



SOCIAL SERVICE COMPLEX

A296
消防急救

MAGIRUS
F 104

37 CS
MAGIRUS

07

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



公众教育设施
Public education facilities

二零二三年
In 2023

消防及救护教育中心暨博物馆
Fire and Ambulance Services Education Centre cum Museum

接待
received **82,992** 名参观者
visitors

应急准备教育巴士
Emergency Preparedness Education Bus

参与
attended **15** 场展览活动
exhibitions

接待
received **1,995** 名参观者
visitors

救护信息教育车
Ambulance Service Education Vehicle

参与
attended **6** 场社区外展展览
outreaching displays

接待
received **3,950** 名参观者
visitors

反恐工作

跨部门反恐专责组举办了一系列社区活动，以提高青少年和公众的反恐意识。

Counter-terrorism efforts

The Inter-departmental Counter Terrorism Unit (ICTU) organised a series of community events with a view to enhancing the awareness on counter-terrorism among the youth and the public.

二零二三年四月
April 2023

于香港科学园举行「安全社区同乐日」
“Safe Community Fun Day” was held
at the Hong Kong Science Park

二零二三年十月
October 2023

由跨部门反恐专责组设立的「安全社区体验馆」正式开幕
The “Safe Community Hub” run by the ICTU
was officially opened

1

消防及救护青年团团员于「安全社区同乐日」透过虚拟实境游戏，学习以「应急三识」应对紧急或突发事故。
Members of the Fire & Ambulance Services Teen Connect (FAST Connect) learn to deal with emergencies and contingencies with the “three basic skills of emergency preparedness” through a virtual reality interactive game at the “Safe Community Fun Day”.



2



2

应急准备教育巴士及救护信息教育车向公众传递消防安全知识、「应急三识」及救护服务相关信息。
The Emergency Preparedness Education Bus and the Ambulance Service Education Vehicle are deployed to disseminate knowledge about fire safety and the “three basic skills of emergency preparedness”, as well as ambulance service related messages to the public.

善用流动平台及社交媒体宣传 Promotion on mobile platforms and social media

流动平台

本处设有「香港消防处流动应用程式」及官方网站，方便市民利用智能电话或平板电脑查看本处的最新资讯。二零二三年三月，本处推出该应用程式的改良版本，加入一系列新功能，包括让市民透过应用程式申请活动门票，以及增设「手提设备『扫』易认」功能，协助市民辨别获认可的手提灭火设备。

截至二零二三年年底，已有逾70,000名流动通讯装置用户安装了该应用程式。

社交媒体平台

本处透过社交媒体平台发放重大事故的最新消息和有用资讯。本处除设有Facebook官方专页外，亦于二零二三年推出Instagram官方帐号、微信官方帐号及WhatsApp官方频道，以增加与市民的互动。

本处继续善用虚拟人物「任何仁」推广应急准备资讯，带出「『敢』就救到人」的信息。

截至二零二三年年底 As at the end of 2023

Facebook 官方专页：
Official Facebook page:

260,800
名追踪者
followers



微信官方帐号
(二零二三年四月推出)：
Official WeChat account
(launched in April 2023):

2,600
名追踪者
followers



Instagram 官方帐号
(二零二三年八月推出)：
Official Instagram account
(launched in August 2023):

8,900
名追踪者
followers



WhatsApp 官方频道
(二零二三年十一月推出)：
Official WhatsApp channel
(launched in November 2023):

14,300
名追踪者
followers



Mobile platforms

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 through smartphones or tablets. In March 2023, the department launched the revamped FSD App which includes a series of new functions such as an in-app application for event tickets and "Portable Easy Scan", a function which helps the public identify approved portable firefighting equipment.

As at the end of 2023, more than 70,000 mobile device users had installed the FSD App.

Social media platforms

The department disseminates timely updates on major incidents and useful information through social media platforms. In addition to the FSD's official Facebook page, the department launched its official Instagram account, WeChat account and WhatsApp channel in 2023 to strengthen its interaction with the public.

The department has continued to make good use of its virtual character "Anyone" to publicise messages on emergency preparedness that "Anyone" can save lives as long as he or she dares to do what is advised.

电视宣传

本处联同一间本地电视台携手制作一连六集的电视节目《心比火热2》，向观众介绍本处各单位和队伍的工作。该节目于二零二三年十二月启播，市民可从中更深入地了解本处一直以来在加强消防安全和推广社区应急准备信息方面的工作。

Promotion on television

The department produced a six-episode television series "Hearts on Fire 2" in collaboration with a local television station to display the work of the different units and teams of the FSD. The series, launched in December 2023, provides a closer view of the department's continuous efforts in enhancing fire safety and promoting messages on community emergency preparedness to the public.

节目重温



Programme archive



社区应急准备讲座及宣传活动 Community emergency preparedness talks and publicity events

讲座

二零二三年，本处共举办了319场社区应急准备讲座，参加者达8,537人，分别来自不同的政府部门、公司、大学和机构。

Talks

In 2023, a total of 319 community emergency preparedness talks were delivered to 8,537 participants from different government departments, companies, universities and organisations.

宣传活动

本处于二零二三年十二月举行「冬季防火活动巡礼」，为期三周，透过一系列推广及教育活动，配合消防安全巡查和执法行动，提高市民在节庆期间的消防安全意识。

Publicity events

The department launched a three-week “Fire Safety Activities during Festive Season Campaign” in December 2023 to enhance the public’s fire safety awareness during the festive season through a series of promotional and educational activities, fire safety inspection and enforcement operations.



3

副处长(公众安全及机构策略)陈庆勇于冬季防火活动巡礼2023暨沙田消防局及救护站开放日的启动礼上致辞。
Deputy Director (Public Safety and Corporate Strategy) Derek Armstrong Chan delivers a speech at the launching ceremony of the Fire Safety Activities during Festive Season Campaign 2023 cum Sha Tin Fire Station and Ambulance Depot Open Day.



4

消防处透过举行防火嘉年华及消防局开放日，加强公众的消防安全意识。
The FSD enhances the public’s fire safety awareness through fire safety carnivals and fire station open days.

推广消防安全的计划 Programmes on promotion of fire safety

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。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。

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. To add impetus to the scheme, the FSA Honorary President Associations have been established in all 18 districts across the territory.

楼宇消防安全特使计划

楼宇消防安全特使计划旨在训练物业管理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。

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.

「打铁趁热」宣传活动

「打铁趁热」宣传活动旨在加强社区的消防安全宣传和教育工作。前线消防人员会于火警发生后到事故现场，趁附近居民对火警记忆犹新，向他们提供消防安全教育，以提高其消防安全意识。

Hot Strike campaign

The Hot Strike campaign is aimed at strengthening the publicity and education on fire safety in the community. Frontline fire personnel 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.

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，由消防处属员义务担任消防安全教育员，以生动的方式向学童传递消防安全信息。

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.

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，向其社区传达消防安全的信息和知识。

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 (EMs) with a view to disseminating the message and knowledge of fire safety to their community.

消防安全大使计划 Fire Safety Ambassador Scheme

截至二零二三年年底
As at the end of 2023

176,276 人受训成为消防安全大使
FSAs trained

二零二三年
In 2023

408 名社区领袖获委任为名誉会长
community leaders appointed as Honorary Presidents

「打铁趁热」 宣传活动 Hot Strike campaign

二零二三年
In 2023

113 次活动
activities

楼宇消防安全特使计划 Building Fire Safety Envoy Scheme

截至二零二三年年底
As at the end of 2023

11,112 人受训成为楼宇消防安全特使
BFSEs trained

幼儿消防安全教育 Fire Safety Education in Kindergartens

二零二三年
In 2023

398 场消防安全讲座
fire safety talks

当中
among which 729 人为少数族裔人士
persons come from EMs

少数族裔消防安全教育 Fire safety education for ethnic minorities

二零二三年
In 2023

2 场消防安全讲座
fire safety talks

24,664 学童参加
children attended

5 次到访少数族裔的聚会地点
visits to EMs' gathering places

推广救护服务、心肺复苏法及自动心脏除颤器的计划 Programmes on promotion of ambulance service, CPR and AED

「AED 睇得到 用得到」计划

「AED 睇得到 用得到」计划旨在逐步增加全港各处的自动心脏除颤器 (AED) 数目, 让公众更容易取用, 以拯救心脏骤停患者。

截至二零二三年年底, 消防处已在超过100间消防局和救护站外安装AED, 供公众使用; 又于辖下逾600辆车辆装设AED。

由本处建立的「AED 搵得到」网上资讯平台列出全港各处AED的装设地点和详细资料。截至二零二三年年底, 平台已加入超过2,600部AED的资料。这些AED遍布香港各处, 供公众使用。

「救心同仁」联盟

二零二三年六月, 本处联同社会不同界别组成「救心同仁」联盟, 推动心肺复苏法 (CPR) 和使用AED的社区教育, 让市民在遇到与心脏有关的紧急情况时, 更有能力提供迅速和及时的协助。

“AED Anywhere for Anyone” Programme

The “AED Anywhere for Anyone” (“AAA”) Programme is aimed at broadening the accessibility of automated external defibrillators (AEDs) for public use to save cardiac arrest patients by gradually increasing the number of AEDs available across the territory.

As at the end of 2023, the FSD had installed AEDs outside over 100 fire stations and ambulance depots for public use. In addition, over 600 of the department’s vehicles had been equipped with an AED.

The online information platform “Centralized AED Registry for Emergency” (CARE) developed by the FSD catalogs the locations and details of AEDs available across the territory. As at the end of 2023, the platform had incorporated the details of over 2,600 AEDs across the territory available for public use.

Resuscitation Alliance

In June 2023, the FSD established the “Resuscitation Alliance” (RA) in collaboration with various sectors of the community with a view to promoting community education on cardiopulmonary resuscitation (CPR) and the use of AED, as well as enhancing the capability of members of the public to offer swift and timely intervention in case of cardiac emergency.

「救心同仁」联盟创始成员 (排名不分先后) : Founding members of the Resuscitation Alliance (in no particular order):



截至二零二三年年底 As at the end of 2023

参与机构已为近
Participating organisations had
provided trainings on CPR and
the use of AED to nearly

50,000

人提供CPR和使用AED的训练
persons

约
About

70,000

人已成为「救心同仁」一员, 承诺在遇到
心脏骤停事故时伸出援手, 拯救生命。
persons had become members of the
RA and pledged to give a helping hand
in cardiac arrest cases



5 助理处长 (机构策略) 郭柏超 (中) 与其他「救心同仁」联盟创始成员代表主持联盟启动礼。
Assistant Director (Corporate Strategy) Ryan Kwok Pak-chiu (middle) officiates at the launching ceremony of the Resuscitation Alliance with representatives of other founding members.



6 消防处为不同机构举办心肺复苏法和使用自动心脏除颤器工作坊，并鼓励参加者成为「救心同仁」一员。
The FSD organises workshops on cardiopulmonary resuscitation and the use of automated external defibrillators for different organisations, and encourages participants to become a member of the Resuscitation Alliance.

推广活动(截至二零二三年年底)
Promotional activities (as at the end of 2023)

「慎用救护服务」教育讲座
“Use the Ambulance Service Properly” education talks

2,730 场讲座
talks

178,929 名学生参加
students attended

「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

1,612 次课程
courses

32,426 名参加者
persons attended

心肺复苏法及自动心脏除颤器教育讲座
Educational lectures on CPR and AED

232 场讲座
lectures

9,197 名参加者
persons attended

爱心校园—心肺复苏法训练计划
CPR training programmes in campus

296 次训练
trainings

15,415 名师生参加
students and school staff attended

救心先锋计划
Heart Saver Scheme

13,786 人获委任为「救心先锋」
Heart Savers appointed



7

消防处为幼稚园举办「慎用救护服务」教育讲座，教育学童慎用紧急救护服务的重要性和一般急救知识。
The FSD organises “Use the Ambulance Service Properly” education talks for kindergartens to educate children on the importance of proper use of the emergency ambulance service and general first aid knowledge.