotion of values education. 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 from the NET Section may also be provided upon request. Upon completion of the activity week, schools are encouraged to submit a school-based record which reflects their unique strategies and initiatives to foster students’ positive values and attitudes in the English Language curriculum. Interested schools should complete the

Registration Form via a Google account **by 6:00 p.m., 6 January 2023 (Friday)**. Schools with commendable performance in organising the Week of Positivity will be presented with an award in recognition of their efforts and achievements. For details, please refer to Appendices 13a – 13b.

**(ii) SOW Motivational Talk Contest**

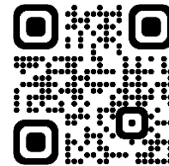
The SOW Motivational Talk Contest is organised to enhance students' language and multimodal literacy skills, develop their interest in reading and viewing, nurture their creativity and foster their positive values and attitudes. Students are invited to create a short video to share their reading or viewing experience by connecting their reflections on a text of their own choice with a SOW that echoes the theme and/or the sub-themes of the SOW Campaign 2022/23. To engage more students to take part in the Contest, schools are encouraged to organise a preliminary contest within the school to shortlist outstanding student works across different year levels for the Contest. In support of the Contest, learning and teaching resources at primary and secondary levels will be disseminated in due course.

Interested schools should submit the entries together with the completed Entry Submission Form through a Google Reply Form using a Google account **by 6:00 p.m., 21 April 2023 (Friday)**. Please refer to Appendices 13c – 13e for details of the Contest.

4. For more details about the SOW Campaign 2022/23, please refer to EDB Circular Memorandum No. 172/2022 and/or visit the relevant EDB websites.

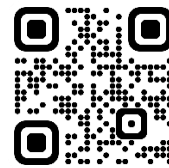
SOW Campaign

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



Week of Positivity

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



## Contact Person

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

### Week of Positivity

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 Motivational Talk Contest

Primary Level	Ms Grace LAM	2892 6294
Secondary Level	Ms Isa KONG	2892 6470

## Planning and Implementation of the Week of Positivity

### Registration (*Early November 2022 – 6 January 2023*)

Please complete the Registration Form via a Google account **by 6:00 p.m., 6 January 2023 (Friday)**: <https://forms.gle/Myx4tgSnd8qcxXrg7>



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

#### Period

- Schools can freely choose the dates (any time between 6 February 2023 and 7 July 2023) and the number of days for the activity week.

#### Activities

- **7-Day Positivity Challenge**
  - Schools are encouraged to organise a school-based Positivity Challenge to engage students in setting goals on leading a positive life and turning positive thoughts into action. Teachers and students can set class-based or school-based challenges to complete within a week, reflect and share the experience.
  - A hard copy of **the poster on the 7-Day Positivity Challenge** will be provided for registered schools for the Week of Positivity.
- **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 Week of Positivity and other SOW activities throughout the school year.
  - Ten copies of **SOW Ambassadors Passport** will be provided for registered schools for the Week of Positivity.
  - A certificate of recognition will be awarded to the SOW ambassadors upon completion of the tasks listed in the passport.



### Sharing of Good Practices (*28 July 2023*)

#### 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 web page 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., 28 July 2023 (Friday)**: <https://forms.gle/rggnu1F1KgFfVZgr8>



### Support Measures for the Week of Positivity

<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	16 December 2022 (Friday)	20 December 2022 (Tuesday)
Time	3:00 – 4:30 p.m.	3:00 – 4:30 p.m.
<b>2. Poster on 7-Day Positivity Challenge (for schools registered for the Week of Positivity)</b>		
A collaborative visual display for teachers and students to set goals on leading a positive life		
<b>3. The SOW Ambassadors Passport (for schools registered for the Week of Positivity)</b>		
A log book for student ambassadors to record the SOW activities (e.g. SOW competitions organised by the EDB, Week of Positivity activities, learning and sharing of SOW in other school activities) they have helped organise/participated in		
<b>4. A Booklet on School-based English Activities for the Promotion of Values Education (e-version)</b>		
A resource material with school examples of promoting positive values and attitudes in the Week of Hope organised in the 2021/22 school year for schools' reference in organising the Week of Positivity		
<b>5. “SOW Treasure Chest”</b>		
A resource kit with suggestions and resource materials (e.g. games, activity cards) for schools to organise the Week of Positivity		
<b>6. School-based Support (for schools registered for the Week of Positivity)</b>		
Schools interested in receiving school-based support for organising the Week of Positivity from the NET Section can indicate their preference in the Registration Form (Appendix 13a).		
<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 web page providing a variety of multimodal materials (e.g. videos, online games, resource kits) to support schools in creating an engaging environment for promotion of values education in the English Language curriculum		
