

Family 愛+人



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THE UNIVERSITY OF HONG KONG
香港大學公共衛生學院



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

FAMILY: A Jockey Club Initiative for a Harmonious Society

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Health · Happiness · Harmony 家有康和樂 - 健康 · 快樂 · 和諧 3Hs - Health · Happiness · Harmony 家有康和樂 - 健康 · 快樂 · 和諧 3Hs - Health ·
May 9, 2012



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FAMILY Project : Core Messages





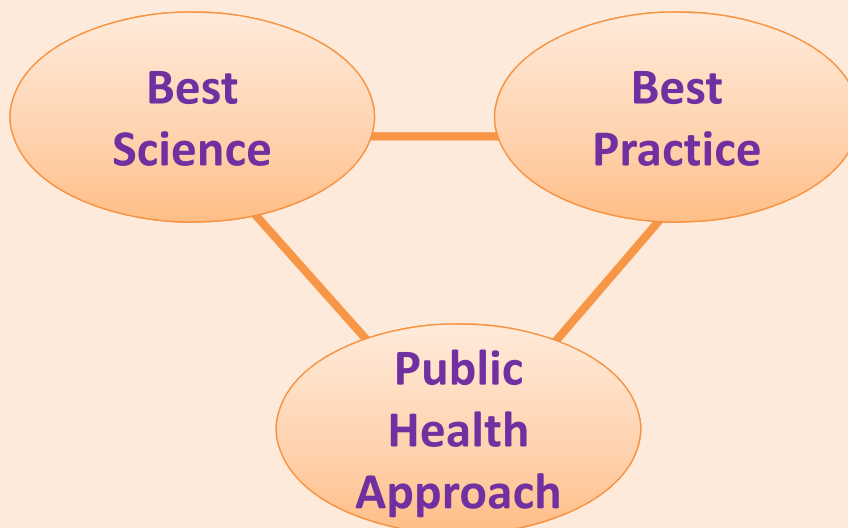
FAMILY Project – Objective

To identify the source of family problems, use public health approaches, devised cost-effective preventive measures and promote FAMILY Health, Happiness and Harmony (3Hs) through territory-wide household survey, intervention projects (individual and community-based) and public education using health communication strategies.

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FAMILY Project : Characteristics



4



Public Health Approach

- **Minimal interventions - aiming for small and measurable changes**



Public Health Approach

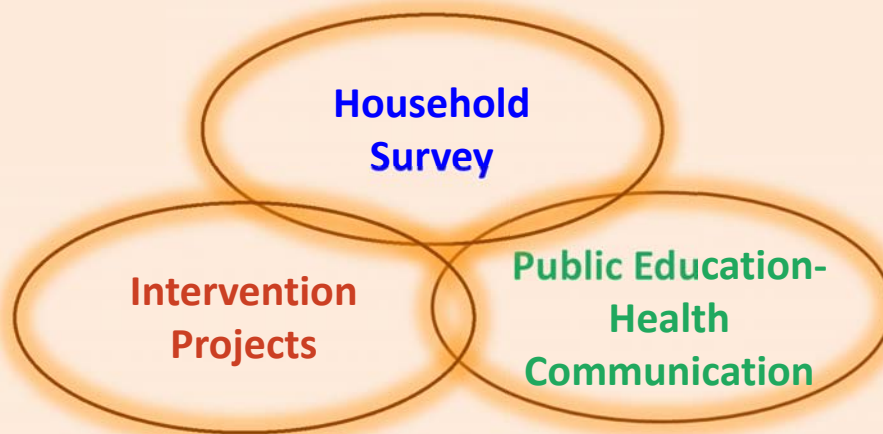
- **Multi-target - benefit as many people as possible**

- Parents
- Pregnant women
- New immigrants
- Students and children
- Community leaders
- Disabled persons
- Youth
- Elderly





FAMILY Project : Key Components



7



Territory-wide Household Survey- Overview

- The survey focuses on individuals and the **family as a unit**
- It is cross-sectional and prospective
- It aims to describe current FAMILY 3Hs status and to identify the **sources of domestic problems** for Hong Kong and 18 districts
- Results will provide better evidence and strong motivation for policy and practice

8



Territory-wide Household Survey- Overview

Research Methods:

➤ Sample selection: **20,000 households**, with 13,500 randomly selected from the general population, and 6,500 recruited from the following categories:

- *newly-weds*
- *people with recent health shocks*
- *households with children studying in Sham Shui Po, HK East, Kwun Tong or Southern at Primary One*
- *people living in private and public housing in Tseung Kwan O*
- *households in Tung Chung & Tung Shui Wai*

9



Territory-wide Household Survey- Overview

➤ Data collection

- **2 household visits (baseline and follow up)**
 - *Baseline household survey – from March 2009 to March 2011*
 - *Second follow-up household survey – from July 2011 for 2 years*
- **Telephone and web-based follow up survey: 3rd month, 9th month and 15th month**



10



Territory-wide Household Survey- Overview

➤ Scope of study:

- *personal and family particulars*
- *lifestyles (such as eating and physical activities)*
- *physical and psychological health*
- *happiness index*
- *family harmony index*
- *religious beliefs*
- *neighbourhood relationships*
- *work status*
- *use of medical and social resources, etc.*



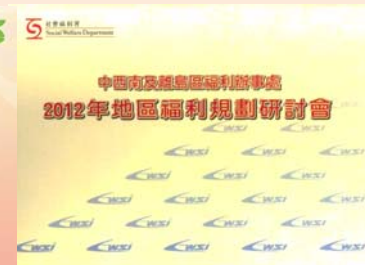
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Results: Dissemination and Policy Implications

Social Welfare Department District Welfare Planning Forum

- The preliminary results of the household survey of **20,963** families with **47,696** individuals, was presented at the following 5 District Planning Meetings:
 - **Yuen Long (March 2nd, 2011)**
 - **Central and Western (March 3rd, 2012)**
 - **Sham Shui Po (February 25th, 2011 & March 3rd, 2012)**
 - **Wong Tai Sin & Sai Kung (March 17th, 2012)**





Dissemination and Policy Implications

- Various reports- 18 district reports, thematic reports
- The 10-point Healthy Living Index
- Press conferences- 21 Dec 2011



Intervention Projects- individual

Randomized Controlled Trial (RCT) design- Effective parenting



Caritas-
Hong Kong



FAMILY:
Effective Parenting Programme



Hong Kong
Family Welfare Society



FAMILY:
Harmony@Home



International Social Service
Hong Kong Branch



FAMILY:
Boosting Positive Energy



Intervention Projects- individual

Randomized Controlled Trial (RCT) design- Effective parenting



Hong Kong Sheng Kung Hui
Welfare Council



FAMILY: Happy Transition to Primary One



Hong Kong Christian
Service



**FAMILY: H.O.P.E.
(Hope Oriented Parents
Education for Families in HK)**



Department of
Health

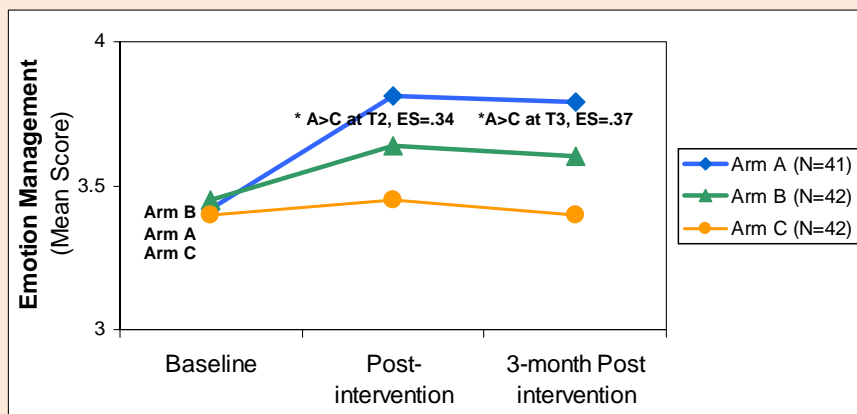


**FAMILY: Share the Care,
Share the Joy**

Intervention Projects- individual

Caritas: Emotion Management

- *Emotion Management (Arm A) rather than Positive Parenting (Arm B) participants reported an increase in emotion management immediately after the intervention (T2) and three months after the intervention (T3) compared to participants in the control group after controlling for baseline emotion management.*



* Statistically significant at $p < .05$

Note 1: Arm A = Caritas Arm, Arm B = HKU Arm, Arm C = Control

Note 2: T2 = Post-intervention, T3 = 3-months Post-intervention

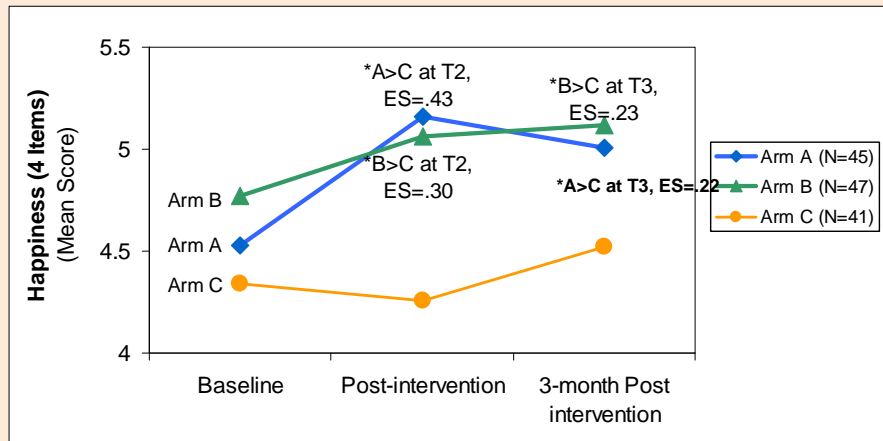
Note 3: ES = Effect Size (Cohen's f), small = .10, medium = .25, and large = .40

Note 4: All comparisons controlled for baseline values

Intervention Projects- Individual

Hong Kong Family Welfare Society FAMILY: Harmony@Home

•**HAPPINESS:** Compared to participants in the Control group, participants in the two Interventions (Arms A & B) reported increased *Happiness* immediately after the intervention and sustained the benefit three months after the intervention.



* Statistically significant at $p < .05$

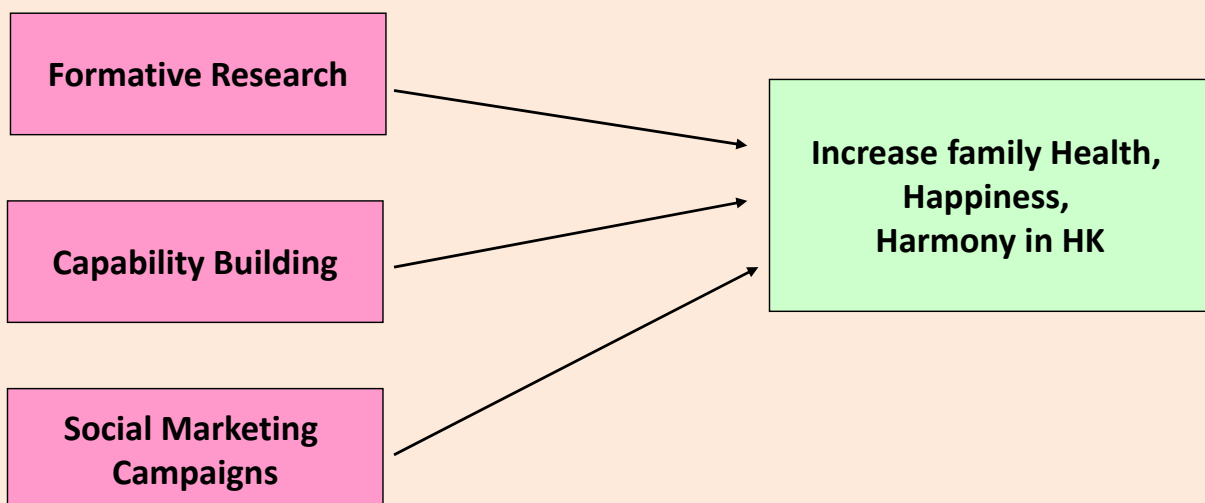
Note 1: Arm A = FWS Arm, Arm B = HKU Arm, Arm C = Control

Note 2: T2 = Post-intervention, T3 = 3-months Post-intervention

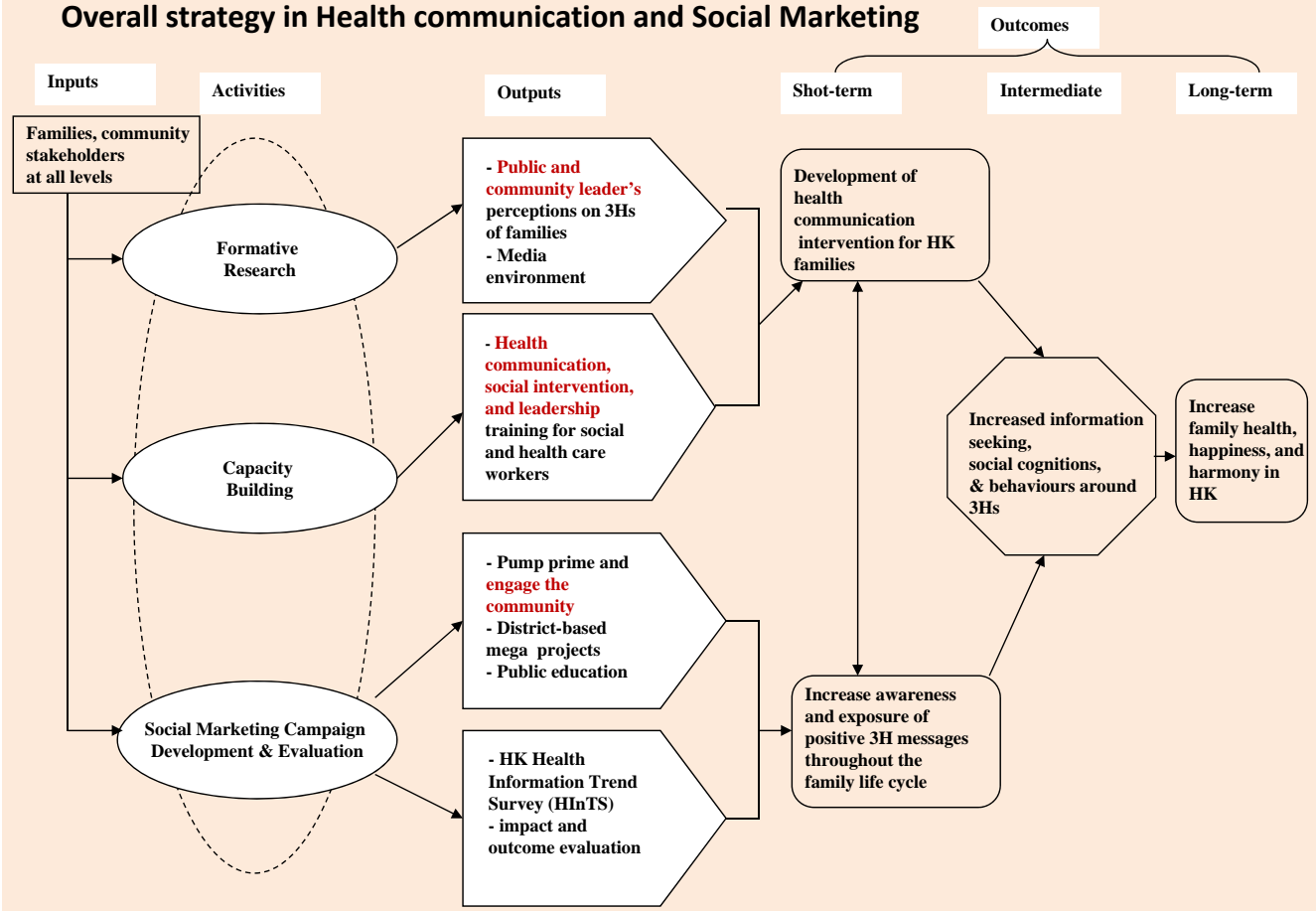
Note 3: ES = Effect Size (Cohen's f), small = .10, medium = .25, and large = .40

Note 4: All comparisons controlled for baseline values

Evidence-based strategies in health communication and social marketing



Overall strategy in Health communication and Social Marketing



Health Communication and Public Education

Effective Public Education Programs through Community Assessment

Interview and Focus Group

- Families
- Community Stakeholders

Population-based Telephone Survey (HK-FHIInTS)

- understand the community needs
- develop interactive, participatory, and sustainable campaigns/ interventions



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Population-based Telephone Survey (HK-FHInTS) Press Conference (Sept 2010)

6 electronic media, 18 newspapers,
23 e-portal reported the news

The collage includes a press conference photo of a man speaking, a news anchor on a television screen, and several newspaper clippings. The clippings feature headlines such as "港人快樂指數亞洲領先", "港家庭溝通 擁抱最感人", "港人較日本人快樂", and "快樂指數上升 營造和諧社會".



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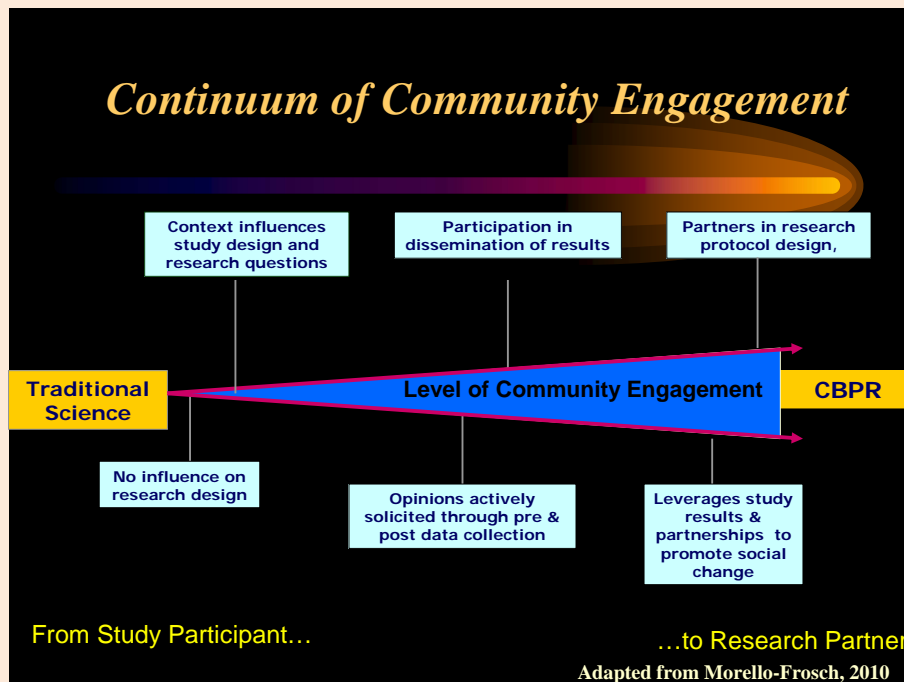


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Adopting a Community-based Participatory Research (CBPR) Approach





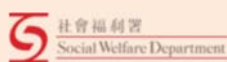
The Community-based Interventions



Yuen Long: Happy Family Kitchen

Involving 21 projects from 23 units of 19 NGOs

Project Partners:



Happy Family Kitchen & Enhancing Family Well-being Project

Phase 1
Trainer's
Training program

Phase 2

- Launching event
- District-based community programs
- Dissemination

Phase 3
Practice
Wisdom
Forum

Major Evaluation Method

- Survey
- Focus group interviews
- Individual in-depth interviews

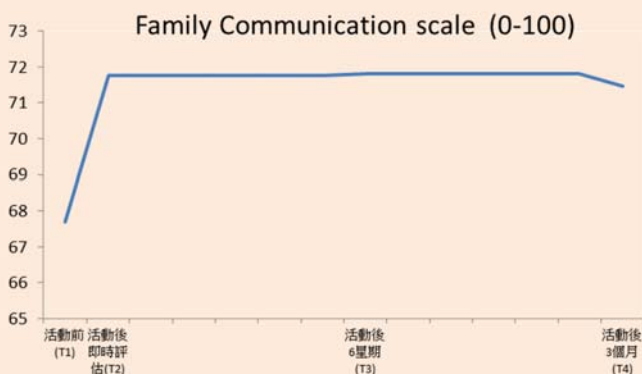
3Hs CONNECT





Best Science

- **ELEG - Evidence Based and Evidence Generating**



* Statistically significant at $p < .05$,
Note 1: ES = Effect Size (Cohen's D); Note 2: Comparison with T1

Happy Family Kitchen Project

Program Sustainability –

Overall family communication increased at T2, remained high at T3 (6 weeks after the program) and T4 (3 months after the program)



Health Communication and Public Education

The Community-based Interventions

Extension of Happy Family Kitchen



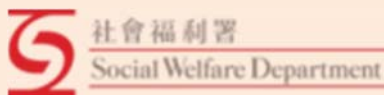
Coming Soon

Tsuen Wan and Kwai Tsing District



The Community-based Interventions

Sham Shui Po : Enhancing Family Well-Being Project



- 30 projects from 45 units of 37 NGOs



The Community-based Interventions

Promoting Family 3Hs through a Learning Family Campaign



Engaging Local Leaders and Grassroots



EMAC Hong Kong Housing Authority MAC

Shun Tin Estate
6,800 households, 11 blocks
Population: 19,700



Tsui Ping (South) Estate
4,600 households, 7 blocks
Population: 13,400



Promoting Family 3Hs through a Learning Family Campaign

Phase 1
Training
program for
resident
leaders

Phase 2 & 3
Multiple family-based activities
engaging local leaders &
grassroots, to initiate learning
practices with their family and their
neighbourhood

Phase 4
Campaign
seminar
cum award
ceremony

Major Evaluation Method

- Survey
- Focus group interviews
- Individual in-depth interviews

3Hs CONNECT



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Public Health Approach

- Preventive – expanding reach to the hard-to-reach
grassroot group through home visit (洗樓)



*Promoting Family 3Hs through a Learning
Family Campaign*

EMAC



Hong Kong Housing Authority

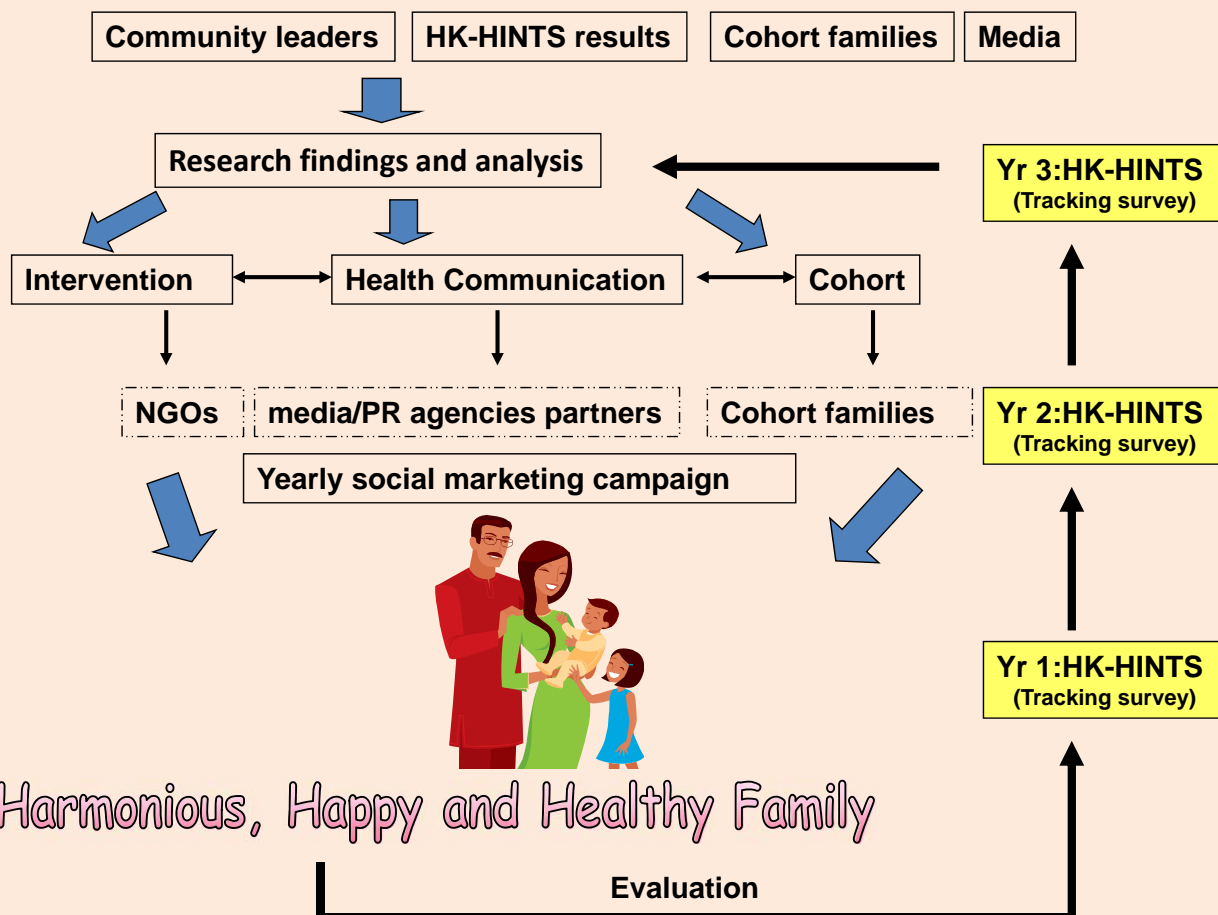
MAC



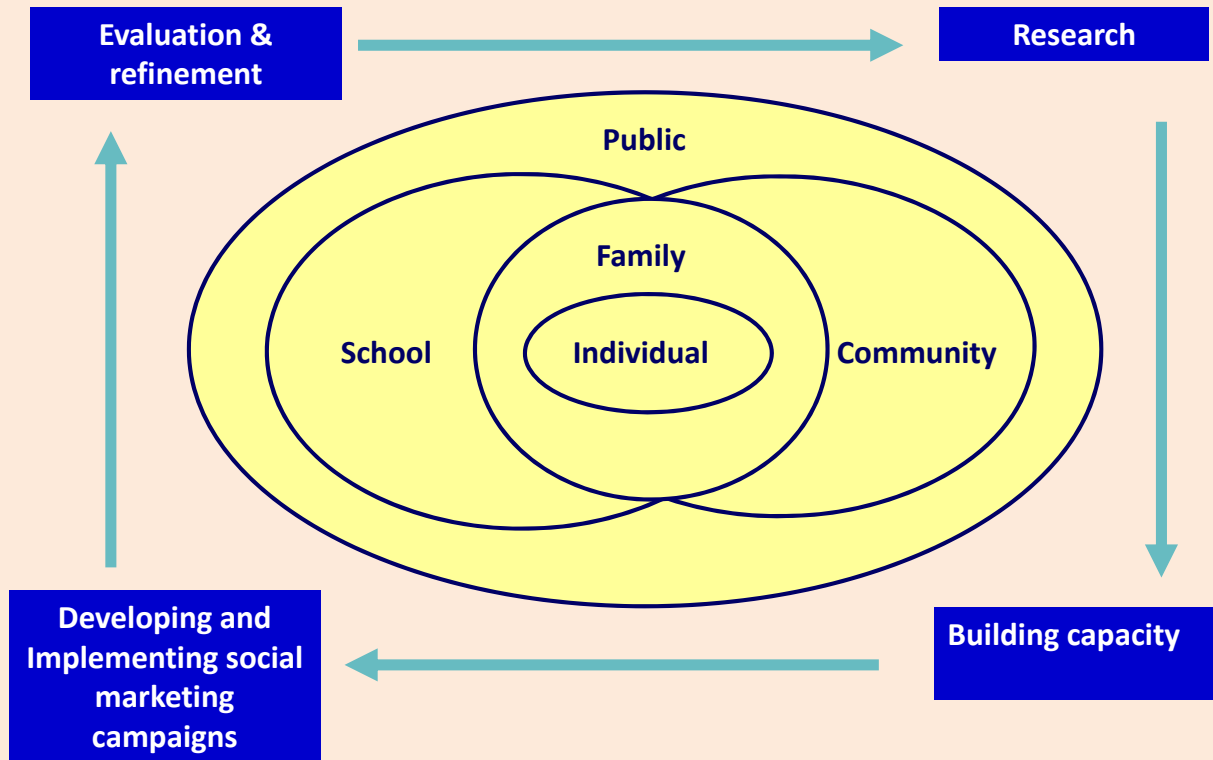


Impacts

- **Participation:** The CBPR approach forms an active partnership among the researchers, community service providers, community stakeholders, and families in a district in Hong Kong.
- **EBEG:** We have both engaged the community and generated evidence for an effective practice model- results coming soon!
- **Capacity Building:** Through trainings and practices, this project can instill new specialized knowledge to the service practitioners by introducing family participation work model and EBEG concept with a view to highlighting the importance of both the theoretical framework and evaluation in service delivery for overall effectiveness and enhancement of service quality.
- **Family Participation:** The preliminary results have shown effectiveness in improving communication and in promoting 3Hs. The message of Family 3Hs was successfully disseminated.



A collaborative model for promoting the family 3Hs



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