

## **“Let’s T.A.L.K. – Child Protection Campaign” kicks off today (with photos)**

The Police Force launched a seven-week campaign on child protection – "Let's T.A.L.K" at an opening ceremony today (October 10). The activity is the first large-scale education and publicity campaign on child protection mounted by the Police.

Addressing at the opening ceremony, the Commissioner of Police, Mr Siu Chak-ye, said that everyone in the society has a responsibility to provide a healthy and safe environment for children who will become our future masters and pillars in the community. Over the past year, Hong Kong's economy has been hard hit by the epidemic and people from different walks of life were facing various challenges. There was a sharp increase of child abuse cases in the first eight months of 2021, a rise of nearly 70 per cent as compared with the same period last year, a trend that raised people's concern.

Mr Siu said that the Police Force has all along been working closely with different stakeholders to promote child protection through a multi-pronged approach comprising prevention, education, enforcement and support. Starting from today, a territory-wide child protection campaign will be launched to raise public awareness on child protection and to enhance the mental health of carers of children to facilitate the creation of harmonious families.

Mr Siu further elaborated on the theme of the campaign, saying that providing guidance and companionship to children and promoting concerted efforts of various sectors in the community are key elements in achieving the goal of our campaign. He said the Police attached great importance to protecting children from harm and abuse, adding that individual effort is inadequate to safeguard the well-being of children and ensure their safety. Through the campaign, it is hoped that the public could recognise their joint efforts with the relevant organisations and sectors are crucial in enhancing the child protection work. Mr Siu also thanked the support of the campaign ambassadors, District Fight Crime Committees, school heads associations, parent-teacher associations and sponsors.

Three officiating guests – the Chairperson of the Hong Kong Council of Social Service, Mr Bernard Chan; the President of Hong Kong Poverty Alleviation Association, Mr Karson Choi; and the Vice-President of the Sports Federation & Olympic Committee of Hong Kong, China, Mr Kenneth Fok were appointed as campaign ambassadors and they shared their experience in child protection at the ceremony.

"Let's T.A.L.K. – Child Protection Campaign" will be held from today until November 27 during which a series of activities will be arranged. Highlights include the "Jumping Jacks Challenge" which targets to create a

Jumping Jacks world record by collecting at least 1,120 short videos, and a seminar which will invite education professionals, paediatrics doctors, psychologists and parents to share their views on precautionary measures against child abuse. Other programmes include the "Colouring Contest" and a Web application ([www.ChildProtection.gov.hk](http://www.ChildProtection.gov.hk)) will be launched to share the information and tips of child protection.

Other officiating guests attending today's ceremony were the Deputy Commissioner of Police (Operations), Mr Yuen Yuk-kin; Director of Crime and Security, Mr Chow Yat-ming; and Assistant Commissioner of Police (Crime), Mr Yip Wan-lung.

