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. Aligning with the theme of “Safer Internet Day” this year, the HKFWS will launch a series of student activities and supportive services, including one-stop telephone / online support and counselling services, under the “Together for a Better Internet” Campaign 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. 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 relevant materials could be made by returning the completed reply slip to the HKFWS (Fax. No.: 2858 4794).

Enquiry

4. For enquiries, please contact Miss Sylvia LUO of the 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 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 (Together for a Better Internet), the HKFWS will launch a series of student activities and support services under the “Together for a Better Internet” Campaign, including:

a) One-stop telephone and online support and counselling services;

**Target:** Teachers, students and parents of all 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, such as Internet addiction, cyber-bullying, etc.

**Hotline and WhatsApp:** 5592 7474

**Date:** Mondays to Saturdays (except public holidays)

**Time:** 9:30 am to 9:30 pm

b) A series of related student activities;

**Target:** Students of all 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 related details through letters and website.

c) 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 “Together for a Better Internet” Campaign and disseminate relevant materials to parents. We look forward to collaborate with you in the Campaign.

For details of the one-stop telephone and online support and counselling services, please refer to the attached documents. Schools will receive:

- **Annex 1 Promotion poster**: To post at prominent places of school premises for promoting the Campaign.
- **Annex 2 Promotion card**: To promote the Campaign to parents through PTA and school social worker.
- **Annex 3 Self-referral form**: To distribute to parents for follow-up contact from the HKFWS.

Should you have further enquires, please contact our social worker Miss Sylvia LUO at 2549 5106.

Best regards,

Mr. NG Ho-hei, Elvis  
Senior 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.
Reply Slip of the Healthy Use of the Internet
“Together for a Better Internet” Campaign

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

Our school would like to have the following quantity of materials from the HKFWS.

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Date of collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Promotion poster (Annex 1)</td>
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<tr>
<td>□ Promotion card (Annex 2)</td>
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<td>□ Referral form (Annex 3)</td>
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<td>□ Internet Risks Exhibition Board</td>
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<td>Topics:</td>
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<tr>
<td>□ Service Introduction</td>
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<td>□ Internet Addiction</td>
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<td>□ Cyber-bullying</td>
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<td>□ Online Safety</td>
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<td>□ Internet Pornography</td>
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<tr>
<td>□ Making Online Friends</td>
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<tr>
<td>□ Online Infringement</td>
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</tbody>
</table>

Date of collection:

Date of return:

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

Contact person: __________________________________________
Post: ___________________________________________________
Tel: ____________________________________________________
Fax: ____________________________________________________
Email address: ___________________________________________
Name of school: __________________________________________
Address of school: ________________________________________
Date: ___________________________________________________

* Application Note: Upon receiving this application, the HKFWS will reply within 7 working days to confirm the application. The application is considered successful only after receiving a confirmation letter.
Annex 1

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 5592 7474
Service hours: 9:30am-9:30pm (Mon-Sat)
Service targets: Teachers, students and parents of primary and secondary schools

Student activity
Parent support
Teacher consultation
Community education

Education Bureau

https://healthynet.hk
Promotion card:

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.

Healthy Use of the Internet

Hotline WhatsApp
5592 7474
https://healthynet.hk
Referral form:

Hong Kong Family Welfare Society (Hong Kong Western Service Centre)  Tel: 2549 5106  Fax: 2858 4794
Address: Western Garden, 80A, First Street, Sai Ying Pun, Hong Kong  E-mail: hkwest@hkfs.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. Parents, teachers and students 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!

<table>
<thead>
<tr>
<th>Please “✓”</th>
<th>Areas of enquiries</th>
</tr>
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<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 use: 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>
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<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 the HKFWS. The information will be handled in accordance with Personal Data (Privacy) Ordinance.