

## Education Bureau Circular Memorandum No. 154/2018

From : Secretary for Education  
To: Heads of Primary and Secondary  
Ref. : EDB(EID/ITE)/IT/PRO/189  
Schools  
Date : 11 September 2018

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### Healthy Use of the Internet “Together for a Better Internet” Campaign

#### Summary

The purpose of this circular memorandum is to inform heads of primary and secondary schools of the **Healthy Use of the Internet: “Together for a Better Internet” 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, the HKFWS will launch a series of promotional and supportive services under the “Together for a Better Internet” 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 and the relevant website (<https://healthynet.hk>).

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 are encouraged to participate in 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**  
**“Together for a Better Internet” 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 (Together for a Better Internet), the HKFWS will launch a series of promotion and support services to stakeholders under the “Together for a Better Internet” Campaign, including:

- a) On-site parent seminars;
- b) On-site consultation service and exhibition for parents;
- c) A series of related student activities;
- d) One-stop telephone and online support and counselling services;
- e) Useful information released regularly at <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 “Together for a Better Internet” 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, Elvis  
Manager (Youth Service)  
Hong Kong Family Welfare Society

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



香港家庭福利會  
Hong Kong Family Welfare Society

## Healthy Use of the Internet Details of the “Together for a Better Internet” Campaign

### a) On-site parent seminars

Target: Parents

Duration: 1-2 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: e-Learning (including Bring Your Own Device), youth Internet culture, Internet risks, impact on students’ physical and psychological development, and parenting skills. **Quota is limited** and the number of participants should be **no less than 20**.

### b) On-site consultation service 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 preventive strategies for Internet risks and follow-ups for children with Internet usage related issues.

Content: Parent consultation booth, game booth and Internet risk roll-up stands are available. **Quota is limited**.

### 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 related student activities will be arranged. The HKFWS will inform schools of the events through letters and website <https://healthynet.hk>.

**d) One-stop telephone and online support and counselling services**

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

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

Hotline and WhatsApp: **5592 7474**

Website: <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 at prominent places of school premises for promoting the Campaign

(Annex 2) Promotion cards: To promote the Campaign 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>**

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 “Together for a Better Internet” 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 program(s).

Program	<input type="checkbox"/> On-site <b>Parent Seminar</b>	<input type="checkbox"/> On-site <b>Parent Consultation Service and Exhibition</b>
Target	<input type="checkbox"/> Parents of our school only ( <input type="checkbox"/> Whole school <input type="checkbox"/> Level:                    ) <input type="checkbox"/> Jointly-organize with community parties ( Co-organizing school/party:                    )	<input type="checkbox"/> Parents of our school only ( <input type="checkbox"/> Whole school <input type="checkbox"/> Level:                    )
Expected No.:	(No less than 20)	
Proposed date:	First choice: Second choice:	First choice: Second choice:
Proposed time:	(1-2 hrs)	(2-4 hrs)
Content	Youth Internet culture, parenting skills and <input type="checkbox"/> e-Learning (including BYOD) <input type="checkbox"/> Net addiction <input type="checkbox"/> Cyber-bullying <input type="checkbox"/> Social networking <input type="checkbox"/> Obscene and indecent materials <input type="checkbox"/> Others: _____	<input checked="" type="checkbox"/> Parent consultation booth <input type="checkbox"/> Parent game booth (Number: 1) Game topics: (Choose one only) <input type="checkbox"/> Net addiction <input type="checkbox"/> Internet risk <input type="checkbox"/> Internet culture <input type="checkbox"/> Internet risk exhibition board

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

Item	<input type="checkbox"/> Promotion poster (Annex 1)	<input type="checkbox"/> Promotion card (Annex 2)	<input type="checkbox"/> Referral form (Annex 3)
Qty.:			

Date of collection: \_\_\_\_\_ Method:  Collect at the centre     Paid delivery by school

Contact person: \_\_\_\_\_

Post: \_\_\_\_\_

Tel: \_\_\_\_\_

Email address: \_\_\_\_\_

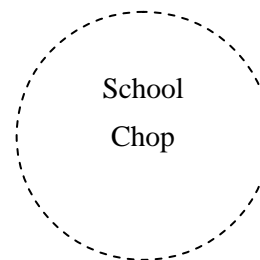
Fax: \_\_\_\_\_

Address of school: \_\_\_\_\_

Name of school: \_\_\_\_\_

Name of Principal: \_\_\_\_\_

Signature of  
Principal: \_\_\_\_\_



Date: \_\_\_\_\_

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

Promotion poster:

# Healthy Use of the Internet

Develop Information Literacy

Prevent Internet Addiction

Understand e-Learning

Be Aware of e-Safety

Guard against Obscene and Indecent Materials

Refrain from Cyber-bullying



Hotline WhatsApp

# 5592 7474

Service hours: 9:30am-9:30pm (Mon-Sat)

Service targets: Teachers, students and parents of primary and secondary schools



Student activity



Parent seminar



Teacher training



Community education

教育局  
Education Bureau



香港家庭福利會  
Hong Kong Family Welfare Society

<https://healthynet.hk>



Promotion card:

Together for a Better Internet  
共創更好的網絡世界

Date: Mondays to Saturdays  
(except public holidays)  
Time: 9:30am to 9:30pm

Please contact us for problems  
arisen from the use of the Internet.

教育局  
Education Bureau

香港家庭福利會  
Hong Kong Family Welfare Society

Healthy Use of the Internet

Hotline WhatsApp

**5592 7474**

<https://healthynet.hk>

Referral form:  
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To: Hong Kong Family Welfare Society (Hong Kong Western Centre)  
Address: Western Garden, 80A, First Street, Sai Ying Pun, Hong Kong

Tel: 2549 5106 Fax: 2858 4794  
E-mail: hkwest@hkfws.org.hk

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

The EDB has commissioned the 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 and WhatsApp (Tel: **5592 7474**) for support and counselling services, and visit the website (<https://healthynet.hk>) for useful information. If you would like our hotline counsellors or social workers to contact you, please leave your contact information and indicate the area(s) of enquiries. Thank you!

Please “✓”	Areas of enquiries
<input type="checkbox"/>	<b>Understanding the Internet culture:</b> new IT trend, surfing habits, online activities, online games or apps etc.
<input type="checkbox"/>	<b>Contracting on Internet usage:</b> communication skills, making contracts etc.
<input type="checkbox"/>	<b>Understanding e-Safety:</b> handling cyber-bullying, making Net friends, obscene materials etc.
<input type="checkbox"/>	<b>Healthy Internet resources:</b> online learning resources, protection software, eye care & protection of backbone information, etc.
<input type="checkbox"/>	<b>Bring Your Own Device:</b> agreement on usage, Dos and Don'ts
<input type="checkbox"/>	<b>Others:</b>

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 the HKFWS.  
The information will be handled in accordance with Personal Data (Privacy) Ordinance.

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