



羅鷹石慈慧基金 創始贊助
Founded by LO YING SHEK CHI WAI FOUNDATION



Initiated and funded by the Lo Ying Shek Chi Wai Foundation in 2014, Healthy Seed is a charitable organization that fills the service gap in **Early Childhood Care and Development (ECCD)** in Hong Kong. Healthy Seed believes instilling good attitudes and values in children can help create a social environment filled with positive energy. It is dedicated to the provision of ECCD services for children aged 0-6. Healthy Seed strives to promote ECCD by providing practical information through its online resource platform and professional training courses relating to parenting education. As of 31 December 2020, Healthy Seed's services have reached over **400 institutions** and its training courses have benefited **over 37,000 recipients**, including children, parents, social workers, educators and professionals.

HEALTHY SEED

Tax-Exempt Charity Ref. No.: 91/13871



Address :

Shop G01, Great Eagle Centre,
23 Harbour Road, Wan Chai, Hong Kong



E-mail : info@healthyseed.org



Office : (852) 3549 6840



Website : <http://healthyseed.org>

Founded by



羅鷹石慈慧基金
LO YING SHEK CHI WAI FOUNDATION

A member of



Programs & Services

1. Hands-On Parent Empowerment-20[®] Program (HOPE-20[®] Program) & Various ECCD Training Programs

HOPE-20[®] Program

HOPE-20[®] Program is one of the first locally-developed and evidence-based parent education programs in Hong Kong. It is based on the research conducted by :

Prof. Cynthia LEUNG Man

Professor, Department of Applied Social Sciences
The Hong Kong Polytechnic University

Dr. Sandra TSANG Kit-man

Associate Professor, Department of Social Work and Social Administration
The University of Hong Kong

Joining hands with Hong Kong Christian Service, Healthy Seed implements the **HOPE-20[®] Program** and various parenting programs to support ECCD. Education Officers (Registered Social Workers) of Healthy Seed have conducted **HOPE-20[®] Parents' Group** and **HOPE-20[®] Train the Trainer** to:

- Enhance parent-child relationships
- Encourage positive behaviors
- Facilitate children's learning and language development
- Handle problem behaviors

1.1 HOPE-20[®] Parents' Group

This parent education program comprised 20 two-hour group sessions is designed for parents with children aged 2-3. Its aim is to enhance parents' knowledge and skills to advance family well-being.



Program Outline 課程大綱

Phase 1 第一階段			Phase 2 第二階段		
Lesson 課堂	Category 範疇	Topic 題目	Lesson 課堂	Category 範疇	Topic 題目
1	Parenting 父母之道	Enhancing Parent-child Relationship 建立親子關係	11	Parent-child Reading 2 親子伴讀2	Selecting Books for Children 圖書選擇
2	Language Training 1 語文訓練1	Curiosity and Speaking Skills 好奇心與語言技巧	12	Pre-school Concept 3 學前概念3	Quantity & Numbers 數量與數字
3	Parenting Skill 1 管教技巧1	ABC Behavior Analysis ABC兒童行為分析法	13	Pre-school Concept 4 學前概念4	Matching 配對
4	Parenting Skill 2 管教技巧2	Teach & Praise 讚賞及教導孩子	14	Parent-child Reading 3 親子伴讀3	Questioning Techniques 提問技巧
5	Parenting Skill 3 管教技巧3	Behavior Record & Reward Chart 乖實行為計劃	15	Parenting Skill 6 管教技巧6	Time Out Zone 冷靜區策略
6	Pre-school Concept 1 學前概念1	Size & Spatial Concept 大小及上下	16	Parenting Skill 7 管教技巧7	Isolation Zone 隔離區策略
7	Parenting Skill 4 管教技巧4	Effective Instruction & Bearing Consequence 精簡指示及適切後果	17	Pre-school Concept 5 學前概念5	Numbers, Quantity & Amount 數字與數量及多少
8	Parenting Skill 5 管教技巧5	Intentional Ignoring 故意忽視	18	Parenting Skill 8 管教技巧8	Prevention of Problem Behavior 預防勝於治療
9	Pre-school Concept 2 學前概念2	Shapes & Colors 形狀及顏色	19	Fun & Play 玩樂其中	Learn Through Play 遊戲中學習
10	Parent-child Reading 1 親子伴讀1	Print Concepts & Paired Reading 文字概念與伴讀	20	HOPE-20 Program Summary 課程總結	



1.2 HOPE-20[®] Train the Trainer

HOPE-20[®] Train the Trainer is a tailor-made in-house training for kindergarten/ nursery staff and social workers of schools and NGOs to make use of the **HOPE-20[®] Program**. Healthy Seed also provides on-site intensive mentorship to assist parenting practitioners in organizing **HOPE-20[®] Program** at their schools or centers.



Programs & Services

Various ECCD Training Programs

1.3 Parents' Talk (1-2 hours)

Parents' Talk gives parenting tips to parents and caregivers of children aged 0-6. Its aim is to improve parent-child relationships, recognize and manage parents' emotion and facilitate co-parenting between parents and grandparents.

Topics

管教技巧	▪ 建立孩子正面行為 ▪ 處理孩子不當行為 ▪ 6A管教法 ▪ 建立良好親子關係
情緒管理	▪ 父母/孩子情緒管理 ▪ 從繪本教導孩子控制情緒
合拍管教	▪ 夫婦管教孩子 ▪ 長者、外傭合拍管教孩子
兒童學習	▪ 強化孩子的專注力 ▪ 處理做功課問題



1.4 Parenting Workshop (2 or 4 two-hour sessions)

Parenting Workshop educates parents on positive psychology, moral education, personal growth and emotion management to enhance parent-child relationships.

Topics

品格工作坊	管教工作坊
▪ 責任感 ▪ 禮貌 ▪ 誠實 ▪ 關懷	▪ 管教原則及竅門 ▪ 九型人格與教養 ▪ 從繪本中透視管教 ▪ 家長情緒管理



Outputs of the HOPE-20® Program & Various ECCD Training Programs :



3,161

Professional Staff* Trained

*Professional Staff: Kindergarten/ Nursery Staff & Social Workers



19,641

Parents Trained

Programs & Services

2. Online Resource Platform

Healthy Seed's online resource platform contains practical information about positive parenting skills derived from HOPE-20® and healthcare advice from professionals. Various social media platforms are used to disseminate information, communicate with different organizations and individuals, and advocate the importance of positive parenting.

babyparent.org

1,327,259

visits



62,887

Facebook fans



Over 800

IG followers



1,295,130

views



Engagement with Professionals

To ensure its service and information are trustworthy, Healthy Seed seeks professional advice from institutions and organizations. **The Department of Paediatrics and Adolescent Medicine of LKS Faculty of Medicine at The University of Hong Kong** has been providing information in response to questions about medical, healthcare, children development and nurturing asked by parents and caregivers at the "Professional Consultation Corner Q&As" on its official website (babyparent.org).



Healthy Seed also partners with the organizations below to develop multimedia content that guides children's growth, well-being and social development.

Healthy Seed's Supporting Partners in 2020 (in alphabetical order)

- Heep Hong Society
協康會
- School of Optometry
The Hong Kong Polytechnic University
香港理工大學眼科視光學院
- The Education University of Hong Kong
香港教育大學
- The Hong Kong 5-S Association
香港五常法協會
- Hong Kong Christian Service
香港基督教服務處
- The Boys' & Girls' Clubs Association of Hong Kong
香港小童群益會
- The Family Planning Association of Hong Kong
香港家庭計劃指導會
- The Hong Kong Dietitians Association
香港營養師協會
- Playright Children's Play Association
智樂兒童遊樂協會
- The Division of Clinical Psychology of The Hong Kong Psychological Society
香港心理學會臨床心理學組
- The Fred Hollows Foundation
護瞳行動
- The Hong Kong Federation of Youth Groups
Parent Support Network
香港青年協會·家長全動網

Programs & Services

Content Sharing with Collaborative Partners

Healthy Seed collaborates with social media and print media in Hong Kong, Mainland China and Taiwan to share content. Such collaboration allows Healthy Seed to exchange up-to-date information and drive its projects in both traditional and interactive ways.

Healthy Seed's Collaborative Partners in 2020 (in alphabetical order)

- Baby Kingdom 親子王國
- Family.ESDlife 家庭生活易
- Happy Pama 教得樂
- Kiddie World Kiddie World 互動學習平台
- Mameshare 分享媽
- MamiBuy(Hong Kong) 香港媽咪幫
- MamiBuy(Taiwan) 媽咪拜
- Ohpama Oh!爸媽
- Parenting Headline 親子頭條
- Parenting Time 親子時光
- Sina 新浪香港
- Singtao Education 星島教育
- Yahoo! TV 速食電視

The collaborative partners share Healthy Seed's video clips and articles, relating to growth and healthcare guidance, parent-child reading, healthy recipes and DIY craft making on their platforms.



《育兒鬆一Zone》文章



《成長發展與品格管教》動畫



親子伴讀好時光《讀繪本 學管教》



《HOPE-20教兒樂》影片



親子DIY小手工



幼兒健康食譜

Out of 15 video clips produced by Healthy Seed, each of them has been viewed by more than 1,000,000 times.



【親子廚房：醬汁篇】
美味南瓜汁碎肉燴飯

Date: Jun 2020

No. of views: **2,727,657**



親子共浴 灌輸性教育好時機

Date: Aug 2019

No. of views: **1,688,823**



慈慧幼苗《超級奶爸3》
第7集預告

Date: May 2020

No. of views: **1,667,435**

Programs & Services

3. Media Programs for Public Education

ViuTV & TVB myTV SUPER

“Super Daddy” Series 《超級奶爸》系列

“Super Daddy” series focuses on parenting methodologies designed for toddlers aged 2-6, featuring how the theories derived from HOPE-20® could be put into practical use. A total of 24 episodes (8 episodes x 3 seasons), highlighting parenting problems of 20 families, were produced and broadcast on ViuTV in 2017 and 2018; and on TVB myTV SUPER and TVB Anywhere in 2019.

As of 31 December 2020, “Super Daddy” series has recorded over 8,600,000 views. As well presenting the series on different platforms, coverage has extended to Macau, Mainland China, Singapore, Australia, Canada, USA and various cities in Europe.



RTHK Radio 31

“Adorable Baby” Series 《寶寶你好嗎》系列

“Adorable Baby” series was broadcast on RTHK Radio 31 between April 2015 and April 2017. The program focused on families with children aged 0-6 and highlighted problems with nursing and disciplining their children. Experts such as psychologists and speech therapists were invited to share their professional advice in 52 episodes (13 episodes x 4 seasons).



Morning Suite

《晨光第一線：親子百分百》

Since September 2017, Education Officers (Registered Social Workers) of Healthy Seed have been sharing parenting skills twice a month on the radio program Morning Suite on RTHK Radio 2. As of 31 December 2020, a total of 80 episodes have been aired. Topics include effective parenting skills and child moral development.

RTHK Radio 2



Facebook

Facebook Live Chat

《親子互動直播室》

An interactive multi-media program, Facebook Live Chat 《親子互動直播室》, was launched in March 2019. Education Officers (Registered Social Workers) of Healthy Seed and professionals were invited to share knowledge and advice on positive parenting and healthcare issues. This real-time live program allowed professionals to answer questions raised by parents and Facebook fans immediately.

No. of reach : **Over 1,000,000**



Programs & Services

4. Music Cradle 🎵

Healthy Seed has supported the “Music Cradle” program, organized by the Music Children Foundation (MCF), to offer free early music education to children aged 1-6 living in Sham Shui Po since October 2014. The program hinges on the belief that music is an agent of social development to transform children’s lives by developing their cognitive abilities and strengthening their sense of belonging to our community through ensemble-based musical literacy.



5. Water for Free & Say No to Plastic 💧

In 2018, Great Eagle Holdings Limited sponsored Go Green Hong Kong to work with Healthy Seed in its “Water for Free” Campaign to install water dispensers across Hong Kong. The campaign offered free, clean and safe drinking water to schools and the public. In addition, education talks were organized. In 2019, the campaign was scaled up in the name of “Say No to Plastic!” with an aim to extend the reach of the plastic-free message.



顏卓靈
Cherry NGAN



Since 2018



63

Education Talks



6

Urban Farming Workshops

Over 13,800 Participants



Installed 77 Water Dispensers

Replaced 49 Water Dispenser Cartridges



Drinking Water Provided

186,000 Ltr.



Equivalent to Saving

372,000 Bottles

Engagement with Mass Media

Healthy Seed connects with various media channels, including TV, radio, newspapers, magazines and online media to promote its programs and advocate the idea of positive parenting. Education Officers (Registered Social Workers) of Healthy Seed are also invited to write articles and attend interviews to share their professional parenting advice.

TV & Radio

TVB Jade 翡翠台 《都市閒情》



RTHK TV 31 《日常8點半》



RTHK TV 31 & RTHK Radio 1

《精靈一點》



Magazine and Newspaper

星島集團 《親子王》



明報 《Happy Pama》



Engagement with Celebrities

Healthy Seed invites celebrities to share their parenting experiences in raising their children in its programs

《親子會客室》 and “Super Daddy” series, as well as joining its events.



羅敏莊
Mimi LO



麥雅緻
Angie MAK



黎諾懿
Chris LAI



陳柏宇
Jason CHAN



何基佑
Kay HO



車婉婉
Stephanie CHE



黃婉曼
Icy WONG