



SOCIAL SERVICE COMPLEX

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消防處

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應急準備的教育和宣傳
EMERGENCY PREPAREDNESS EDUCATION
AND PROMOTION



1

公眾教育設施
Public education facilities

二零二三年
In 2023

消防及救護教育中心暨博物館
Fire and Ambulance Services Education Centre cum Museum

接待
received **82,992** 名參觀者
visitors

應急準備教育巴士
Emergency Preparedness Education Bus

參與
attended **15** 場展覽活動
exhibitions

接待
received **1,995** 名參觀者
visitors

救護信息教育車
Ambulance Service Education Vehicle

參與
attended **6** 場社區外展展覽
outreaching displays

接待
received **3,950** 名參觀者
visitors

反恐工作

跨部門反恐專責組舉辦了一系列社區活動，以提高青少年和公眾的反恐意識。

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

於香港科學園舉行「安全社區同樂日」
“Safe Community Fun Day” was held
at the Hong Kong Science Park

二零二三年十月
October 2023

由跨部門反恐專責組設立的「安全社區體驗館」正式開幕
The “Safe Community Hub” run by the ICTU
was officially opened



2



2 應急準備教育巴士及救護信息教育車向公眾傳遞消防安全知識、「應急三識」及救護服務相關信息。
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.

1 消防及救護青年團團員於「安全社區同樂日」透過虛擬實境遊戲，學習以「應急三識」應對緊急或突發事故。
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”.

善用流動平台及社交媒體宣傳 Promotion on mobile platforms and social media

流動平台

本處設有「香港消防處流動應用程式」及官方網站，方便市民利用智能電話或平板電腦查看本處的最新資訊。二零二三年三月，本處推出該應用程式的改良版本，加入一系列新功能，包括讓市民透過應用程式申請活動門票，以及增設「手提設備『掃』易認」功能，協助市民辨別獲認可的手提滅火設備。

截至二零二三年年底，已有逾 70,000 名流動通訊裝置用戶安裝了該應用程式。

社交媒體平台

本處透過社交媒體平台發放重大事故的最新消息和有用資訊。本處除設有 Facebook 官方專頁外，亦於二零二三年推出 Instagram 官方帳號、微信官方帳號及 WhatsApp 官方頻道，以增加與市民的互動。

本處繼續善用虛擬人物「任何仁」推廣應急準備資訊，帶出「『敢』就救到人」的信息。

截至二零二三年年底 As at the end of 2023

Facebook 官方專頁：
Official Facebook page:

260,800
名追蹤者
followers



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

2,600
名追蹤者
followers



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

8,900
名追蹤者
followers



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

14,300
名追蹤者
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.

電視宣傳

本處聯同一間本地電視台攜手製作一連六集的電視節目《心比火熱2》，向觀眾介紹本處各單位和隊伍的工作。該節目於二零二三年十二月啓播，市民可從中更深入了解本處一直以來在加強消防安全和推廣社區應急準備信息方面的工作。

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.

節目重溫



Programme archive



社區應急準備講座及宣傳活動 Community emergency preparedness talks and publicity events

講座

二零二三年，本處共舉辦了319場社區應急準備講座，參加者達8,537人，分別來自不同的政府部門、公司、大學和機構。

宣傳活動

本處於二零二三年十二月舉行「冬季防火活動巡禮」，為期三周，透過一系列推廣及教育活動，配合消防安全巡查和執法行動，提高市民在節慶期間的消防安全意識。

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.

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 副處長(公眾安全及機構策略)陳慶勇於冬季防火活動巡禮2023暨沙田消防局及救護站開放日的啓動禮上致辭。
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 消防處透過舉行防火嘉年華及消防局開放日，加強公眾的消防安全意識。
The FSD enhances the public's fire safety awareness through fire safety carnivals and fire station open days.

推廣消防安全的計劃

Programmes on promotion of fire safety

消防安全大使計劃

消防安全大使計劃旨在為社會各界有志成為消防安全大使的志願人士提供訓練，讓他們受訓後在社區傳遞防火信息，提高鄰舍的消防安全意識。為進一步推動這項計劃，本處在全港 18 區成立消防安全大使名譽會長會。

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.

樓宇消防安全特使計劃

樓宇消防安全特使計劃旨在訓練物業管理人員及樓宇的業主和住客成為樓宇消防安全特使，協助向其樓宇的住客傳遞消防安全信息、舉報火警危險或違規情況、確保消防裝置效能良好和保養得宜，以及協助籌辦居民火警演習和消防安全活動。

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.

「打鐵趁熱」宣傳活動

「打鐵趁熱」宣傳活動旨在加強社區的消防安全宣傳和教育。前線消防人員會於火警發生後到事故現場，趁附近居民對火警記憶猶新，向他們提供消防安全教育，以提高其消防安全意識。

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.

幼兒消防安全教育

幼兒消防安全教育計劃旨在培養學前兒童良好的消防安全觀念，由消防處屬員義務擔任消防安全教育員，以生動的方式向學童傳遞消防安全信息。

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.

少數族裔消防安全教育

本處與本地組織聯繫，為少數族裔人士安排消防安全講座，又到訪他們的聚會地點，向其社區傳達消防安全的信息和知識。

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.

消防安全大使計劃 Fire Safety Ambassador Scheme

截至二零二三年年底
As at the end of 2023

176,276 人受訓成為消防安全大使
FSAs trained

二零二三年
In 2023

408 名社區領袖獲委任為名譽會長
community leaders appointed as Honorary Presidents

「打鐵趁熱」 宣傳活動 Hot Strike campaign

二零二三年
In 2023

113 次活動
activities

樓宇消防安全特使計劃 Building Fire Safety Envoy Scheme

截至二零二三年年底
As at the end of 2023

11,112 人受訓成為樓宇消防安全特使
BFSEs trained

幼兒消防安全教育 Fire Safety Education in Kindergartens

二零二三年
In 2023

398 場消防安全講座
fire safety talks

當中
among which 729 人為少數族裔人士
persons come from EMs

少數族裔消防安全教育 Fire safety education for ethnic minorities

二零二三年
In 2023

2 場消防安全講座
fire safety talks

24,664 學童參加
children attended

5 次到訪少數族裔的聚會地點
visits to EMs' gathering places

推廣救護服務、心肺復甦法及自動心臟除顫器的計劃 Programmes on promotion of ambulance service, CPR and AED

「AED 睇得到 用得到」計劃

「AED 睇得到 用得到」計劃旨在逐步增加全港各處的自動心臟除顫器 (AED) 數目，讓公眾更容易取用，以拯救心臟驟停患者。

截至二零二三年年底，消防處已在超過 100 間消防局和救護站外安裝 AED，供公眾使用；又於轄下逾 600 輛車輛裝設 AED。

由本處建立的「AED 搵得到」網上資訊平台列出全港各處 AED 的裝設地點和詳細資料。截至二零二三年年底，平台已加入超過 2,600 部 AED 的資料。這些 AED 遍布香港各處，供公眾使用。

「救心同仁」聯盟

二零二三年六月，本處聯同社會不同界別組成「救心同仁」聯盟，推動心肺復甦法 (CPR) 和使用 AED 的社區教育，讓市民在遇到與心臟有關的緊急情況時，更有能力提供迅速和及時的協助。

“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」聯盟創始成員 (排名不分先後)： 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

參與機構已為近
Participating organisations had
provided trainings on CPR and
the use of AED to nearly

50,000

人提供 CPR 和使用 AED 的訓練
persons

約
About

70,000

人已成為「救心同仁」一員，承諾在遇到
心臟驟停事故時伸出援手，拯救生命。
persons had become members of the
RA and pledged to give a helping hand
in cardiac arrest cases



5

助理處長 (機構策略) 郭柏超 (中) 與其他「救心同仁」聯盟創始成員代表主持聯盟啓動禮。
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 消防處為不同機構舉辦心肺復甦法和使用自動心臟除顫器工作坊，並鼓勵參加者成為「救心同仁」一員。
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.

推廣活動(截至二零二三年年底)
Promotional activities (as at the end of 2023)

「慎用救護服務」教育講座
“Use the Ambulance Service Properly” education talks

2,730 場講座
talks

178,929 名學生參加
students attended

「擊活人心」心肺復甦法及自動心臟除顫器課程
“Press to shock – Save a life” CPR and AED courses

1,612 次課程
courses

32,426 名參加者
persons attended

心肺復甦法及自動心臟除顫器教育講座
Educational lectures on CPR and AED

232 場講座
lectures

9,197 名參加者
persons attended

愛心校園—心肺復甦法訓練計劃
CPR training programmes in campus

296 次訓練
trainings

15,415 名師生參加
students and school staff attended

救心先鋒計劃
Heart Saver Scheme

13,786 人獲委任為「救心先鋒」
Heart Savers appointed



7

消防處為幼稚園舉辦「慎用救護服務」教育講座，教育學童慎用緊急救護服務的重要性和一般急救知識。
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.