

Education Bureau Circular Memorandum No. 183/2024

From : Secretary for Education

To: Heads of Primary and Secondary Schools

Ref. : 1044-2045-8080-9015-00001

Date : 2 September 2024

**Healthy e-Generation Network
“Connect with the e-Generation” Campaign 2024/25**

Summary

The purpose of this circular memorandum is to inform heads of primary and secondary schools of the **Healthy e-Generation Network – “Connect with the e-Generation” Campaign**.

Details

2. The EDB has commissioned the Hong Kong Playground Association (HKPA) to provide support services and activities on promoting e-safety to teachers, students and parents of primary and secondary schools in Hong Kong. HKPA will continue to provide one-stop telephone / online and on-site support and counselling services to facilitate the tackling of problems arising from students’ use of the Internet, such as Internet addiction, cyber-bullying and Internet traps. Student and parent activities will also be conducted to promote e-safety. For details, please refer to **Annex 1** and the relevant website (<https://esafety.hkpa.hk>).

3. Relevant posters and materials will be distributed to schools. Schools are advised to display the posters at prominent places of the school premises for promoting the Campaign. Request for more relevant materials could be made by returning the completed reply slip to the HKPA (Email: esafety@hkpa.hk or Fax: 3905 8144).

Enquiry

4. For enquiries, please contact Ms CHOW Wing Yee of the HKPA at 2730 6695.

P W YAN
for Secretary for Education

c.c. Heads of Sections – for information



Dear Principal,

c.c. Guidance and Counselling Master/Mistress, IT Subject Panel, Teacher-In-Charge of Parent-Teacher Association and School Social Worker.

Healthy e-Generation Network “Connect with the e-Generation” Campaign 2024/25

The Education Bureau (EDB) has commissioned the Hong Kong Playground Association (HKPA) to continue the “Connect with the e-Generation” Campaign this school year, which provides “Healthy e-Generation Network” supporting services and activities for primary and secondary school teachers, students, and parents in Hong Kong to promote e-safety. The related supporting services and activities include:

A) One-stop telephone/online support and counselling services:

Target:	Teachers, students and parents of primary and secondary schools
Content:	Through telephone and instant messaging applications, registered social workers and hotline workers of HKPA will provide users with consultation and counselling services addressing doubts, conflicts, or risks that students may encounter when using the Internet, such as Internet addiction, cyber-bullying, Internet traps, etc.
Hotline:	5721 4040 / 6617 6613
Time:	Mondays to Saturdays (except public holidays) 9:30 am to 9:30 pm

B) On-site support and activities:

i. On-site Counselling Station

Target:	Students and parents of primary and secondary schools
Content:	Setting up an on-site counselling station on campus to promote e-safety messages. The counselling station also includes a registered social worker enquiry corner, e-safety related booth games, and cyber risk education exhibition boards. Registered social workers will provide professional advice to users to help address doubts or conflicts that students encounter when using the Internet.

ii. Student Seminars

Target:	Students of primary and secondary schools
Content:	Providing seminars with topics related to healthy Internet use and online risk prevention.

iii. Parent Seminars

Target:	Parents of primary and secondary schools
Content:	Providing seminars to parents to strengthen their knowledge with youth online culture and enhance their skills in managing their children Internet use.

C) Provide a borrowing service for cyber risk-themed exhibition board(s), with a maximum borrowing period of 12 working days.

D) Provide case referral service in relation to online health and Internet safety.

E) Useful information released regularly at <https://esafety.hkpa.hk>.

We cordially invite schools to support and participate in the activities of “Connect with the e-Generation” Campaign. Relevant posters and materials will be distributed to schools in early September for display in school venues to promote the above activities. We look forward to collaborating with your school. For details on service applications and requests for additional promotional materials, please refer to Annex 2. For the case referral service application, please refer to Annex 3.

Should you have further enquiries, please contact HKPA social worker Ms CHOW Wing Yee at 2730 6695.

Best regards,

Ms YAU Yee-man, Ivy
Deputy Executive Director
Hong Kong Playground Association



**Healthy e-Generation Network
“Connect with the e-Generation” Campaign 2024/25**

Reply Slip

To: Hong Kong Playground Association
11/F, Southorn Centre,
130 Hennessy Road, Wanchai

Tel: 2730 6695
Fax: 3905 8144
E-mail: esafety@hkpa.hk

1. Our school would like to apply for the following on-site support service(s):

(Please put a ✓ in the relevant boxes)

- i. Setting up On-site Counselling Station
(with Social Worker Enquiry Corner, game booth(s) and exhibition board(s)) *
We opt for Cyber Risk Education Exhibition Board(s) with the following topic(s)
(Please choose **at most TWO topics**)
- Internet Addiction Cyber-bullying Internet traps
 Online Infringement Making Online Friends

Estimated number of participants : () students; () parents

Grade of students : _____

Remarks: _____

Proposed dates and timeslots:

1st choice: _____ (Time : _____)

2nd choice: _____ (Time : _____)

3rd choice: _____ (Time : _____)

*** HKPA will determine the number of enquiry corners and game booths, as well as the duration of the service provided based on the nature of the school activity and the number of participants.**

ii. Conducting Student Seminar

Topics (Choose **ONE** only)

Internet Addiction Online Infringement Cyber-Bullying

Making Online Friends Internet Traps

Estimated number of participants : _____

Grade of students : _____

Remarks : _____

Proposed dates and timeslots:

1st choice: _____ (Time : _____)

2nd choice: _____ (Time : _____)

3rd choice: _____ (Time : _____)

iii. Conducting Parent Seminar

Topics (Choose **ONE** only)

Internet Addiction Internet Traps Parenting and communication

Online Infringement Cyber Bullying Making Online Friends

Estimated number of participants : _____

Grade of students : _____

Remarks : _____

Proposed dates and timeslots:

1st choice: _____ (Time : _____)

2nd choice: _____ (Time : _____)

3rd choice: _____ (Time : _____)

If schools apply for more than one on-site support services, please indicate the priority by putting a number (1, 2, or 3) in the () below, with “1” being the first priority.

()	Setting up On-site Counselling Station
()	Conducting Student Seminar
()	Conducting Parent Seminar

Note: HKPA will contact the teacher in charge **within 5 working days** to confirm the services items and dates and time of the activities.

2. Our school would like to borrow Cyber Risk Education Exhibition Board.

Cyber Risk Education Exhibition Board # (Pull-up banner) <i>(The maximum duration for borrowing is 12 working days, excluding Saturdays and Public Holidays)</i>	Proposed dates of collection and return
Topics: <i>(Please tag with ✓. You may choose more than one item)</i> <input type="checkbox"/> Internet Addiction <input type="checkbox"/> Cyber-bullying <input type="checkbox"/> Internet Traps <input type="checkbox"/> Making Online Friends <input type="checkbox"/> Online Infringement Expected number of visitors: _____ Remarks: _____	Date of collection: _____ Date of return: _____ Returning Address: G/F, 119-132 Kwai Yuen House, Chuk Yuen (South) Estate, Wong Tai Sin, Kowloon (Notifications will be sent through email if the returning address is changed)

Schools are requested to arrange for personnel to collect the Exhibition Boards from our office. Please call in advance to confirm the pickup and return timings. To avoid affecting other applicants, please return the Boards in a timely manner.

3. Our school would like to have the additional promotional materials:

Additional Items <i>(Please tag with ✓. You may choose more than one item.)</i>	Language <i>(Please tag with ✓)</i>		Qty.			Proposed date of collection
<input type="checkbox"/> Promotion poster* (see Annex 4 for the sample)	Chinese	English	<input type="checkbox"/> A2	<input type="checkbox"/> A3	<input type="checkbox"/> A4	
<input type="checkbox"/> Promotion card * (see Annex 5 for the sample)						

* HKPA will arrange the transportation of promotion poster and promotion card, and School No need pay for the fee.

Applicant's information:

School name			
School address			
Contact person		Post	
Telephone		Fax	
Email		Date of application	

Note: Upon receiving this application, the HKPA will reply within 5 working days to confirm the application. The application is considered successful only after receiving a confirmation letter.

Healthy e-Generation Network
“Connect with the e-Generation” Campaign 2024/25

Case Referral Service

To: Hong Kong Playground Association
 11/F, Southorn Centre,
 130 Hennessy Road, Wanchai

Tel: 2730 6695
 Fax: 3905 8144
 E-mail: esafety@hkpa.hk

The personal information collected in this form serves only for the purpose of providing services by the HKPA.
 The information will be handled in accordance with Personal Data (Privacy) Ordinance.

Application Form for Consultation and Counselling
(To be completed by Parent or Student)

I agree that the social workers or hotline workers of HKPA directly contact me for providing consultation and counselling services in the following area:

Please “✓”	Area of consultation
<input type="checkbox"/>	Understanding the Internet culture: new IT trend, surfing habits, popular online culture or apps, etc.
<input type="checkbox"/>	Contracting on Internet use: communication skills, making contracts, etc.
<input type="checkbox"/>	Understanding e-Safety: beware of the leakage of self-privacy, protecting yourself online, etc.
<input type="checkbox"/>	Healthy Internet resources: online learning resources, protection software, eye care & protection of backbone information, etc.
<input type="checkbox"/>	Respond to cyber risks: handling cyber-bullying, Internet traps, obscene materials, making online friends, etc.
<input type="checkbox"/>	Others (please specify):

Applicant’s Information:

The applicant is: Parent (Full name): _____

Student (Full name): _____

Grade of student: _____ School Name: _____

Contact number / Other contact method: _____

Date of Application: _____

Preferred timeslot of contact (✓one or more boxes if appropriate) :

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<input type="checkbox"/> 09:30–13:00	<input type="checkbox"/> 09:30–13:00	<input type="checkbox"/> 09:30–13:00	<input type="checkbox"/> 09:30–13:00	<input type="checkbox"/> 09:30–13:00	<input type="checkbox"/> 09:30–13:00
<input type="checkbox"/> 13:00–18:00	<input type="checkbox"/> 13:00–18:00	<input type="checkbox"/> 13:00–18:00	<input type="checkbox"/> 13:00–18:00	<input type="checkbox"/> 13:00–18:00	<input type="checkbox"/> 13:00–18:00
<input type="checkbox"/> 18:00–21:30	<input type="checkbox"/> 18:00–21:30	<input type="checkbox"/> 18:00–21:30	<input type="checkbox"/> 18:00–21:30	<input type="checkbox"/> 18:00–21:30	<input type="checkbox"/> 18:00–21:30
<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime

Remarks : _____

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Case Referral Form
(To be completed by School)

(I) Student’s Information

Name of the student: _____ Class level: _____

School name: _____

School address: _____

Consultation content of the case: _____

The school has been granted an approval from the parent / guardian of the client on _____ (date) for the referral.

(II) Referrer’s Information

Name of the referrer: _____ Post: _____

Relationship between referrer and the client: _____

Contact number / Other contact method of referrer: _____

Date of Application: _____

教育局
Education Bureau

香港遊樂場協會
HONG KONG PLAYGROUND ASSOCIATION

Healthy e-Generation Network

One-Stop Telephone / Online and On-Site Support and Counselling Services

5721 4040



6617 6613



Prevent Cyber Bullying

Beware of Internet Traps

Cultivate Information Literacy

Pay Attention to e-Safety

Avoid Excessive Use of Internet

Should you encounter doubts, conflicts or risks arisen from the use of the Internet, please feel free to contact us.

Service Hours : 9:30a.m. - 9:30p.m. Mon - Sat (except Public Holidays)

Service Targets : Teachers, Students and Parents of Primary and Secondary Schools

Student Activity

Parent Support

Teacher Consultation

Community Education

For more details, please like and share our Instagram and Facebook (@F3toConnect) or visit our website.



F3toConnect



esafety.hkpa.hk



5721 4040

教育局
Education Bureau



Healthy e-Generation Network

One-Stop Telephone / Online and
On-Site Support and Counselling Services

5721 4040



6617 6613

Should you encounter doubts, conflicts or risks arisen from the use of the Internet, please feel free to contact us.

Service Hours

9:30a.m. - 9:30p.m. Mon - Sat
(except Public Holidays)

Service Targets

Teachers, Students and Parents of
Primary and Secondary Schools

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Facebook (@F3toConnect) or visit our website.



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