

AGAINST CHILD ABUSE LTD

Project Number: 0053-03

**Project Title: ACA Safe and Child Friendly Community in Wong Tai Sin
兒童情牽黃大仙**

Name of Organisation: Against Child Abuse Limited

Grant Approved: HK\$1.2 million for 3 years

Project Highlights:

This project is revised based on the three chosen model of CIIF: Replicate project model of after school care, Community building support and networking of the Caring Community in Southern District, Experimental pilot on intergeneration deprivation of family mentoring and the original ACA proposal of a Safe and Child Friendly Community in Tseung Kwan O.

The project is unique in the sense that it retains a child perspective and a child protection angle. We will identify strong and motivated stakeholders in the Wong Tai Sin community and provide training, guidance and support for them to become child friendly ambassadors to mentor the poor and deprived and less motivated in the same district.

The ambassadors including parents and youth will mentor the weak and deprived to acquire non-violent conflict resolution approach and to understand and utilize community resources and services rendered by the government, non-government and commercial sector. It is the intention of the project to ensure a community inclusive concept and in a long run with the mentoring and support of the trained ambassadors, the less motivated and deprived will be strengthened to help oneself, to seek help from the local network and eventually help others in the neighborhood.

The project aims are to create a Safe and Child Friendly Community in Wong Tai Sin:

- a. To build community mutual help network involving parents and children participation.
- b. To match needy families and children with people in the district who can be mentors to them to provide support.
- c. To enable children from poor and deprived families to understand the community resources, to acquire positive, caring and non-violent means in conflict resolution and to see the world instead of living an isolated life.
- d. To convince Gos, NGOs, Corporations to acquire a child perspective and allow the community to understand their core business and core values by mobilizing

their manpower and resources.

The expected results are:

- a. **Bonding Social Capital:**
Enabling children and their families to bond, communicate and cooperate in exploring and understanding their neighborhood.
- b. **Bridging Social Capital:**
Encourage Gos, NGOs, Corporations to provide opportunities for children and families to see their core business and their own staff to acquire caring and non-violent conflict resolution life style.
- c. **Linking Social Capital:**
Enable different classes and groups in the community to integrate and learn to appreciate each other.
- d. Increase opportunities for social and civic participation.
- e. Introduce a Child Perspective to Network members of the Project.
- f. Encourage a Collective Responsibility in Child Protection.

Brief Description of Programme to be organized:

A. Formation of Core Network Group:

- a. Potential Network Members
Schools, GOs, NGOs, Business Sector and relevant individuals
- b. Roles and involvement of Network Members
 - I. To participate in selected programme
 - II. To provide staff member to talk to children of this project about their core business and core values
 - III. To provide attachment opportunity for children
 - IV. To allow the project to provide a child protection talk to their staff members

B. To recruit and train 50 Child Friendly Ambassadors annually and 150 for the 3 years

- a. To encourage parents and youth to become child friendly ambassadors to assist conveying child friendly concepts and message in the community.
- b. To train such ambassadors to be mentors and to escort children from deprived families to visit and understand the community resources in WTS.
- c. To spread child friendly and child protection message in the community in creative activities reaching the least active groups such as the business sector, the poor and deprived groups.

C. To recruit and match children from deprived families with the Child Friendly Ambassadors

- a. To enable children from deprived families (P.1 to P.3 student) to acquire caring and non-punitive communication attitude and skills to relate with family members and others.
- b. To provide visit for these children so that they can observe on site the core business and employee/employer relationship.
- c. Such children from deprived families will be given opportunities to share their experience and become volunteers in the future to help others after the termination of this project.

D. To build mutual help network

- a. The target of parents is CSSA recipients, single parent families and deprived families.
- b. To enable these parents to acquire caring and non-punitive communication attitude and skills to relate with family members and others.
- c. The child Friendly Ambassadors provides training to these parents with the assist of project officer. The contents include effective parenting skills, human relationship, the message of safe, non-violence and caring . It aims to build up a mutual help network among parents.

Unique Features of the Project:

- It is expected that the project will successfully empower identified members in the community to create a safe and child friendly community and at the end of the day to retain an effective social network in WTS to support children from deprived families.
- The following results will be achieved through three years efforts:
 - a. Mutual-support and Mutual-help: To facilitate the trained child friendly ambassadors to extend the parents support network through parent education course in schools.
 - b. Community Participation: Through grooming of active ambassadors (parents and youth), to increase the involvement of the public in promoting the child friendly concept in community.
 - c. Children Empowerment: To empower children through matching programme, to provide an opportunity for them to identify their strengths and voice out their needs.
 - d. Cross-sector collaboration: To strengthen the communication, liaison and cooperation among government departments, community organizations, property management companies, shops and residents in order to establish a

safe and child friendly community. To promote a child friendly concept in WTS, such as to acknowledge business or other organizations which promote child friendly value and provide child friendly environment for customers and service users.

Project Duration: 36 months

Target Group: local community (children, families, schools, community organizations and shops)

Location of the Project: Wong Tai Sin

Expected Outputs

Child Friendly Ambassador	<ul style="list-style-type: none"> ■ At least 150 adults and youths join the Child Friendly Ambassador , the ambassadors will empower 150 children from deprived families to acquire knowledge, skills and attitude to build a child friendly community. To convey the concept of child friendly to the public
Children from deprived families	<ul style="list-style-type: none"> ■ 10-12 primary schools will be contacted ■ 150 children join the Children Matching Programme.
Building Parents Network	<ul style="list-style-type: none"> ■ It is expected 120 parents to join the parent networking programme in schools and in community

Expected Outcomes

- Child Friendly Ambassador ■ 70% of child friendly ambassadors completed the project and competent to train and mentor others
- Children from deprived families ■ over 80% of recruited children from deprived families involve in the activities of children empowerment mentorship programme
- Parents Network ■ 70% parents recruited join the network and sustain their effort to continue disseminating child protection message and using positive, caring and non-violent means to resolve conflicts