





a.

公众教育的设施

消防及救护教育中心暨博物馆

设于消防及救护学院的消防及救护教育中心暨博物馆，提供一系列的互动及多媒体资讯设施、展览和体验区，让参观者更深入认识消防处的发展及学习社区应急准备知识。中心自二零一六年启用以来，参观人数超过 199,970 人。

消防安全教育巴士

消防安全教育巴士上设有互动火场模拟装置，让公众学习逃生技巧。这辆双层巴士的上层布置成连接楼梯和大堂的普通住宅单位，让市民在模拟火警中，学习如何在浓烟密布的环境逃生。巴士下层则设有模拟灭火室、互动电脑及消防喉轆系统，让市民学习以适当的灭火筒扑灭不同性质的火。

消防安全教育巴士会到中小学校、社区中心、私人屋苑和公共屋村巡回展览，亦会被派遣到各区防火嘉年华、疏散演习及其他消防安全活动。二零一九年，消防安全教育巴士共协助推广 94 场展览活动，接待 14,499 人参观。

救护信息教育车

救护信息教育车不时到中小学校、社区中心、私人屋苑、公共屋村、消防局和救护站等地点进行各种宣传和教育活动。二零一九年，本处共举办 136 场社区外展展览，宣传「慎用救护服务」、「让路予救护车」及「仗义出手 性命得救」的信息。

- a. 公众可透过消防及救护教育中心暨博物馆的展览，了解消防处的发展及学习应急准备知识。
Exhibitions at the Fire and Ambulance Services Education Centre cum Museum enable members of the public to follow the FSD's development and gain knowledge about community emergency preparedness.
- b. 消防安全教育巴士不时到访各区推广消防安全，让公众学习逃生技巧。
The Fire Safety Education Bus is deployed to promote fire safety from time to time, enabling members of the public to learn evacuation techniques.

Public Education Facilities

Fire and Ambulance Services Education Centre cum Museum

The Fire and Ambulance Services Education Centre cum Museum, located at the FASA, offers a wide range of interactive and multimedia information facilities, exhibitions and experiences to enable visitors to gain a better understanding of the development of the FSD and knowledge about community emergency preparedness. Since its opening in 2016, the centre has attracted more than 199,970 visitors.

Fire Safety Education Bus

The double-deck Fire Safety Education Bus enables members of the public to learn evacuation techniques through interactive fire situation simulation devices. Its upper deck is configured into the layout of a common residential unit with a lobby and staircases on which visitors can practise escaping from a simulated burning and smoke-filled environment. The lower deck is equipped with a firefighting simulation room, interactive computers and a hose reel system, which facilitate training in the use of appropriate types of fire extinguishers for different kinds of fires.

The bus is deployed to attend roving exhibitions at various primary and secondary schools, community centres, private and public housing estates; fire safety carnivals; evacuation drills and other fire safety activities. In 2019, the bus has been deployed in 94 exhibitions and received 14,499 visitors.

Ambulance Service Education Vehicle

The Ambulance Service Education Vehicle attends publicity and educational events at primary and secondary schools, community centres, private and public housing estates, fire stations, ambulance depots, etc. In 2019, a total of 136 outreaching displays were organised to convey the messages of “Use the ambulance service properly”, “Give way to ambulances” and “Your help can save a life”.



b.



c.

流动平台及社交媒体宣传

流动应用程序

本处推出的「香港消防处流动应用程序」，让市民可以利用智能电话或平板电脑随时随地获取本处的最新资讯。

「居安思危」、「临危不乱」和「分秒必争」三款流动游戏，分别有助市民维护楼宇安全，免受火警危险威胁；宣传防火和救护信息；以及提供向消防通讯中心调派员报告事故时须注意的重要事项。

公众可从 App Store 和 Google Play 下载这些程式。截至二零一九年十二月三十一日，共有 61,268 名流动装置用户安装了「香港消防处流动应用程序」，另有超过 15 万名用户安装了这三款流动游戏。

讲座和资料锦囊

社区应急准备讲座

二零一九年，本处共举办了 46 场社区应急准备讲座，分别有 2,770 名来自不同的政府部门、公司和机构的人士参加。讲座内容包括「及早计划、作好准备、掌握资讯及参与善后」等一般应急准备概念、「应急三识」和特定的安全指引，例如遇有热带气旋、交通意外和山岭事故等情况时应采取的做法。本处亦按市民要求，为他们举办这讲座。

应急避险外游手册

为提升公众在外游时应对自然灾害、极端天气情况、恐怖袭击和其他事故的能力，本处于二零一九年十月推出《应急避险外游手册》，向市民提供重要的郊游资讯、应变措施和安全锦囊。



Facebook 专页及 YouTube 频道

本处于二零一八年十一月正式设立 Facebook 官方专页，以「同享·共爱 安全香港」为主旨，首要推广「应急三识」（防火灭火、救人自救及疏散逃生），希望市民能透过专页，轻易接收和分享有关资讯。专页亦载有本处的资料和重大事故的最新消息。截至二零一九年十二月三十一日，共有 119,614 名 Facebook 用户追踪本处的专页。

由本处设计的虚拟人物「任何仁」，自从于消防处推广「击活人心」自动心脏除颤器课程的 YouTube 短片亮相后，深受网民欢迎。本处会继续借助「任何仁」，以轻松手法在本处的 Facebook 专页和 YouTube 道推广社区应急准备的信息，并带出「『敢』就救到人」的重要信息。

Promotion on the Mobile Platform and Social Media

Mobile Applications

The Hong Kong Fire Services Department Mobile Application (FSD App) has provided the public with access to the latest FSD information through their smartphones or tablets anytime and anywhere.

Three mobile games, namely “Live safe, be watchful”, “Stay calm and collected” and “Catch time, save life”, have been launched to assist the public in keeping their buildings safe from fire risks, promote messages relating to fire prevention and ambulance aid, and provide an important note on reporting incidents to the FSCC operators respectively.

Members of the public can download these applications from the App Store and Google Play. As at December 31, 2019, a total of 61,268 mobile users installed the FSD App while more than 150,000 other users installed the three mobile games.

Facebook and YouTube

The department’s official Facebook page was officially launched in November 2018 with a theme on “Make Hong Kong safe by like and share”, promoting the “three basic skills on emergency preparedness”, namely extinguishment and prevention of fire, self-help and helping others as well as escape and evacuation. It was hoped that members of the public could easily acquire and share such knowledge through the page, which also includes information about the department and provides timely updates on major incidents. As at December 31, 2019, the page had 119,614 followers.

The virtual character created by the FSD “Anyone” has gone viral on the Internet since its debut in a series of promotion videos on AED Courses “Press to shock – Save a life” on the FSD YouTube Channel. The department would continue to take “Anyone” to publicise the messages on community emergency preparedness via its Facebook page and YouTube Channel in a light-hearted manner and bring out the important message that “Anyone” can save lives as long as he or she dares to do what is advised.

c. 消防处不时在部门 Facebook 及 YouTube 频道上载短片，以轻松手法推广防火及救人自救等应急资讯。

The FSD uploads videos onto its Facebook page and YouTube channel as a lighthearted way to disseminate information of emergency preparedness, including fire prevention and “helping others and self-help”.

d. 消防处推出《应急避险外游手册》，向市民提供重要的旅游资讯、应变措施和安全锦囊。

The FSD publishes a booklet entitled “Safety Tips for Travellers” to provide the public with important travel information, contingency measures and safety tips.



d.

Talks and Tips

Community Emergency Preparedness Talk

In 2019, a total of 46 community emergency preparedness talks have been delivered to 2,770 participants of different government departments, companies and organisations. Contents of the talks include concepts of general preparedness, including “plan early, be prepared, be informed and get involved”, the “three basic skills on emergency preparedness” and specific safety guidelines, such as course of actions in tropical cyclone, traffic accidents, hiking and so on. The talks were also available for the public upon request.

Safety Tips for Travellers Booklet

To strengthen the general public’s capabilities in responding to natural disasters, extreme weather conditions, terrorist attacks and other incidents in outbound travel, a booklet entitled “Safety Tips for Travellers” booklet was published in October 2019 to provide members of the public with important travel information, contingency measures and safety tips.

e. 消防处为幼稚园举办消防安全讲座，向学童传递消防安全信息。
f. The FSD organises fire safety talks for kindergartens to educate children on fire safety.

g. 消防处人员于消防局开放日以互动形式向长者推广消防安全信息。
The FSD personnel promote fire safety to the elderly in an interactive manner during a fire station open day.



e.

推广消防安全的计划

消防安全大使计划

消防安全大使计划旨在训来自社会各界的志愿人士成为消防安全大使，协助本处在社区传递防火信息，提高市民的消防安全意识。截至二零一九年年底，共有 170,678 名市民受训成为消防安全大使。为进一步推动这项计划，本处在全港 18 区成立消防安全大使名誉会长会，共委任 400 名社区领袖为名誉会长。

楼宇消防安全特使计划

楼宇消防安全特使计划训物业管理人、楼宇业主和住客成为楼宇消防安全特使，协助向其楼宇的住客传递消防安全信息；举报火警危险或违规情况；确保消防装置效能良好和保养得宜；以及协助筹办居民火警演习和消防安全活动。截至二零一九年年底，共有 10,058 人受训成为特使，当中 778 人为少数族裔人士。

「打铁趁热」宣传活动

二零一九年，三个行动总区共举办 50 次「打铁趁热」活动，以加强社区的消防安全宣传和教。当火警过后，前线消防人员会把握时机，趁附近居民对火警记忆犹新，立即在事故现场进行消防安全教育，以提升他们的消防安全意识。

幼儿消防安全教育

幼儿消防安全教育计划旨在培养学前儿童正确的消防安全观念。计划由自愿参与的消防处属员担任消防安全教育员，以生动的方式讲解，向幼稚园学童传递消防安全信息。目前约有 730 名已受训的消防安全教育员具备主持消防安全讲座的资格。截至二零一九年年底，本处为幼稚园举办了合共 5,892 场消防安全讲座，参加学童达 370,278 名，满载好评。

长者消防安全教育

为向公共屋村的长者住户进一步推广消防安全教育，本处在公共屋村举行巡回展览，又在各区长者中心举行消防安全讲座。

少数族裔消防安全教育

本处与多个本地组织联系，为少数族裔人士安排消防安全大使和楼宇消防安全特使训课程，提升他们的消防安全意识。截至二零一九年年底，本处为外籍家庭佣工开办了八次消防安全大使课程及九次心肺复苏法／自动心脏除颤器课程，分别有 700 人和 458 人接受训。



g.

Programmes on Fire Safety

Fire Safety Ambassador Scheme

The Fire Safety Ambassador Scheme is aimed at training volunteers from various sectors to become Fire Safety Ambassadors (FSAs) to disseminate fire protection messages and promote fire safety awareness in the community. By end of 2019, a total of 170,678 persons were trained as FSAs. To add impetus to the scheme, the FSA Honorary President Associations have been established in all 18 districts, and a total of 400 community leaders have been appointed as the Honorary Presidents.

Building Fire Safety Envoy Scheme

The Building Fire Safety Envoy Scheme trains property management staff, owners and occupants of buildings as Building Fire Safety Envoys (BFSEs). The BFSEs help disseminate fire safety messages to occupants of their buildings, report fire hazards or irregularities, ensure effectiveness as well as proper maintenance of FSIs, and assist in organising fire drills and fire safety activities for the residents. By end of 2019, a total of 10,058 BFSEs were trained, including 778 members of ethnic minorities.

Hot Strike Campaign

In 2019, a total of 50 Hot Strike activities were organised by the three operational commands. The campaign is aimed at strengthening the publicity and education on fire safety in the community. Frontline fire personnel take the opportunity to provide fire safety education at the scene right after a fire, with a view to enhancing nearby residents' fire safety awareness while the fire is still fresh in their memory.

Fire Safety Education in Kindergartens

The Fire Safety Education in Kindergartens Programme is designed to develop pre-school children's correct fire safety concepts through vivid presentations delivered by voluntary Fire Safety Educators recruited from the FSD members. About 730 trained educators have been qualified to conduct fire safety talks. By end of 2019, a total of 5,892 fire safety talks were delivered with 370,278 children attended. Responses from the kindergartens have been very positive.

Fire Safety Education for the Elderly

To further promote fire safety education for the elderly in public rental housing estates, the department has conducted roving exhibitions in public housing estates. Fire safety talks have also been held at elderly centres in different districts.

Fire Safety Education for Ethnic Minorities

The department has made liaison with local organisations to arrange FSA and BFSE training courses for ethnic minorities to strengthen their fire safety awareness. By end of 2019, eight FSA courses and nine CPR/AED courses for foreign domestic workers were conducted and a total of 700 and 458 participants received the FSA and CPR/AED training respectively.



f.



h.

推广救护服务、心肺复苏法及自动心脏除颤器的计划

走进校园 — 「慎用救护服务」宣传计划

走进校园计划旨在教育学童及青少年慎用紧急救护服务的重要性，并增进他们的一般急救知识。他们掌握内容后，亦可进而将信息传达给父母及家人。二零一九年，本处为幼稚园和中小学校共举办 221 场学校外展救护讲座。

「击活人心」自动心脏除颤器课程

本处开办的「击活人心」自动心脏除颤器课程，旨在提高公众要尽早为心脏骤停人士提供协助的意识。课程就施行心肺复苏法和使用自动心脏除颤器提供全面训。二零一九年，本处共开办 462 个「击活人心」自动心脏除颤器课程，共有 5,851 人参加。

h. 透过举办话剧，推广防火安全知识。
The FSD promotes fire prevention and safety knowledge through drama.

i. 消防处和警务处合办紧急应变示范，加强市民遇到大型事故时的应变能力。
The FSD and the Police stage a joint demonstration on emergency response to enhance the public's responsiveness when faced with major incidents.

j. 本处不时举办救护服务巡回展览，推广应急准备的信息。
The department organises ambulance service roving exhibitions from time to time to promote emergency preparedness message.



i.

心肺复苏法及自动心脏除颤器教育讲座

心肺复苏法及自动心脏除颤器教育讲座为市民提供心肺复苏法和自动心脏除颤器的简单基本训练。二零一九年，本处为公众开办合共 36 场教育讲座，共有 1,171 人参加。

爱心校园 — 心肺复苏法训练计划

为鼓励学生和教职员在紧急情况下，向心脏骤停的患者施救，本处推出爱心校园 — 心肺复苏法训 计划，教授和推广心肺复苏法，并讲解即时施行心肺复苏法的重要性。二零一九年，本处共举办 82 次爱心校园 — 心肺复苏法训，共有 4,238 名学生参加。

救心先锋计划

本处任命「救心先锋」以鼓励市民主动向心脏骤停的患者施以援手，计划一直广受支持。截至二零一九年年底，共有 10,655 名合格人士获委任为「救心先锋」。

教育活动、开放日及展览

本处透过大型防火安全嘉年华、消防局开放日、火警演习、消防安全讲座和话剧等活动，以互动方式向公众推广消防安全信息。二零一九年，本处举办了三场救护服务巡回展览，教育市民慎用紧急救护服务。

Programmes on Ambulance Service, CPR and AED

School Outreaching Programme – Proper Use of Ambulance Service Public Education Programme

The School Outreaching Programme is aimed at educating children and youngsters on the importance of proper use of the emergency ambulance service and enhancing their general first aid knowledge. The students in return can also convey the message to their parents and family members. In 2019, a total of 221 school-outreaching ambulance talks for kindergartens, primary schools and secondary schools were organised.

“Press to shock – Save a life” AED Courses

To raise public awareness of providing prompt assistance to persons suffering from sudden cardiac arrest, the department has organised “Press to shock – Save a life” AED courses to provide comprehensive training to members of the public on performing CPR and using AED. In 2019, a total of 462 courses were conducted with 5,851 persons attended.

Educational Lectures on CPR and AED

Educational Lectures on CPR and AED offer simple and basic training of CPR and AED. In 2019, a total of 36 lectures were organised for the public with 1,171 participants.

CPR Training Programme in Campus

The CPR training programme in campus aims to teach and promote CPR, explain the importance of prompt application of CPR and encourage students and staff to apply resuscitation to cardiac arrest patients in emergency situations. In 2019, 82 programmes were organised with a total of 4,238 students attended.

Heart Saver Scheme

The department encourages members of the public to proactively offer assistance to patients who suffer cardiac arrest through appointing Heart Savers in the community. The scheme has received favourable public support. By end of 2019, a total of 10,655 qualified persons were appointed as Heart Savers.



j.

Educational Events, Open Days and Exhibitions

The department has promoted messages on fire safety to the public in an interactive manner through various activities, such as large-scale fire safety carnivals, fire station open days, fire drills, talks and drama. In addition, three Ambulance Service Roving Exhibitions were also organised in 2019 to promote the message on the proper use of emergency ambulance service.