

Education Bureau Circular Memorandum No. 145/2026

From : Secretary for Education To : Heads of Primary and Secondary Schools
Ref. : 1044-2045-8075-9055-00001
Date : 1 September 2026

**Healthy e-Generation Network
“Connect with the e-Generation” Campaign 2026/27**

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 for teachers, students and parents of primary and secondary schools in Hong Kong to promote messages on e-safety. HKPA will provide one-stop telephone/online and on-site support and counselling services to facilitate the handling of problems arising from students' use of the Internet, such as Internet addiction, cyberbullying and online traps. Messages on e-safety will also be promoted through activities for students and parents. 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 on the school premises for promoting the Campaign. To obtain additional materials, please complete the attached form and return it to the HKPA by email at (esafety@hkpa.hk) or by fax at 3905 8144.

Enquiry

4. For enquiries, please contact Mr CHAN Sheung-lung of the HKPA at 2730 6695.

K Y LEUNG
for Secretary for Education

c.c. Heads of Sections – for information



Dear Principals of Primary and Secondary Schools,

c.c. Guidance and Counselling Master/Mistress, Teacher-In-Charge of information literacy education,
Teacher-In-Charge of Parent-Teacher Association and School Social Worker.

Healthy e-Generation Network
“Connect with the e-Generation” Campaign 2026/27

The EDB has commissioned the Hong Kong Playground Association (HKPA) to promote the Healthy e-Generation Network – “Connect with the e-Generation” Campaign in this school year. The Campaign provides support services and activities for teachers, students and parents of primary and secondary schools to promote messages on e-safety. The HKPA will provide one-stop telephone/online counselling as well as on-site support services to facilitate the handling of problems arising from students’ use of the Internet, such as Internet addiction, cyberbullying and online traps. Messages on e-safety will also be promoted through activities for students and parents.

A. One-stop telephone/online instant messaging consultation and counselling services

(Please see Annexes 3 and 4 for the application forms)

Services:	● Registered social workers of HKPA will provide professional advice and counselling services to help callers. ● Identify callers in need of further support and refer them to appropriate service organisations.
Target audience:	Teachers, students and parents of primary and secondary schools
Hotline: (WhatsApp/WeChat)	5721 4040
Service hours:	Mondays to Saturdays (except public holidays) 9:30 am to 9:30 pm

B. On-site support services, exhibition board borrowing and collection of promotional materials

(Please see Annexes 2 and 5 for the application form and relevant details.)

(i) Information Literacy Campus Information Stall

Services:	Set up a mobile information stall on campus to provide the following services and activities: ● Consultation services provided by registered social workers* ● Educational information displays on the prevention of online crises ● Booth games to enhance students’ awareness of healthy Internet use *Registered social workers will provide professional advice on questions or conflicts experienced by students and parents in using the Internet.
Target audience:	Primary and secondary school students, parents and teachers.

Service hours:	Around 2 hours (The actual duration will be subject to coordination with schools). (Can be conducted during lunch breaks, weekly assemblies, Moral Education lessons, parent days, etc.)
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(ii) Student Information Literacy Seminar (face-to-face/online)

Objectives:	● To enhance students' awareness of healthy Internet use. ● To provide students with methods for preventing online crises.
Target audience:	Primary and secondary school students.
Service hours:	Around 1 hour (The actual duration will be subject to coordination with schools)
Remark:	Content of the seminar will be adjusted according to the students' level.

(iii) Parent Information Literacy Seminar (face-to-face/online)

Objectives:	● To enhance parents' understanding of popular Internet culture among the youth. ● To enhance parents' skills in managing their children's Internet-use habits.
Target audience:	Parents of primary and secondary school students.
Service hours:	Around 1 hour (The actual duration will be subject to coordination with schools)

(iv) Exhibition board borrowing and promotion materials collection

Services:	● To provide rental service on theme-based exhibition boards related to the prevention of online crises. Schools can borrow the board for up to 12 working days. ● To provide promotional materials of this activity for publicity purpose.
Remark:	● Schools should arrange their own staff to collect and return the theme-based exhibition boards at the Association.

The HKPA sincerely invites schools to support and participate in the Healthy e-Generation Network – “Connect with the e-Generation” Campaign. Relevant promotional posters and cards will be sent to schools by post in early September for display and publicity purposes. Relevant information will be published regularly on the Association's website (<https://esafety.hkpa.hk>).

For enquiries, please contact Mr CHAN Cheung-lung, social worker of the HKPA at 2730 6695.

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

To : Hong Kong Playground Association Tel : 2730 6695
Address : G/F, Kwai Yuen House, Fax : 3905 8144
Chuk Yuen (South) Estate, Wong Tai Sin,
Kowloon 119-132 Chu Yuen Road E-mail : esafety@hkpa.hk

(Please put a “✓” in the appropriate box(es))

(Including social worker consultation services, booth games and theme-based exhibition boards)

- (i) Topic (Choose at most **TWO** topics)
- ☐ Internet Addiction – “Mastering Time Management”
 - ☐ Cyberbullying – “Say No to Online Harm”
 - ☐ Online Friendship – “Setting Boundaries in Online Friendships”
 - ☐ e-safety – “Hidden e-safety Risks”
 - ☐ Artificial Intelligence – “Walking with AI”
- (ii) Estimated number of participants: () students / () parents
- (iii) Class level of students: _____
- (iv) Remarks: _____
- (v) Display dates and timeslots: : (Activity start and end time)
- 1st choice: _____ (Time: _____)
- 2nd choice: _____ (Time: _____)
- 3rd choice: _____ (Time: _____)

Note 1: The available options are “registered social worker consultation + one booth game” or “two booth games”, with **maximum** service duration of **two hours**.

(i) Topic (Choose **ONE** topic only)

☐ Internet Addiction ☐ Cyberbullying ☐ Online Friendship

☐ e-safety ☐ Artificial Intelligence

(ii) Estimated number of students: _____

(iii) Class level of students: _____

- (iv) Mode: ☐ Face-to-Face ☐ Online
- (v) Remarks: _____
- (vi) Display dates and timeslots: (Activity start and end time)
- 1st choice: _____ (Time: _____)
- 2nd choice: _____ (Time: _____)
- 3rd choice: _____ (Time: _____)

☐ (c) **Parent Information Literacy Seminar**

- (i) Topic (Choose **ONE** topic only)

- ☐ Internet Addiction ☐ Online Spending ☐ Online Friendship
- ☐ e-safety ☐ Artificial Intelligence

- (ii) Estimated number of parents: _____
- (iii) Class level of students: _____
- (iv) Mode: ☐ Face-to-Face ☐ Online
- (v) Remarks: _____
- (vi) Display dates and timeslots: : (Activity start and end time)
- 1st choice: _____ (Time: _____)
- 2nd choice: _____ (Time: _____)
- 3rd choice: _____ (Time: _____)

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

()	(a) Setting up an Information Literacy Campus Information Stall
()	(b) Organising a Student Information Literacy Seminar
()	(c) Organising a Parent Information Literacy Seminar

- HKPA will contact the teacher responsible **within 7 working days** and confirm the service item, date and time by email. **Applications will be considered successful only upon receiving the confirmation email.**
- If services or activities cannot be conducted as scheduled due to inclement weather or school suspension announced by the Education Bureau, the school may arrange for rescheduling.

2. Our school would like to collect the following additional materials ^{Note2}: (Please put a “✓” in the appropriate box(es) to indicate the additional items required and the respective quantity. You may choose more than one item.)

Additional Item	Language		Quantity		Proposed date for material collection
☐ Promotion Poster	Chinese	English	A3 Size	A4 Size	
☐ Hotline Promotion Card					
☐ Thematic Exhibition Board ^{Note3} (Roll-up banner stand with approximately 1.8 metres in height) <i>(The maximum borrowing period is 12 working days, excluding Saturdays and public holidays)</i> Topics : (Please put a “✓” in the appropriate box(es). You <u>may choose more than one item</u>) ☐ Internet Addiction – “Mastering Time Management” ☐ Cyberbullying – “Say No to Online Harm” ☐ Online Friendship – “Setting Boundaries in Online Friendships” ☐ e-safety – “Hidden e-safety Risks” ☐ Artificial Intelligence – “Walking with AI” Estimated number of visitors: _____ Remarks: _____					Anticipated borrowing date: _____ Anticipated returning date: _____
Returning Address: G/F., 119-132 Kwai Yuen House, Chuk Yuen (South) Estate, Wong Tai Sin, Kowloon. (If there is a change in the address, we will notify the school via the confirmation email in response to the application.)					

Note 2: HKPA will deliver the additional promotion posters or hotline promotion cards to schools.
Postage is free.

Note 3: Schools are required to arrange their own staff to collect and return the exhibition boards.
Schools should contact HKPA in advance to confirm the time for collection and return. To avoid affecting other applicants, please return the exhibition boards on time.

School Name:			
School Address:			
Contact Person:		Post:	
Tel:		Fax:	
Email:		Application date:	
☐ I have read the above notes.			

* HKPA will contact the responsible school teacher within 7 working days, and confirm the service item, date and time by email. Applications will be considered successful only upon receiving the confirmation email.

* Once the service arrangements are confirmed, any request for changes by the school should be made at least 14 working days before the scheduled service date. HKPA will make every effort to coordinate.

To: Hong Kong Playground Association Address: G/F, Kwai Yuen House, Chuk Yuen (South) Estate, Wong Tai Sin, Kowloon 119-132 Chu Yuen Road	Tel: 2730 6695 Fax: 3905 8144 E-mail: esafetv@hkpa.hk
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Healthy e-Generation Network
“Connect with the e-Generation” Campaign 2026/27
Application Form for Consultation and Counselling Services

To: Hong Kong Playground Association Address: G/F, Kwai Yuen House, Chuk Yuen (South) Estate, Wong Tai Sin, Kowloon 119–132 Chu Yuen Road	Tel: 2730 6695 Fax: 3905 8144 E-mail: esafety@hkpa.hk
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The personal information collected in the Case Referral Form serves only for the purpose of providing services by HKPA. The information will be handled in accordance with Personal Data (Privacy) Ordinance.

Application Form for Consultation and Counselling Services
(To be completed by students or parents)

I agree that a social worker / hotline worker of the Hong Kong Playground Association may contact me directly to provide consultation and counselling services on the following areas:

Please put a “✓”	Consultation Item (Choose <u>ONE</u> only)
☐	Understanding Internet culture: the latest information technology trends, Internet-use habits, popular Internet culture, etc.
☐	Negotiating Internet-use time: conflicts handling, communication skills and methods, negotiation approach and content, etc.
☐	Understanding online safety: preventing the disclosure of personal data and learning how to protect oneself, etc.
☐	Healthy Internet-use resources: online learning resources, anti-virus and filtering software, eye and spine care information, etc.
☐	Responding to online crises: handling cyberbullying, online traps, inappropriate information and online friendships, etc.
☐	Others (please specify):

Application’s Information

Applicant: ☐ Parent Parent’s name: _____
 ☐ Student Student’s name: _____

Class level: _____ Name of school: _____

School address: _____

Contact number/other contact method: _____

Preferred period(s) for further contact (may choose **more than one period**):

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
☐ 09:30–13:00	☐ 09:30–13:00	☐ 09:30–13:00	☐ 09:30–13:00	☐ 09:30–13:00	☐ 09:30–13:00
☐ 13:00–18:00	☐ 13:00–18:00	☐ 13:00–18:00	☐ 13:00–18:00	☐ 13:00–18:00	☐ 13:00–18:00
☐ 18:00–21:30	☐ 18:00–21:30	☐ 18:00–21:30	☐ 18:00–21:30	☐ 18:00–21:30	☐ 18:00–21:30

Remarks: _____

Signature of Applicant: _____ Date: _____ (dd) _____ (mm) _____ (yyyy)

Promotion Poster
(Sample)






Healthy e-Generation Network

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



Student Activity



Parent Support



Teacher Consultation

5721 4040



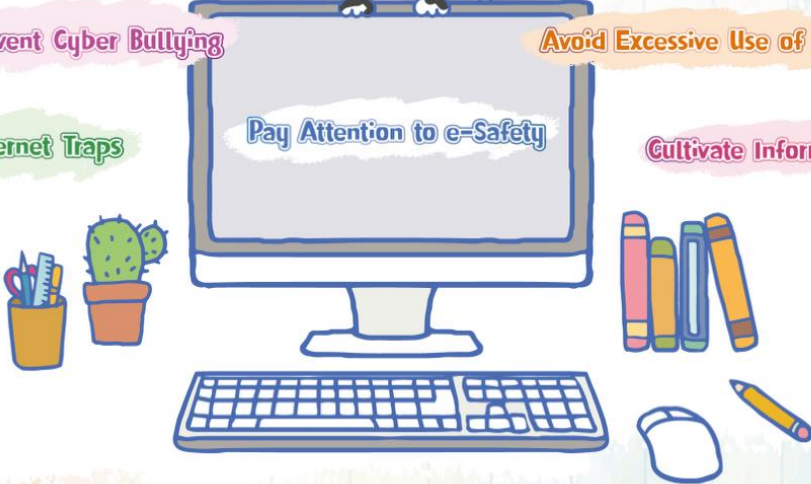
Prevent Cyber Bullying

Avoid Excessive Use of Internet

Beware of Internet Traps

Pay Attention to e-Safety

Cultivate Information Literacy



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



esafetyhotline



esafety.hkpa.hk



5721 4040

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

Hotline Promotion Card

(Sample)



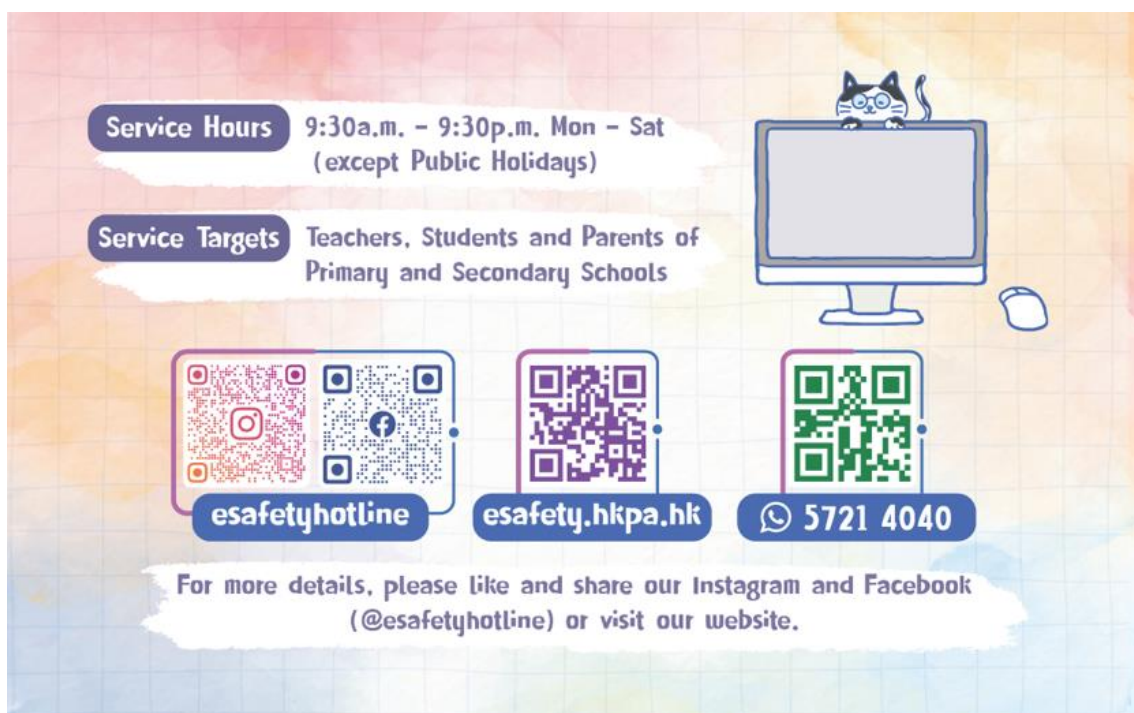
Education Bureau 教育局
HONG KONG PLAYGROUND ASSOCIATION 香港遊樂場協會

Healthy e-Generation Network

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

5721 4040

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

esafetyhotline **esafety.hkpa.hk** **5721 4040**

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