

Appendix 1

About Jockey Club SMART Family-Link Project

Initiated by The Hong Kong Jockey Club Charities Trust in 2018 with a donation of over HK\$157 million, the four-year Jockey Club SMART Family-Link Project is a cross-sectoral collaboration to advance the use of Information and Communications Technology (“ICT”) in family services. The Project aims to devise an innovative and evidence-based family service delivery model that leverages the effective use of ICT and data analytics to enable service users to better benefit from preventive, supportive and early remedial services provided by all 26 NGO-operated Integrated Family Service Centres and Integrated Service Centres to promote family well-being. The Project develops an online platform for capacity building, co-creation and co-learning of frontline staff; and organises public education and knowledge transfer programmes to strengthen family functioning.

Project partners include The University of Hong Kong (School of Public Health and Technology-Enriched Learning Initiative); Caritas – Hong Kong; Hong Kong Family Welfare Society; Hong Kong Christian Service; International Social Service - Hong Kong Branch; Christian Family Service Centre; The Hong Kong Catholic Marriage Advisory Council; Hong Kong Children and Youth Services; St. James' Settlement; Tung Wah Group of Hospitals; Hong Kong Sheng Kung Hui Welfare Council and The Neighbourhood Advice-Action Council.

Project Components:

Service Management System (i-Connect)

The system will help reduce manual input and administrative work, facilitate early identification of at-risk cases and perform data analysis both at the centre-level and aggregated across centres and NGOs. Participating IFSCs will be equipped with electronic hardware and ICT applications to enhance service delivery.

Interventions leveraging ICT (i-Action)

The Project Team initiated and co-created a series of i-Action programmes which provide hardware, software and technical support to the social service sector. The Project's i-Action programmes that are currently in place include:

1. Evaluation Tool Builder (an online questionnaire building platform for the easy collection of service users' feedback)
2. Co-created e-messages and an e-message Portal (for dispatching e-messages on SMS and

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WhatsApp to render timely interventions)

3. Co-designed & co-created gamified ICT tools for workers to incorporate ICT elements in their daily work, making activities fun to join

4. Mobile Apps for families to use together, including those on SMART Parenting and SMART Emotion

Capacity building (i-TLS)

An online platform to facilitate frontline staff in sharing common information, useful resources and practice wisdom, both within the IFSC and across different centres in a co-learning e-circle.

Public Education & Knowledge Transfer

Social media events, press events, mass media dissemination, media interviews, flagship mass community events, and public education campaigns will be utilised to increase public knowledge and understanding of healthy family functioning.

Big Data Analysis & Evaluation

The School of Public Health of HKU will perform big data analysis on the data gathered through the i-Connect system. Such analyses can then help policymakers, IFSC operators, and even individual social workers understand the emerging service needs and proactively adjust their services accordingly to meet future needs.

Jockey Club SMART Family-Link Project Symposium 2021

The four-day symposium has invited authoritative representatives across different sectors to discuss and host workshops. The discussions centre four major topics, namely “Standing Strong Together to Support Families in Uncertain Times”; “Innovative Family Services under the New Normal”; “Building Post-pandemic Resilience through Technology and Innovation”; as well as “Big Data for Social Good: How is Big Data Helping Social Workers?”.

The Symposium has invited a number of important guests for the thematic forum, including Ms. Kit-ling PANG, Assistant Director (Family and Child Welfare), Social Welfare Department; Ms. Eliza Lam, Service Head, Family Service, Caritas – Hong Kong; Ms. Amarantha Yip, Chief Executive, Hong Kong Family Welfare Society; as well as Professor Daniel T. L. Shek, Associate Vice President of the Undergraduate Programme, Chair Professor of Applied Social Sciences, Li and Fung Professor in Service Leadership Education, The Hong Kong Polytechnic University. They

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科創習新
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SMART Family-Link Project

shared the innovative family service initiatives instilled because of the pandemic and means in which ICT improves family services as a whole along with their invaluable advice. For more details of the Project, please visit <https://jcsmartfamilylink.hk/en/>.

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