

## Education Bureau Circular Memorandum No. 148/2023

From : Secretary for Education

To: Heads of Primary and Secondary  
Schools

Ref. : EDB(EID/ITE)/IT/PRO/189

Date : 1 September 2023

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### **Healthy e-Generation Network “Connect with the e-Generation” Campaign**

#### **Summary**

The purpose of this circular memorandum is to inform heads of primary and secondary schools of the **Healthy e-Generation Network – “Connect with the e-Generation” Campaign**.

#### **Details**

2. The EDB has commissioned the Hong Kong Playground Association (HKPA) to provide support services and activities on promoting e-safety to teachers, students and parents of all primary and secondary schools in Hong Kong. HKPA will continue to provide one-stop telephone / online and on-site support and counselling services to the users to facilitate the tackling of problems arisen from the use of the Internet, such as Internet addiction, cyber-bullying and Internet traps. A series of student and parent activities will be conducted to promote e-safety. For details, please refer to the Appendix and the relevant website (<https://esafety.hkpa.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 more relevant materials could be made by returning the completed reply slip to the HKPA (Email: [esafety@hkpa.hk](mailto:esafety@hkpa.hk) or Fax: 3905 8144).

#### **Enquiry**

4. For enquiries, please contact Mr. CHEUK Chi Hang of the HKPA at 2730 6695.

P W YAN  
for Secretary for Education

c.c. Heads of Sections – for information



Dear Principal,

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

### **Healthy e-Generation Network “Connect with the e-Generation” Campaign**

In this school year, the Education Bureau (EDB) has commissioned the Hong Kong Playground Association (HKPA) to provide support services on promoting e-safety to teachers, students and parents of all primary and secondary schools in Hong Kong. HKPA will provide a series of services and activities under the Campaign, including:

**a) One-stop telephone/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 HKPA to provide teachers, students and parents with consultation and counselling services regarding doubts, difficulties and risks arisen from the use of the Internet, such as Internet addiction, cyber-bullying, Internet traps, etc.
Telephone, WhatsApp and WeChat:	6617 6613
Date:	Mondays to Saturdays (except public holidays)
Time:	9:30 am to 9:30 pm

**b) On-site support and activities:**

**I. On-site Counselling Station**

Target:	Students and parents of all primary and secondary schools
Content:	Setting up an on-site counselling station on campus to promote e-safety messages. The counselling station also includes a registered social worker enquiry corner, e-safety related booth games, and cyber risk education exhibition boards. Social Worker from HKPA will provide counselling to students and parents regarding any difficulties they encounter when using the Internet, either personally or by their children.

## II. Students Seminar

Content:	HKPA will provide seminar to students with topics related to healthy Internet use and online risk prevention.
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## III. Parents Seminar

Content:	HKPA will provide seminar to parents to strengthen their knowledge with youth online culture and enhance their skills in managing their children Internet use.
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### c) **Providing promotional materials and borrowing of Cyber Risk Education Exhibition Board(s)**

Schools need to submit the Reply Slip for application of getting promotion materials and/or the borrowing Cyber Risk Education Exhibition Board(s).

### d) **Useful information released regularly at <https://esafety.hkpa.hk>.**

Understanding that students' online behaviour has been a major concern for schools and great effort has been dedicated to promoting e-safety, we hereby appeal for your support in the **“Connect with the e-Generation” Campaign** and dissemination of relevant materials to parents. We look forward to collaborating with your school.

For details of the one-stop telephone/online and on-site 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 services to parents through PTA and school social worker
Annex 3 Self-referral form:	To distribute the Referral form and send the e-Referral form link and QR code to parents for contacting the HKPA

Should you have further enquiries, please contact our social worker Mr. CHEUK Chi Hang at 2730 6695.

Best regards,

Ms. YAU Yee-man, Ivy  
Deputy Executive Director  
Hong Kong Playground Association



香港遊樂場協會  
Hong Kong Playground Association

**Healthy e-Generation Network  
“Connect with the e-Generation” Campaign**

**Reply Slip**

To: Hong Kong Playground Association

Tel: 2730 6695

Fax: 3905 8144

Address: 11/F, Southorn Centre, 130 Hennessy Road, Wanchai

E-mail: [esafety@hkpa.hk](mailto:esafety@hkpa.hk)

**Applicant's information :**

School name			
School address			
Contact person		Post	
Telephone		Fax	
Email		Date of application	

1. Our school would like to apply for the following school service(s):  
(Please put a ✓ in the boxes if appropriate)

I.  **Setting up School On-site Support Service** (with Social Worker Enquiry Corner and game booth)

Cyber Risk Education Exhibition Boards

( Please choose ONE to TWO Topics )

Internet Addiction

Cyber-bullying

Internet traps

Online Infringement

Making Online Friends

Expected number of participants : \_\_\_\_\_

Grade of students : \_\_\_\_\_

Remarks: \_\_\_\_\_

Proposed date and time of setting up the on-site enquiry station:

1<sup>st</sup> choice: \_\_\_\_\_

2<sup>nd</sup> choice: \_\_\_\_\_

3<sup>rd</sup> choice: \_\_\_\_\_

II.  **Students Seminar**

Topics (Choose **ONE** TOPIC ONLY)

- Internet Addiction       Online Infringement       Cyber Bullying  
 Making Online Friends       Internet Traps

Expected number of participants : \_\_\_\_\_

Grade of students : \_\_\_\_\_

Remarks : \_\_\_\_\_

Proposed date and time of conducting student seminar:

1<sup>st</sup> choice: \_\_\_\_\_

2<sup>nd</sup> choice: \_\_\_\_\_

3<sup>rd</sup> choice: \_\_\_\_\_

III.  **Parents Seminar**

Topics (Choose **ONE** TOPIC ONLY)

- Internet Addiction       Internet Traps       Parenting and communication  
 Online Infringement       Cyber Bullying       Making Online Friends

Expected number of participants : \_\_\_\_\_

Grade of students : \_\_\_\_\_

Remarks : \_\_\_\_\_

Proposed date and time of conducting parents seminar:

1<sup>st</sup> choice: \_\_\_\_\_

2<sup>nd</sup> choice: \_\_\_\_\_

3<sup>rd</sup> choice: \_\_\_\_\_

**Please indicate your preference by putting a number (1, 2, or 3) in the ( ) below.**

**(“1” being the most preferred)**

( ) **I.** On-site Counselling Station

( ) **II.** Students Seminar

( ) **III.** Parents Seminar

HKPA will contact schools to confirm the applications and the programme date and time.

2. Our school would like to have the following quantity of materials from the HKPA:  
(Please put a ✓ in the boxes if appropriate, you can choose **MORE THAN ONE** item)

Item	Qty.			Proposed date of collection
<input type="checkbox"/> Promotion poster*(Annex 1)	A2	A3	A4	
<input type="checkbox"/> Promotion card *(Annex 2)				
<input type="checkbox"/> Referral form (Annex 3)				
<input type="checkbox"/> Cyber Risk Education Exhibition Board # <i>(Time limit for borrowing is 12 days, excluding Saturdays, Sundays and Public Holidays)</i>  Topics: (Please put ONE OR MORE ✓ in the boxes if appropriate) <ul style="list-style-type: none"> <li><input type="checkbox"/> Internet Addiction</li> <li><input type="checkbox"/> Cyber-bullying</li> <li><input type="checkbox"/> Internet Traps</li> <li><input type="checkbox"/> Making Online Friends</li> <li><input type="checkbox"/> Online Infringement</li> </ul> Remarks: _____				Date of collection:  _____  Date of return:  _____  Returning Address: <b>G/F., 119-132 Kwai Yuen House, Chuk Yuen (South) Estate, Wong Tai Sin, Kowloon</b> (Notifications will be sent through email if the returning address is changed)

\*HKPA will arrange the transportation of promotion poster and promotion card and pay for the fee.

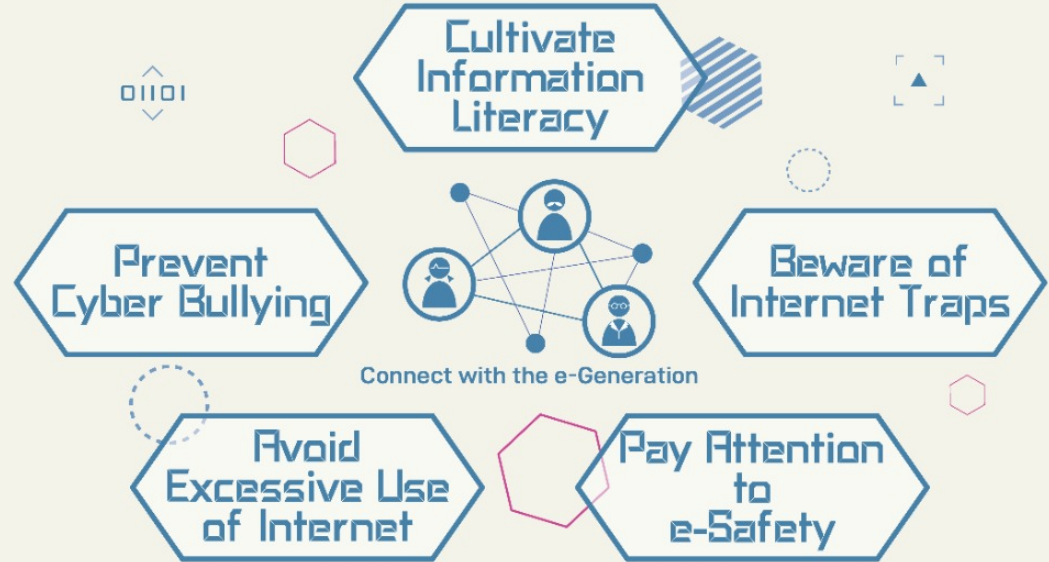
# HKPA will arrange the transportation of Cyber Risk Education Exhibition Boards to schools and pay for the fee, schools just need to arrange staff to collect the boards. Schools will be responsible for arranging the returning of the boards on or before the above date of return and schools will pay for the returning fee. Please contact us before returning to confirm the transportation time.

**Application Note:** Upon receiving this application, the HKPA will reply within 5 working days to confirm the application. The application is considered successful only after receiving a confirmation letter.

# Healthy e-Generation Network



## 6617 6613



Should you encounter any problems, difficulties or risks arisen from the use of the Internet, please feel free to contact us.

Service Hours : 9:30a.m. - 9:30p.m. Mon - Sat (except Public Holidays)

Service Targets : Teachers, Students and Parents of Primary and Secondary Schools

- Student Activity
- Parent Support
- Teacher Consultation
- Community Education

For more details, please like and share our Instagram and Facebook (@F3toConnect) or visit our website.



教育局  
Education Bureau




F3toConnect

esafety.hkpa.hk

香港遊樂場協會  
HONG KONG PLAYGROUND ASSOCIATION


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教育局  
Education Bureau

 香港遊樂場協會  
HONG KONG PLAYGROUND ASSOCIATION

**Service Hours :**  
9:30 a.m.-9:30 p.m. Mon - Sat  
(except Public Holidays)

**Service Targets :**  
Teachers, Students and Parents of  
Primary and Secondary Schools

For more details, please like and share our  
Instagram and Facebook (@F3toConnect) or visit our website

**F3toConnect** **esafety.hkpa.hk**



Referral form:

Hong Kong Playground Association  
Address: Address: 2/F, Island Place, 53 Tanner Road, North Point, Hong Kong

Tel: 2730 6695 Fax: 2838 0417  
E-mail: [esafety@hkpa.hk](mailto:esafety@hkpa.hk)

### **Hong Kong Playground Association Application/ Referral form**

The EDB has commissioned the HKPA to provide the support services in the 2023/24 school year. Teachers, students and parents may contact through telephone, Whatsapp or WeChat ( number: **6617 6613** ) for hotline support and counselling services. Please visit our website (<https://esafety.hkpa.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, popular online culture or apps, etc.
<input type="checkbox"/>	<b>Contracting on Internet use:</b> communication skills, making contracts, etc.
<input type="checkbox"/>	<b>Understanding e-Safety:</b> beware of the leakage of self-privacy, protecting yourself online, 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>Respond to cyber risks:</b> handling cyber-bullying, Internet traps, obscene materials, making online friends, etc.
<input type="checkbox"/>	<b>Others (please specify):</b>

#### **1. Format of Application/Referral**

- Personal Application (Please fill in 2. Personal application below )  
 Referral from School/Institution ( Please fill in 3. Referral from School/Institution below )

#### **2. Personal Application**

The applicant is:  Parent or  Student

Student's name: \_\_\_\_\_ Class: \_\_\_\_\_ School Name: \_\_\_\_\_  
 Contact number/ Other contact method: \_\_\_\_\_

Parent's name: \_\_\_\_\_ Contact number/ Other contact method: \_\_\_\_\_  
 Date: \_\_\_\_\_

Preferred timeslot of contact ( ✓one or more boxes if appropriate ) :

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00
<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00
<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30
<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime

Remarks : \_\_\_\_\_

3. **Referral from School/Institution**

Name of the client: \_\_\_\_\_ Class: \_\_\_\_\_

School name: \_\_\_\_\_

Name of the referrer: \_\_\_\_\_

School/Institution of referrer: \_\_\_\_\_

Relationship between referrer and the client : \_\_\_\_\_

Contact number / Other contact method of referrer : \_\_\_\_\_

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

Preferred timeslot(s) of contact ( ✓one or more boxes if appropriate ) :

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00	<input type="checkbox"/> 09:30 - 13:00
<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00	<input type="checkbox"/> 13:00 - 18:00
<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30	<input type="checkbox"/> 18:00 - 21:30
<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime	<input type="checkbox"/> anytime

Remarks : \_\_\_\_\_

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

e-Referral form:

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Link: <https://forms.office.com/r/V9kWn3urUA>

QR Code:

