

Child Protection Campaign 2022

童行·同心 Let's T.A.L.K. 旁觀者 Change 14 Oct to 20 Nov







Web App

Animation

Web App Enhancement (Chatbot)

Objective

www.ChildProtection.gov.hk



• Use a gentle approach to engage children (users) who could be 'silent victims'

Hello!

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- Provide advice on seeking help through interactive dialogue with Chatbot
- Instantly respond to enquiries of children (users) with 24/7 availability





New Episodes of T.A.L.K. Animation





Two New Topics

- Online Sexual Grooming (20 Oct)
- Bullying (19 Nov)



2021 Episodes			
EP1 向信任的人求助			
EP2 媽媽我愛你			
EP3 媽媽買點數咭			



Social Experiment

Objective:

- Arouse public attention to stand up against child abuse
- Encourage to break the silence and be more than a bystander



School earning Experience

Pilot Workshops

20 Aug 26 Aug 29 Oct 12 Nov School Training Package "Be a Little Hero" Badge Design Competition 3 Oct – 1 Nov

"Be a Little Hero" Art Workshop

20 Aug 26 Aug 29 Oct 12 Nov





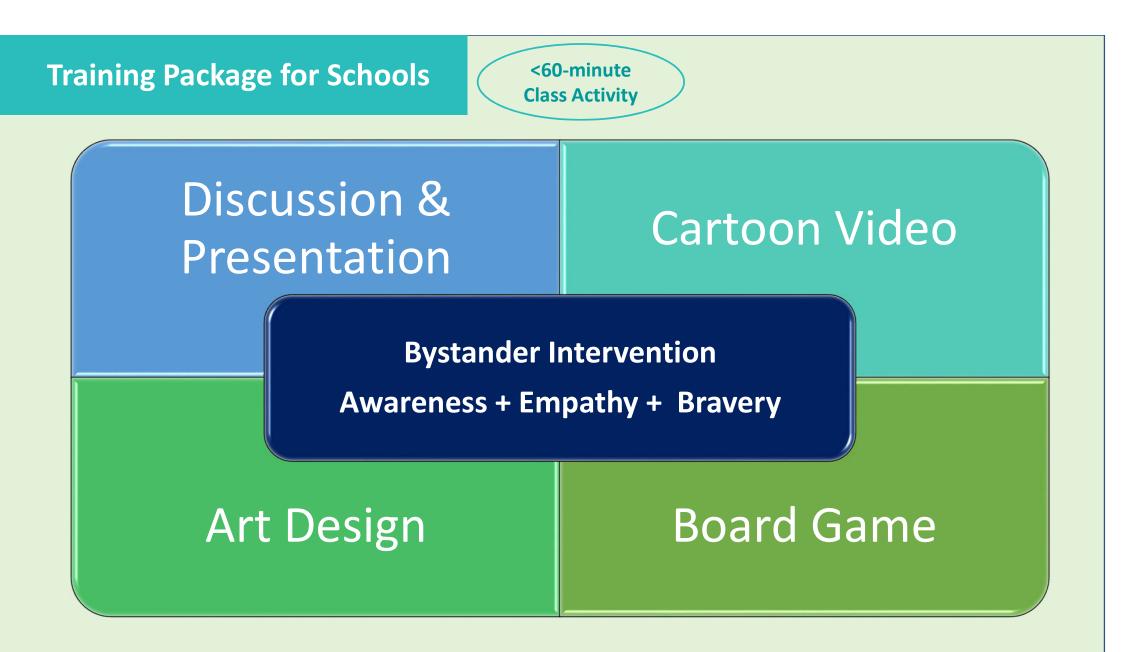




Training Package for Schools

<60-minute Class Activity

A	ctivity (Recommended Duration)	Mode	Manpower/ Grouping
1	 Watch video clip (5 mins) Discussion (10 mins) Presentation (5 mins) 	In-class	 1 teacher Students in groups of 4-5; one to present discussion result
2	 Watch video clip (5 mins) Discussion (10 mins) Presentation (5 mins) 	In-class	 1 teacher Students remain in same group; one to present discussion result
3	 Debriefing (10 mins) 	In-class	 1 teacherWhole class
4	 Watch video clip (5 mins) 	In-class	 1 teacherWhole class
5	 Art design – badge (30 mins) 	Home	Individual
6	 Board game (No time limit) 	Home	Family and friends







Tram Exhibition

Mobile Exhibition - Themed Trams 14 Oct – 17 Nov









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Core Events

Strengthen public's understanding of bystander intervention



Appeal for Collaborations

- Promote 'Child Protection Campaign 2022'
- Encourage to run school training package in class
- Encourage participation of 'Badge Design Competition' and 'Theme Song Singing'
- Encourage to play T.A.L.K. animations to students
- Contribute best practices and visit Child Protection Web App



Deadline for submission: 1 November 2022!

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Thank you!