

应急准备的教育和宣传
EMERGENCY
PREPAREDNESS
EDUCATION AND
PROMOTION

07





应急准备的教育和宣传

Emergency Preparedness Education and Promotion

虽然二零二一年疫情持续，但本处的应急准备教育和宣传工作并未停下。年内，这范畴的工作重点之一是于六月推出全港性的「AED 睇得到 用得到」计划，旨在让市民更容易取得自动心脏除颤器 (AED)，并加以推广，务求令 AED 更为广泛使用。

Despite the epidemic, the department pressed on with the work on education and promotion of emergency preparedness throughout 2021. A highlight of the year in this respect was the launch of a territory-wide programme “AED Anywhere for Anyone” (“AAA”) in June 2021 with a goal to enhance accessibility and promote the wider use of automated external defibrillators (AED).

反恐工作

跨部门反恐专责组于二零二一年八月在消防及救护学院举行首次「反恐@社区活动日」，透过游戏、展览和其他多种活动，以期提升公众的反恐意识，约有120名来自六支纪律部队相关的青少年及社区团体成员参与。当日其中一个环节名为「紧急应变示范」，让参与者在模拟恐袭事故中应用「闪、避、求」及「应急三识」，学习避险。

公众教育设施

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，提供各式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，并增进他们对应急准备的认识。中心自二零一六年启用以来，已吸引245,304人参观。

消防安全教育巴士

消防安全教育巴士设有互动火场模拟装置，让市民学习逃生技巧。巴士上层布置成连接大堂和楼梯的普通住宅单位，参观者得以在模拟火警中，体验从浓烟密布的火场中逃生；下层则设有模拟灭火室、互动电脑及消防喉辘系统，训练参观者使用合适的灭火筒扑灭不同类型的火警。

消防安全教育巴士会到中小学、社区中心、私人屋苑和公共屋村作巡回展览，亦参与防火嘉年华、疏散演习及其他消防安全活动。



COUNTER-TERRORISM EFFORTS

The Inter-departmental Counter Terrorism Unit (ICTU) held the inaugural CT@Community Activity Day at the Fire and Ambulance Services Academy (FASA) in August 2021. Attended by about 120 members of youth or community engagement programmes associated with the six disciplined forces in Hong Kong, the debut event aimed at raising public awareness on counter-terrorism through games, exhibitions and a variety of other activities. Among these experiences was the “Guided Emergency Response Demonstration”, in which participants could put into practice the “Run, Hide, Report” strategy and the “three basic skills of emergency preparedness” in mock terrorist attacks.

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 give visitors a better understanding of the development of the FSD and enhance their knowledge about emergency preparedness. Since its opening in 2016, the centre has attracted 245,304 visitors.

Fire Safety Education Bus

The double-deck Fire Safety Education Bus provides the public with an opportunity 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 where visitors can experience fire escape 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.

▲ 消防处人员在「反恐@社区活动日」透过游戏提升参加者的反恐意识及应变能力。The FSD personnel enhances the participants' counter-terrorism awareness and emergency response through games at the “CT@Community Activity Day”.

◀ 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。Exhibition at the Fire and Ambulance Services Education Centre cum Museum enables members of the public to understand the development of the FSD.

应急准备教育巴士

全新的双层应急准备教育巴士配有多项互动设备，供市民学习「应急三识」，即「识灭火」、「识自救」、「识逃生」。巴士下层设有互动游戏系统，让参观者学习如何选择和使用合适种类的灭火筒，扑灭不同类型的火警，又可用模拟设备学习使用喉轆系统；上层则设有虚拟实境火场逃生游戏系统，教导参与者遇到火警时的应对方法。这辆巴士于二零二一年一月投入服务，年内曾参与九场展览活动，接待491人参观。

救护信息教育车

救护信息教育车会到中小学、社区中心、私人屋苑、公共屋村、消防局和救护站等地点进行宣传和教育活动。二零二一年，本处举办了合共九场社区外展展览，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。

善用流动平台及社交媒体宣传

流动应用程式

本处所设的「香港消防处流动应用程式」及官方网站，可方便市民利用智能电话或平板电脑，随时随地查看本处的最新资讯，例如服务、最新消息、即将举办的活动、职位空缺及最就近的消防局／救护站的位置等。

该应用程式很受欢迎，除获用户好评外，下载次数亦非常高。截至二零二一年年底，已有逾100,000名流动通讯装置用户安装了该应用程式。本处正计划改良该应用程式，俾能透过程式为公众提供更多服务，并加强发布消防安全和救护服务资讯的功能。

Facebook 专页及 YouTube 频道

本处设立的 Facebook 官方专页以「同享·共爱安全香港」为主题，推广「应急三识」。市民透过此网上平台，可以轻易学到和分享有关

知识。专页亦载有重大事故的最新消息和本处的资料。截至二零二一年年底，共有244,382名 Facebook 用户追踪本处的专页。

由本处设计的虚拟人物「任何仁」，自从于本处 YouTube 频道播出的一系列推广「击活人心」自动心脏除颤器课程的短片中亮相后，大受网民欢迎。本处继续善用「任何仁」的形象，以轻松手法在 Facebook 专页和 YouTube 频道推广应急准备的资讯，同时带出「『敢』就救人」的重要信息。

社区应急准备讲座和宣传活动

讲座

二零二一年，本处共举办了69场社区应急准备讲座，参加者达4,861人，分别来自不同的政府部门、公司和机构。讲座涵盖一般应急准备概念，包括「及早计划、作好准备、掌握资讯及参与善后」和「应急三识」，也包括个别专题的安全指引，例如遇上热带气旋、交通意外和山岭事故等情况时应采取的做法。本处又与教育局合作，为幼稚园和中小学举办一系列社区应急准备课程。

宣传活动

二零二一年六月，本处分别在鲤鱼门和杏花园举行了两项宣传活动，以推广应急准备资讯。

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为社会各界有志成为消防安全大使的志愿人士提供训练，让他们受训后在社区传递防火信息，提高邻舍的消防安全意识。截至二零二一年年底，共有171,090人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。二零二一年，本处共委任了378名社区领袖为名誉会长。

Emergency Preparedness Education Bus

The new double-deck Emergency Preparedness Education Bus enables the public to learn the “three basic skills of emergency preparedness”, namely “extinguish and prevent fires”, “help yourself and help others” as well as “escape and evacuate”, simultaneously through various interactive devices. Visitors are shown how to choose and use appropriate types of fire extinguishers for fighting different kinds of fires through an interactive game system, and can try their hands on the use of a hose reel system with simulated equipment on the lower deck. The upper deck features a virtual reality fire escape interactive game system which teaches players what to do in case of fire. Put into service in January 2021, the bus attended nine exhibitions and received 491 visitors in 2021.

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 and so on. In 2021, a total of nine 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”.

USE OF MOBILE PLATFORM AND SOCIAL MEDIA FOR PROMOTION Mobile Applications

The Hong Kong Fire Services Department Mobile Application (FSD App) and the department’s official website are portals for public access to the latest information about the department, such as its services, news, upcoming events, vacancies and the nearest fire station/ambulance depot, through smartphones or tablets anytime and anywhere.

The FSD App has been well received as evidenced by positive feedback from users and a very high download rate. As at the end of 2021, more than 100,000 mobile device users had installed the FSD App. The department is planning a revamp of the FSD App to allow the provision of more services to the public and enhance the dissemination of information on fire safety and ambulance services.

Facebook and YouTube

The department’s official Facebook page, launched with the theme “Make Hong Kong safe by like and share”, promotes the “three basic skills of emergency preparedness”. Members of the public can easily acquire and share such knowledge through this

online platform. The Facebook page also provides timely updates on major incidents and information about the department. As at the end of 2021, the page had attracted 244,382 followers.

The virtual character “Anyone” created by the FSD 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 has continued to make good use of “Anyone” to publicise the messages on 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.

COMMUNITY EMERGENCY PREPAREDNESS TALKS AND PUBLICITY EVENTS Talks

In 2021, a total of 69 community emergency preparedness talks were delivered to 4,861 participants from government departments, companies and organisations. The talks covered concepts of general preparedness, including “plan early, be prepared, be informed and get involved”, the “three basic skills of emergency preparedness” and safety guidelines on specific themes, such as the course of actions in response to tropical cyclone, traffic accidents and hiking incidents. Furthermore, the department provided a series of community emergency preparedness courses for kindergartens, primary and secondary schools in collaboration with the Education Bureau.

Publicity Events

Two publicity events were held at Lei Yue Mun and Heng Fa Villa in June 2021 to promote emergency preparedness.

PROGRAMMES ON PROMOTION OF FIRE SAFETY

Fire Safety Ambassador Scheme

The Fire Safety Ambassador Scheme sets out to provide training for volunteers from various sectors who wish to become Fire Safety Ambassadors (FSAs), and through them to disseminate fire protection messages and promote fire safety awareness in the community. As at the end of 2021, a total of 171,090 persons had been trained as FSAs. To add impetus to the scheme, the FSA Honorary President Associations were established in all 18 districts across the territory, and a total of 378 community leaders were appointed as the Honorary Presidents in 2021.



消防安全教育巴士(左)及救护信息教育车(右)向公众教授逃生技巧及宣传「慎用救护服务」的讯息。The Fire Safety Education Bus (left) and the Ambulance Service Education Vehicle (right) enable members of the public to learn evacuation techniques and message of “Use the ambulance service properly”.



▲ 消防处在杏花园举办工作坊及宣传活动，向居民推广应急准备资讯。The FSD promotes emergency preparedness to the residents of Heng Fa Villa at a workshop and public event.

▼ 前线消防人员在宝达村举办「打铁趁热」活动，向居民提供消防安全教育。Frontline fire personnel organises Hot Strike activity at Po Tat Estate to provide fire safety education to the residents.

楼宇消防安全特使计划

楼宇消防安全特使计划训练物业管理人员以及楼宇的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。截至二零二一年年底，共有10,844人受训成为特使，当中792人为少数族裔人士。

「打铁趁热」宣传活动

「打铁趁热」活动旨在加强社区的消防安全宣传和教育。二零二一年，各行动总区共举办了十次「打铁趁热」活动，于火警发生后派前线消防人员到事故现场，趁附近居民对火警记忆犹新，马上当场提供消防安全教育，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良好的消防安全观念。计划由自愿参与的消防处属员担任消防安全教育员，以生动的讲解方式，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。二零二一年，本处为幼稚园举办了合共224场消防安全讲座，共有15,023名学童参加，校方评价十分正面。

少数族裔消防安全教育

本处与本地组织联系，为少数族裔人士安排消防安全讲座，又到访他们的聚会地点，向其社区宣扬消防安全的信息和知识。截至二零二一年年底，本处为少数族裔人士举办了合共20场消防安全讲座，并且49次到访他们的聚会地点。

Building Fire Safety Envoy Scheme

The Building Fire Safety Envoy Scheme seeks to train property management staff as well as the 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 fire service installations, and assist in organising fire drills and fire safety activities for the residents. As at the end of 2021, a total of 10,844 people, including 792 coming from ethnic minorities (EM), had been trained as BFSEs.

Hot Strike Campaign

The Hot Strike campaign is aimed at strengthening the publicity and education on fire safety in the community. In 2021, a total of 10 Hot Strike activities were organised by the operational commands, in which frontline fire personnel provided fire safety education at the scene right after a fire, with a view to enhancing nearby residents' fire safety awareness while the fire was still fresh in their memory.

Fire Safety Education in Kindergartens

The Fire Safety Education in Kindergartens Programme is designed to instil proper fire safety concepts in pre-school children through vivid presentations delivered by voluntary Fire Safety Educators recruited from the FSD personnel. About 730 trained Fire Safety Educators are qualified to conduct fire safety talks. In 2021, a total of 224 fire safety talks were delivered with 15,023 children attended. Responses from the kindergartens have been very positive.

Fire Safety Education for Ethnic Minorities

The department has liaised with local organisations to conduct fire safety talks for and arrange visits to the gathering places of ethnic minorities (EM) with a view to disseminating the message and knowledge of fire safety to their community. As at the end of 2021, 20 fire safety talks had been delivered to EM together with 49 visits to their gathering places.



◀ 消防处为少数族裔人士举办消防安全讲座，向他们传递消防安全讯息。The FSD organises fire safety talks to ethnic minorities to educate them on fire safety.



消防处与教育局合作，在小学举办一系列社区应急准备课程。The FSD provides a series of community emergency preparedness courses for primary schools in collaboration with the Education Bureau.

推广活动 (截至 2021 年年底)
PROMOTION ACTIVITIES (AS AT THE END OF 2021)

<p>a</p> <p>「慎用救护服务」教育讲座 “USE THE AMBULANCE SERVICE PROPERLY” EDUCATION TALKS</p>	<p>161,179 名 参加者 PERSONS ATTENDED</p>	<p>d</p> <p>爱心校园 —— 心肺复苏法训练计划 CPR TRAINING PROGRAMME IN CAMPUS</p>	<p>13,007 名 参加者 PERSONS ATTENDED</p>
<p>b</p> <p>「击活人心」心肺复苏法及自动心脏除颤器课程 “PRESS TO SHOCK – SAVE A LIFE” CPR AND AED COURSES</p>	<p>21,700 名 参加者 PERSONS ATTENDED</p>	<p>e</p> <p>救心先锋计划 HEART SAVER SCHEME</p>	<p>12,112 人 获委任「救心先锋」 HEART SAVERS APPOINTED</p>
<p>c</p> <p>心肺复苏法及自动心脏除颤器教育讲座 EDUCATIONAL LECTURES ON CPR AND AED</p>	<p>7,325 名 参加者 PERSONS ATTENDED</p>		

推广救护服务、心肺复苏法及自动心脏除颤器的计划

「AED 睇得到 用得到」计划

本处于二零二一年六月推出「AED 睇得到 用得到」计划，以期让市民更容易取得 AED 使用，拯救心脏骤停患者。计划由消防处牵头，获多个政府部门和公、私营机构支持，目标是使全港各处的 AED 数目逐步增加，让市民有需要时取用，同时加强公众的认知，明白当遇到有人发生与心脏有关的紧急情况时，应迅速且及时协助。

为推展这项计划，消防处率先在全港超过 100 间消防局和救护站外安装 AED，供公众使用；又于辖下逾 600 辆一般备有 AED 的车辆张贴「AED」标志，显示车上有此装置可供使用。该标志的设计加入消防处甚受欢迎的人物「任何仁」，藉此宣扬「任何人都可以使用 AED」的信息。

另外，本处亦建立了一个名为「AED 搵得到」的网上资讯平台，列出设于全港各处 AED 的资料，包括装设地点，以便市民有需要时可找到就近的 AED。截至二零二一年年底，平台已加入超过 1,200 部 AED 的资料。这些 AED 遍布香港各处，供公众使用。资料由逾 70 个参与计划的政府部门和机构提供。

「慎用救护服务」教育讲座

校园教育计划下的「慎用救护服务」教育讲座旨在教育学生慎用紧急救护服务的重要性，并增进他们的一般急救知识，亦希望他们掌握内

容后，可进而把信息传给家人。截至二零二一年年底，本处为幼稚园和中小学举办了合共 1,102 场讲座，共有 161,179 人参加。

「击活人心」心肺复苏法及自动心脏除颤器课程

本处开办「击活人心」心肺复苏法及自动心脏除颤器课程，旨在提高公众意识，知道要即时向心脏骤停人士施援。课程向市民提供施行心肺复苏法和使用自动心脏除颤器的全面训练。截至二零二一年年底，本处开办了合共 1,095 次课程，共有 21,700 人参加。

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提供心肺复苏法和自动心脏除颤器的简单基本训练。截至二零二一年年底，本处为公众开办了合共 197 场讲座，共有 7,325 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以心肺复苏法急救，本处推出爱心校园——心肺复苏法训练计划，教授和推广使用心肺复苏法，并讲解即时施行心肺复苏法的重要性。截至二零二一年年底，本处举办了合共 251 次训练，共有 13,007 名学生参加。

救心先锋计划

本处透过此计划委任市民为「救心先锋」，鼓励他们在遇到紧急情况时向心脏骤停患者施以援手。计划一直广受支持，截至二零二一年年底，共有 12,112 名合格人士获委任为「救心先锋」。

PROGRAMMES ON PROMOTION OF AMBULANCE SERVICE, CPR AND AED “AED Anywhere for Anyone” Programme

The department launched the “AED Anywhere for Anyone” (“AAA”) Programme in June 2021 to broaden the accessibility of AEDs for public use to save cardiac arrest patients. The programme, led by the FSD with support from various government departments, as well as public and private organisations, is aimed at gradually increasing the number of AEDs available across the territory to make it possible for members of the public to gain access to one whenever needed. It also sets to popularise the importance of swift and timely intervention when someone is found in a cardiac emergency.

To take forward the programme, the FSD took the lead to install AEDs outside over 100 fire stations and ambulance depots throughout the city for public use. In addition, the department put up an “AED” sign on over 600 of its vehicles usually equipped with an AED to indicate the availability of the device. The sign, featuring the department’s popular character “Anyone”, also helps spread the message that “Anyone can use an AED”.

The FSD also developed an online information platform named “Centralised AED Registry for Emergency” (CARE) that catalogs data,

including the locations of AEDs available across the territory, to advise the public where to find one nearby in times of need. As at the end of 2021, the platform had incorporated the details of over 1,200 AEDs across the territory available for public use. The information was provided by over 70 participating government departments and organisations.

“Use the Ambulance Service Properly” Education Talks

The “Use the Ambulance Service Properly” Education Talk under the School-based Education Programme is aimed at educating students on the importance of proper use of the emergency ambulance service and enriching their general first aid knowledge. It is expected that the students may in turn convey the message to their families. As at the end of 2021, a total of 1,102 talks had been organised for kindergartens, primary schools and secondary schools with 161,179 persons attended.

“Press to shock – Save a life” CPR and AED Courses

To raise public awareness of the importance of lending quick and timely assistance to persons suffering from sudden cardiac arrest, the department has introduced “Press to shock – Save a life” CPR and AED courses to provide comprehensive training to members of the public on performing CPR and using AED. As at the end of 2021, a total of 1,095 courses had been conducted with 21,700 persons attended.

Educational Lectures on CPR and AED

The department also arranges educational lectures on CPR and AED to offer simple and basic CPR and AED training. As at the end of 2021, 197 lectures had been organised for the public with 7,325 participants.

CPR Training Programme in Campus

The CPR training programme in campus is introduced to teach and promote the use of CPR, explain the importance of prompt application of CPR, and encourage students as well as school staff to perform CPR on cardiac arrest patients in emergency situations. As at the end of 2021, 251 programmes had been organised with a total of 13,007 students attended.

Heart Saver Scheme

Under the scheme, the FSD appoints members of the public as “Heart Savers” as a means to engage them in assisting cardiac arrest patients in case of emergency. As at the end of 2021, the well-received scheme had appointed a total of 12,112 qualified persons as Heart Savers.



► 消防处推出「AED 睇得到 用得到」计划，向市民推广使用自动心脏除颤器。The FSD launches the "AED Anywhere for Anyone" Programme to promote the use of automated external defibrillators (AEDs) to the members of the public.