



香港青年協會

*the hongkong federation of youth groups*

# Wofoo Asian Award for Advancing Family Well-Being 2014

Christa, Sam





香港青年協會

*the hongkong federation of youth groups*

“Enhancing well-being for families involves taking a holistic approach to supporting each individual.”

(U.S Department of Health and Human Services, 2014)





香港青年協會  
*the hongkong federation of youth groups*

Youth is part of the family  
Enhancing their well-being

=

Promoting the well-being of family and  
society



Imagine that...



What if ...



Try to imagine that all of you.....



Now take out your phone.....

**One Click !**





香港青年協會

*the hongkong federation of youth groups*

# uTouch

## Cyber Youth Outreach Project

**Instant**

**Innovative**

**Boundless**

**User-Friendly**



# Youth-at-risk hidden in online world

- Traditional Services **CANNOT** reach these hidden Youth



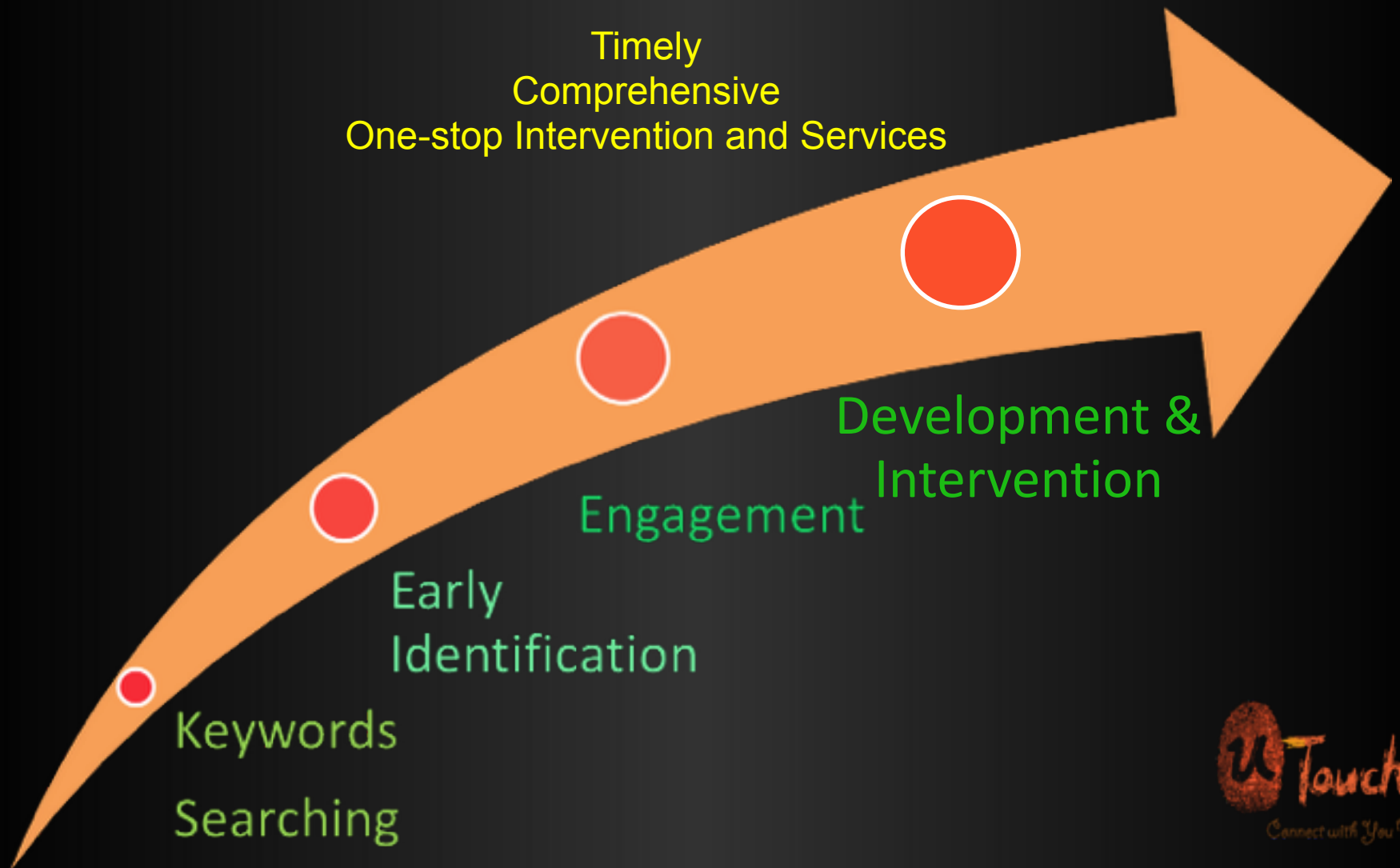
# Revolutionary Youth Service -Proactive Outreach Approach

- Proactive way to offer preventive measures and tailor-made services Online
- To early identify and engage the youth at risk
- To fill in the service gap of existing social service in dealing with Youth-at-risk
- To promote positive and caring online atmosphere

Pilot



# The Process of Online Outreach



# Incorporate IT with Traditional Counselling

## Four Infra-structures

**1. uTouch Casework  
Management & Discovery  
System**

**2. uTouch Portal**

**3. Online Social Workers  
Authentication Mechanism**

**4. “Something” Mobile  
App**

# Make a GUESS

Keywords	Definition
CC	Compensational Dating
SP, 5P	Sex Partner , Group Sex
SL	Secret Lover



## Sex Crisis

# 1. uTouch Casework Management & Discovery System

- Early Identification  
(Emotional, Family, Behavioral, Addictive, social withdrawal, etc)
- Monitor the quality of services

The screenshot displays the uTouch Discovery and Management System interface. On the left, a sidebar contains navigation options: 我的訊息, 搜尋, 潛在危機個案, 個案記錄系統, 統計及數字, and 問題種類. The main content area is titled "以關鍵字搜尋潛在危機個案" (Search for potential crisis cases by keyword). It features a search form with the following fields and options:

- 關鍵字 (Keyword): Input field containing "fun with chem". A checkbox "結果必需包含所有關鍵字" (Results must include all keywords) is checked.
- 不要包括的關鍵字 (Keywords to exclude): Empty input field.
- 目標網站 (Target website): Dropdown menu with "該選擇..." (Select...).
- 日期範圍 (Date range): Dropdown menu with "該選擇..." (Select...), "過去" (Past), and "日內的結果" (Results within the day).
- Buttons: 搜尋 (Search) and 清除 (Clear).

Below the search form, there is a section for "常用關鍵字" (Common keywords).

**Keywords search :**

fun with chem, CC, blue, Moneyboy, SP, SL, 5p, hea, sad, e, v

# 2. uTouch Portal

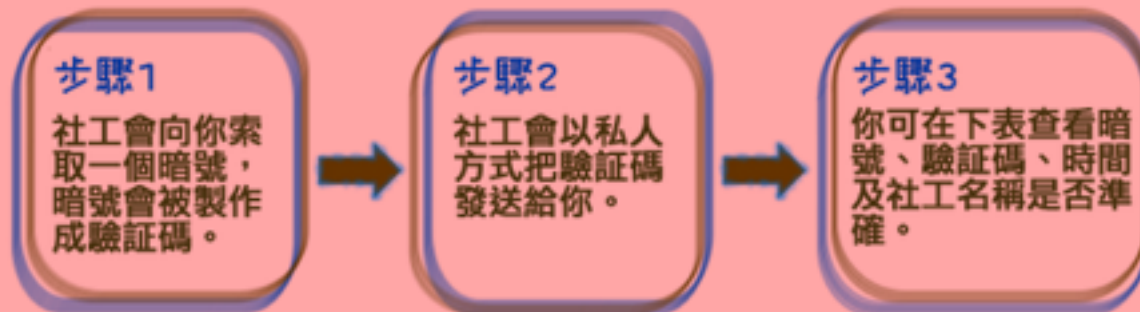
- Stability of the service
- Instant Chat
- Appointment by reservation
- Multi-media  
(Online-Youth magazine, Self-assessment test, Positive video and articles)



# 3. Online Authentication Mechanism

- Ensure the safety of the service users
- Verify the identity of online social worker

為保障服務使用者的安全及方便服務使用者識別青協網上社工的身份，你可以透過這個社工驗證的功能，核實網上社工是否本會轄下的社工。





# 4. Something Mobile App

- Tailor-made for Youth
- Era of mobile internet
- Instant mobile help-seeking channels

WHEREVER!  
WHENEVER!  
WHICHEVER!



What have we achieved?  
Who had benefited?

# Online at-risk youths that we served

Items	No.
Total number of <b>at-risk youths identified online</b>	15477
Total number of <b>at-risk youths engaged</b> through <b>online outreaching approach</b>	3769
Total number of at-risk youths receiving <b>web-based counselling</b> service	1053
Total number of at-risk youths receiving <b>face-to-face counselling</b> service	215

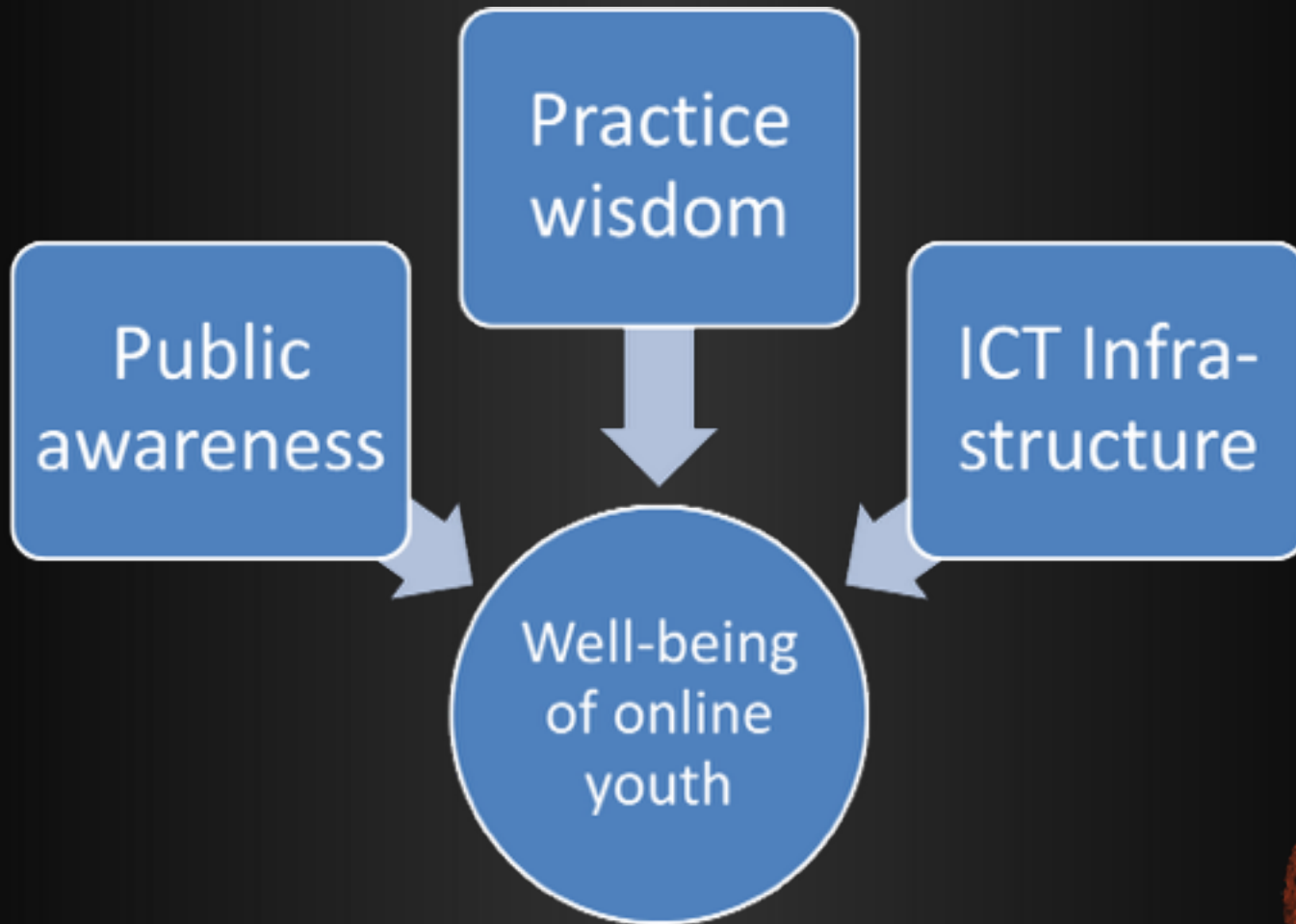
Until 30/9/2014

# What did the service user think and feel about us?

Items	Percentage
Percentage of Service users reporting/ expressing <b>satisfaction towards the services</b> after receiving online/web-based counselling service	93%
Percentage of Service users indicating <b>positive changes</b> after receiving online/web-based counselling service	93.5%

Assessment Methods: Questionnaires/Client's Feedback/Workers' Assessment

# Sustainability and Applicability



# Public Awareness

- Media Coverage
- Online Education

## 社交媒體有幾危?

### <網上性危機>

《社交媒體有幾危?》網上性危機



Educational video

Monday, June 30, 2014 **Staircase** 英文虎報

# Local

## Activist sent

A Taiwanese rights activist and critic of his government's attempts to seek closer ties with Beijing criticized Chinese authorities after he was denied entry to Hong Kong yesterday.

Chen Wei-ting, a key figure in the unprecedented student-led protest occupation of Taiwan's parliament earlier this year, had planned to attend the July 1 march in Hong Kong tomorrow in support of greater democracy.

He was taken away and immigration officials at Hong Kong airport yesterday told him he could not enter.

"They told me I could not enter Hong Kong due to 'political reasons'," Chen said.

## Social media not so friendly for youths

**Jasmine Siu**

More than half of youths have experienced a personal crisis because of online social activities relating to sex, cyber stalking and bullying, personal data theft and fraud, a survey found.

The Federation of Youth Groups survey found that among those youths facing problems, half reported crisis relating to online sex invitations, pornographic materials, and participation in adult discussion groups and naked chatrooms.

The group distributed the survey to 10 secondary schools and one primary school earlier this month.

A total of 1,443 Primary Six pupils to Secondary Five teenagers were interviewed.

The five most popular social media are WhatsApp, Facebook, YouTube, Instagram and mobile game apps.

The federation said it conducted the survey after social workers reported a rising trend in social media use and subsequent cases of teenagers seeking help.

Between August 2011 and May this year, the federation handled 3,364 cases of teenagers reporting an online personal crisis.

One student, Peter, 20, said he twice experienced difficult situations relating to his online activities.

One time, an unknown Facebook female friend sent him a message saying: "I'm pregnant with your child."

Peter said: "Her profile looked suspicious and I quizzed her about our relationship. I guess she just wanted me to give her money."

Youth work officer Sam Lee Yiu-sun said most teenagers felt they could handle the crisis and therefore did not seek help from their parents.

In one of the cases he handled, a 16-year-old girl was threatened with bloody-wrist photos by her boyfriend she met through online games.

The cyber relationship lasted for months before the girl realized they were not a suitable match and decided to break off relations.

But the jilted boyfriend bombarded her with photos of self-destructive behaviors and check-in posts at rooftops and the back of staircases.

In another case, an 18-year-old youth endured a sexually transmitted disease scare after having unprotected sex with a girl he met online.

"By the time they reached out to us, most of the cases were already in very critical conditions," Lee said.

The group advises teenagers to set privacy limits to their online social profiles, reject unknown friend requests, ignore suspicious e-mails, keep tabs on the personal data put online, and increase cyber security of their computers.

[jasmine.siu@youthcouncil.org.hk](mailto:jasmine.siu@youthcouncil.org.hk)

Online social activities via phone apps can result in personal crisis for youths, says Sam Lee, inset.

Media coverage

# Practice Wisdom

- Pioneer of online outreaching and counselling service
- Publication
- Professional sharing of Pilot experience



# ICT Infra-Structure

- HK ICT awards 2014 : Golden Awards in Social Inclusion
- Asia Pacific Information and Communications Technology Awards(Nominated)

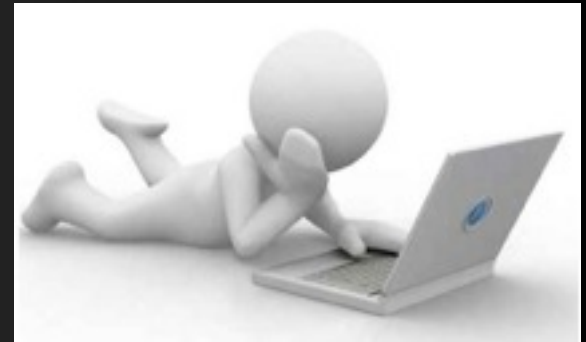




# Social Service Goes Online



# Making the Invisible **VISIBLE**



# Making the Invisible **VISIBLE**



**DID YOU KNOW?**

Social Anxiety is the **third largest** mental health problem in the world today.

Thank you. See You in the Online World

