

**Brief Notes of the Meeting of the
Steering Committee on the Child Development Fund (SCCDF)**

**held on 2 October 2015 (Friday)
in Room 1018, 10/F, West Wing, Central Government Offices, Tamar**

Attendance

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| Miss Annie TAM | Permanent Secretary for Labour and Welfare | (Chairperson) |
| Ms Iris LAM | | |
| Ms LAM Pik-chu | | |
| Miss Elizabeth LAW | | |
| Dr LEUNG Nai-kong | | |
| Dr Grace POON | | |
| Ms Blanche TANG | | |
| Dr Odalia WONG | | |
| Mr WONG Kam-leung | | |
| Mr Michael WONG | | |
| Mr Peter NG | Assistant Director of Social Welfare (Youth and Corrections) | |
| Ms Kitty HO | Principal Inspector (Guidance & Discipline), Education Bureau | |
| Ms Eugenia CHUNG | Principal Assistant Secretary for Labour and Welfare (Poverty) | (Secretary) |

In Attendance

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| Ms Doris CHEUNG | Deputy Secretary for Labour and Welfare (Welfare) ¹ | |
| Ms Connie YIP | Deputy Public Relations Director (Child Development Fund) | |

Mr Joseph YU Senior Executive Officer (Poverty)

For Agenda Item 2 only

Dr Edward CHAN Associate Professor, Department of Social Work & Social Administration, University of Hong Kong (HKU)

Dr Patrick IP Associate Professor, Department of Paediatrics and Adolescent Medicine, HKU

Mr YIP Hak-kwong Director, Policy 21 (Research Institute)

Mr Rommel HO Research Assistant, Policy 21 (Research Institute)

Absent with Apologies

Dr Philemon CHOI

Mr Rex IP

Mr Frederick LAI

Study on the Longer Term Development of Child Development Fund Project Participants [SCCDF Paper 3/2015]

Members were informed that the contract for the Study on the Longer Term Development of Child Development Fund Project Participants (the “Study”) had been awarded to the University of Hong Kong in July 2015.

2. The Consulting Team presented the proposed objectives, framework and key outcome indicators of the Study. Members generally agreed to the proposals.

3. Members made the following suggestions and comments –

- (a) the participants for the focus group meetings should comprise a mix of Child Development Fund (CDF) participants from different family types;

- (b) the Consulting Team should keep record of the number of CDF participants and mentors who declined to join the focus group meetings since refusal to participate could be an indication of their dissatisfaction with the project;
- (c) the Consulting Team was advised to make reference to or cross-check with the participants' Personal Development Plans for verifying the content of focus group discussions;
- (d) the Study should also collect parents' views on the usefulness of CDF projects on their children's developments and evaluate the role of parents, including their expectations on their children, on the longer-term development of CDF participants;
- (e) the Study should identify which one of the three elements of the CDF project was most important or useful to CDF participants' longer-term developments with a view to alleviating inter-generational poverty; and
- (f) the Consulting Team was invited to consider including some questions adopted by the earlier CDF consultancy study into the questionnaires so that a comparison could be made.

4. A Member asked if it would be possible for the Study to look into the effect of CDF projects on the siblings of the CDF participants. The Consulting Team responded that the questionnaire would cover questions on the employment or education status of the CDF participants' siblings. The Consulting Team would consider, with the given resources, whether it was feasible to study this angle in greater depth.

Promoting CDF: Past Efforts and Future Strategy [SCCDF Paper 4/2015]

5. Members were briefed on the past efforts and future strategy in promoting CDF. Members noted that promotion and publicity activities could be broadly categorised into general publicity for raising the community's awareness of CDF and targeted promotion for engaging stakeholders and partners. General publicity included interviews and feature stories on the media to highlight success stories, publicity materials to support participant / mentor recruitment and advertisement placements to raise awareness. For targeted promotions, these included organisation of kick-off ceremony cum certificate presentation ceremony to engage stakeholders and generate media coverage, publishing newsletter to update progress, showcase success and share

aspirations, organisation of briefing / sharing sessions with NGOs and schools operators and reaching out to target mentor groups.

6. Members further noted that the Secretariat would continue to raise awareness of CDF projects aiming at attracting more NGOs / schools to operate projects, reaching out to stakeholders and organising value-added activities for CDF participants and promoting CDF in the community. The Secretariat proposed measures which included production of CDF PowerPoint presentation slides and promotional video, enrichment of CDF newsletters, introduction of new website section, pitching CDF stories with new and interesting angles, strengthening presence of CDF identity in value-added activities and increasing CDF media exposure by riding on publicity events under value-added activities.

7. Several Members suggested to make better use of the mass and social media to publish CDF feature stories. Another Member suggested outreaching to schools in some underprivileged districts.

8. Regarding the types of value-added activities to be arranged for CDF participants, several Members suggested visits to various Government disciplined forces should be considered.

Briefing by Education Bureau representative

9. Members were briefed on the feedback gathered from some school operators on the first batch of school-based CDF projects. Members noted that schools generally agreed that the pilot projects were meaningful. Some schools were leveraging on their church affiliations to recruit mentors. It was challenging for schools to handle the administration work of pilot projects. Members further noted that the Social Welfare Department had all along provided assistance to school operators if they had difficulties in operating the pilot projects.

Any Other Business

10. Members were briefed on the progress of the fifth batch projects and second batch of school-based pilots. For the latest fifth batch of NGO-run projects, SWD awarded 20 projects in late March 2015 and 7 projects in late June 2015. For the 20 projects awarded in late March 2015, 17 of them had completed the recruitment of participants and mentors. There were a total of 2 170 participants and 1 480 mentors. For the 7 projects awarded in late June 2015, all NGOs concerned were still recruiting participants and mentors.

There were a total of 471 participants and 208 mentors. Turning to the second batch of school-based pilot projects, SWD awarded 10 projects, including 2 joint projects, to 13 schools in late June 2015, followed by recruitment of participants and mentors by the schools.

Labour and Welfare Bureau
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