Education Bureau Circular Memorandum No. 9/2018

From: Secretary for Education
To: Heads of Primary and Secondary Schools
Ref.: EDB(EID/ITE)/IT/PRO/189
Date: 10 January 2018

Healthy Use of the Internet
“A Better Internet Starts with You” Campaign

Summary
The purpose of this circular memorandum is to inform heads of primary and secondary schools of the Healthy Use of the Internet: “A Better Internet Starts with You” Campaign.

Details
2. The EDB has commissioned the Hong Kong Family Welfare Society (HKFWS) to provide support services on promoting e-safety to teachers, students and parents of all primary and secondary schools in Hong Kong. This year, aligning with the theme of Safer Internet Day 2018, the HKFWS will launch a series of promotional and supportive services under the “A Better Internet Starts with You” Campaign. Supportive services include on-site parent seminars, exhibitions and student activities, and one-stop telephone/online support and counselling services to tackle problems arisen from the use of the Internet, such as Internet addiction and cyberbullying. For details, please refer to the Appendix.

3. Posters and relevant materials will be distributed to schools. Schools are advised to display the posters at prominent places of the school premises for information of stakeholders, and encouraged to participate the relevant seminars and activities. Application for the support services and request for relevant materials could be made by returning the completed reply slip to HKFWS. (Fax. No.: 2858 4794).

Enquiry
4. For enquiries, please contact Miss Sylvia LUO of HKFWS at 2549 5106.

Dr W C HO
for Secretary for Education

c.c. Heads of Sections – for information
Dear Principal,

**Healthy Use of the Internet**  
**“A Better Internet Starts with You” Campaign**

Since 2011, the Education Bureau (EDB) has commissioned the Hong Kong Family Welfare Society (HKFWS) to provide support services to parents, teachers and students on promoting e-safety in Hong Kong. This year, aligning with the theme of Safer Internet Day 2018, “Create, connect and share respect: A better Internet starts with you”, the HKFWS will launch a series of promotion and support services to stakeholders under the “A Better Internet Starts with You” Campaign, including:

a) On-site parent seminars;  
b) On-site booth and exhibition for parents;  
c) A series of related student activities;  
d) One-stop telephone / online support and counselling services;  
e) Useful information released regularly at [https://healthynet.hk](https://healthynet.hk)

Understanding that students’ online behaviour has been a major concern for schools and great effort has been dedicated to promote the healthy use of the Internet, we hereby appeal for your support in the “A Better Internet Starts with You” Campaign and disseminate relevant materials to parents. We look forward to collaborate with you in the Campaign.

For service details, please refer to the attached documents. Should you have further enquiries, please contact our social worker Miss Sylvia LUO at 2549 5106.

Best regards,

Mr. NG Ho-hei  
Manager (Youth Service)  
Hong Kong Family Welfare Society

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c.c. Guidance and Counselling Master/Mistress, IT Subject Panel, Teacher-In-Charge of Parent-Teacher Association and School Social Worker.
Healthy Use of the Internet
Details of the “A Better Internet Starts with You” Campaign

a) On-site parent seminars

Target: Parents
Duration: 1-1.5 hours

Aim: To enhance parents’ information literacy and their understanding on youth’s Internet use, so as to improve their parenting skills and narrow the digital generation gap with their children.

Content: Covering e-learning (including Bring Your Own Device), youth Internet culture, Internet risks, impact on students’ physical and psychological development, and parenting skills. Student ambassadors could share their experience with parents. As the quota is limited, the number of participants should be no less than 20 and applications will be on first-come-first-served basis.

b) On-site booth and exhibition for parents

Target: Parents
Duration: 2-4 hours

Aim: To increase the awareness of parents on the healthy use of the Internet, provide possible preventive strategies and follow-ups for children with Internet related issues.

Content: Consultation service, game booth and Internet risk roll-up stands are available. As the quota is limited, applications will be on first-come-first-served basis.

c) A series of related student activities

Target: Students of primary and secondary schools

Content: To encourage students to develop a healthy habit in using the Internet, a series of student activities will be arranged. HKFWS will inform schools of the events through letters and website https://healthynet.hk.
d) **One-stop telephone / online support and counselling services**

Target: Parents, teachers and students of primary and secondary schools

Content: Through telephone / online support services, hotline workers and social workers of HKFWS provide parents, teachers and students with consultation and counselling services regarding problems arisen from the use of the Internet, such as Internet addiction and cyberbullying. The service details are as follows:

- **Hotline:** 2922 9222
- **WhatsApp:** 5592 7474
- **Website:** [https://healthynet.hk](https://healthynet.hk)
- **Date:** Mondays to Saturdays (except public holidays)
- **Time:** 9:30 am to 9:30 pm

Schools will receive:
(Annex 1) Promotion posters: To post prominent places of school premises for promoting the Campaign
(Annex 2) Promotion cards: To channel to parents through PTA and school social worker
(Annex 3) Self-referral forms: To distribute to parents for follow-up contact from HKFWS

e) **Useful information released regularly at** [https://healthynet.hk](https://healthynet.hk)

The information and relevant updates are available at the above website, please feel free to browse for further information.
Reply Slip of the Healthy Use of the Internet
“A Better Internet Starts with You” Campaign

To: Hong Kong Family Welfare Society (Hong Kong Western Centre)
Tel: 2549 5106  Fax: 2858 4794
Address: Western Garden, 80A, First Street, Sai Ying Pun, Hong Kong  E-mail: hkwest@hkfws.org.hk

(A) Our school would like to invite the HKFWS for the following on-site programs.

<table>
<thead>
<tr>
<th>Program</th>
<th>□ On-site Parent Seminar</th>
<th>□ On-site Parent Booths and Exhibition</th>
</tr>
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<tbody>
<tr>
<td>Target</td>
<td>□ Parents of our school only&lt;br&gt;( □ Whole school  □ Level: )&lt;br&gt; □ Jointly-organize with community parties&lt;br&gt;( Co-organizing school/party: )</td>
<td>□ Parents of our school only&lt;br&gt;( □ Whole school  □ Level: )&lt;br&gt;</td>
</tr>
<tr>
<td>Expected No.:</td>
<td>(No less than 20)</td>
<td></td>
</tr>
<tr>
<td>Proposed date:</td>
<td>First choice:  Second choice:</td>
<td>First choice:  Second choice:</td>
</tr>
<tr>
<td>Proposed time:</td>
<td>(1-1.5hrs)</td>
<td>(2-4hrs)</td>
</tr>
<tr>
<td>Content</td>
<td>Youth Internet culture, parenting skills and&lt;br&gt; □ e-Learning (including BYOD)&lt;br&gt; □ Healthy use of e-device&lt;br&gt; □ Net addiction&lt;br&gt; □ Cyberbullying&lt;br&gt; □ Social networking&lt;br&gt; □ Obscene and indecent materials&lt;br&gt; □ Others: ________________________</td>
<td>□ Parent consultation booth&lt;br&gt; □ Internet risk exhibition board&lt;br&gt; □ Game booth&lt;br&gt; Number of game booth(s): □ 1  □ 2&lt;br&gt; Game booth topics:&lt;br&gt; □ Net addiction&lt;br&gt; □ Internet risk&lt;br&gt; □ Internet culture&lt;br&gt; School provides souvenir: □ Yes  □ No</td>
</tr>
</tbody>
</table>

(B) Our school would like to have the following no. of materials from the HKFWS.

<table>
<thead>
<tr>
<th>Item</th>
<th>□ Promotion poster (Annex 1)</th>
<th>□ Promotion card (Annex 2)</th>
<th>□ Referral form (Annex 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qty.:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Date of collection: ______________ Method: □ Collect at the centre  □ Paid delivery by school

Contact person: ____________________________________________ Post: ____________________________

Email address: ____________________________________________ Tel: ____________________________

Fax: ____________________________

Address of school: ________________________________________

Name of school: ________________________________________

Name of Principal: ________________________________________

Signature of Principal: ________________________________________

School Chop

Date: ____________________________

Application Note: Upon receiving this application, HKFWS will reply within 7 business days to confirm the application. The application is considered successful only after receiving a confirmation letter.
Referral form:

To: Hong Kong Family Welfare Society (Hong Kong Western Centre)  
Tel: 2549 5106  Fax: 2858 4794  
Address: Western Garden, 80A, First Street, Sai Ying Pun, Hong Kong  
E-mail: hkwest@hkfws.org.hk

Hong Kong Family Welfare Society  
Healthy Use of the Internet: Referral form

The EDB has commissioned HKFWS to provide the support service since 2011. For parents, teachers and students encountering problems arisen from the use of the Internet, they may contact through telephone (Tel: 2922 9222), WhatsApp (Tel: 5592 7474) and website (https://healthynet.hk) for support and counselling services. If you would like our hotline counsellors or social workers to contact you, please leave your contact information and areas of enquiries. Thank you!

<table>
<thead>
<tr>
<th>Please “✓”</th>
<th>Areas of enquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td>□</td>
<td>Understanding the Internet culture: new IT trend, surfing habits, online activities, online games or apps etc.</td>
</tr>
<tr>
<td>□</td>
<td>Contracting on Internet usage: communication skills, making contracts etc.</td>
</tr>
<tr>
<td>□</td>
<td>Understanding e-Safety: handling cyber-bullying, making Net friends, obscene materials etc.</td>
</tr>
<tr>
<td>□</td>
<td>Healthy Internet resources: online learning resources, protection software, eye care &amp; protection of backbone information, etc.</td>
</tr>
<tr>
<td>□</td>
<td>Bring Your Own Device: Agreement on usage, Dos and Don’ts</td>
</tr>
<tr>
<td>□</td>
<td>Others:</td>
</tr>
</tbody>
</table>

School: _______________________________  Student’s name and class: __________________

Parent’s name: _________________________  Contact No.: ___________ Date: ____________

Preferred contact time (Please “✓”): □ Anytime □ 09:30–13:00 □ 13:00–18:00 □ 18:00–21:30

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