

**Project No** : 0151-01  
**Project Title** : Family Service Ambassador Scheme, Caritas Family Service  
**Name of Organisation** : Caritas – Hong Kong Family Service  
**Grant Approved** : HK\$ 599,700

**Project Highlights :**

- A project to promote self-help and mutual help; recruit and train up the service recipients as family ambassadors so that they can render support to those in similar conditions.
- This project involves a process of transforming socially disadvantaged groups into self strengthening, concerning and committing to community services.
- A cross-district community movement will be launched in phases through the 18 service units to form a massive social mutual aid network.
- Each districts will have its own district group of Family Service Ambassadors rendering peer counseling and social support to individuals or families in crisis.

**Brief Description of Programmes to be organized :**

1. Systematic training on empowerment and leadership skills for 600 service recipients will be provided. Practice opportunities will be provided by matching service recipients to attend practicum on hotline counseling, peer counseling and program organization.
2. A territory wide community care network to be built by organizing the ambassadors to visit the neighbors, running mutual help groups and initiating community care programs.

**Unique Features of the Project :**

Through counseling by social workers and systematic empowerment and leadership training process, the service recipients can convert their positive experiences in passing through life adversity and stresses into social capital of helping others facing life adversity in the community.

**Project Duration :** 36 months (from 4 / 2003 –3 / 2006 )

**Target Groups :** Service recipients of 18 family service units under Caritas. People who are unemployed, in debt, with marital discord, inter-generational conflict, heterosexual intimate relationship

**Location of the Project :** All districts in HK

**Expected outputs and outcomes :**

1. 600 Ambassadors trained to be volunteer leaders, forming a central team and 18 district teams

to continue the project.

2. With the community care network established, around 3000 individuals and families facing life adversity (such as indebtedness, unemployment and extra-marital affairs) will be contacted by the Ambassadors to provide support so that family crises and suicides can be prevented.
3. 3 mass community programs and 30 local programs will be organized to promote values on family harmony and community care.

**Outcome Measures will include:**

- a) measurement on stress level, self care ability, social network and participation and commitment in community; and
- b) evaluation methods: self-evaluation, pre and post tests, feedback from other service users and etc.