



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

反恐工作 Counter-terrorism efforts

為提高青少年和公眾的反恐意識，跨部門反恐專責組舉辦了一系列社區活動，透過遊戲、展覽和其他多種活動，推廣「安全社區」的信息。專責組於二零二二年八月在屯門一所中學舉行「反恐@社區活動日」，逾800名師生在「緊急應變示範」的環節中，透過模擬恐怖襲擊事故和角色扮演，練習以「應急三識」及「閃、避、求」三招應付緊急情況。

To enhance the awareness on counter-terrorism among the youth and the public, the Inter-departmental Counter Terrorism Unit (ICTU) held a series of community events aiming to promote the message of “safe community” through games, exhibitions and a variety of other activities. In August 2022, the ICTU held the CT@Community Activity Day at a secondary school in Tuen Mun, in which over 800 teachers and students could put into practice the “three basic skills of emergency preparedness” and the “Run, Hide, Report” strategy through mock terrorist attacks and role-plays in “Guided Emergency Response Demonstration”.

消防處人員於「反恐@社區活動日」透過示範提升參加者的反恐意識及應變能力。
The FSD personnel enhance the participants' counter-terrorism awareness and emergency response through demonstrations at the CT@Community Activity Day.



公眾教育設施 Public education facilities

消防及救護教育中心暨博物館

消防及救護教育中心暨博物館設於消防及救護學院，提供各式互動及多媒體資訊設施、展覽和體驗區，讓參觀者更深入了解消防處的發展，並增進他們對應急準備的認識。中心自二零一六年啟用以來，已吸引289,094人參觀。

Fire and Ambulance Services Education Centre cum Museum

The Fire and Ambulance Services Education Centre cum Museum, located at the Fire and Ambulance Services Academy (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 289,094 visitors.

市民可透過消防及救護教育中心暨博物館的展覽，了解消防處的發展和工作。
Exhibition at the Fire and Ambulance Services Education Centre cum Museum enables members of the public to understand the development and work of the FSD.



流動教育車

本處設有三輛流動教育車，分別為消防安全教育巴士、應急準備教育巴士及救護信息教育車。這些教育車會到中小學、社區中心、私人屋苑、公共屋邨、消防局及救護站等地點進行宣傳和教育活動，透過車上的互動裝置、遊戲系統及展覽，向公眾傳遞消防安全知識、「應急三識」及救護相關信息。

Mobile education vehicles

The FSD has three mobile education vehicles, namely the Fire Safety Education Bus, the Emergency Preparedness Education Bus and the Ambulance Service Education Vehicle. The three mobile education vehicles are deployed to attend publicity and educational events at primary and secondary schools, community centres, private and public housing estates, fire stations, ambulance depots and so on. The vehicles help disseminate knowledge about fire safety and the “three basic skills of emergency preparedness”, as well as ambulance services related messages to the public through interactive devices, game systems and exhibitions.



市民可透過應急準備教育巴士上的虛擬實境遊戲系統學習火場逃生技巧。
Members of the public can learn evacuation techniques through a virtual reality fire escape interactive game system on the Emergency Preparedness Education Bus.

二零二二年流動教育車活動及展覽 Events and exhibitions of mobile education vehicles in 2022

消防安全教育巴士
Fire Safety Education Bus

4 場消防安全活動
Fire safety events

953 參觀者
visitors

應急準備教育巴士
Emergency Preparedness Education Bus

20 場展覽活動
Exhibitions

2,260 參觀者
visitors

救護信息教育車
Ambulance Service Education Vehicle

10 場社區外展展覽
Outreaching displays

2,685 參觀者
visitors



助理處長(九龍)曾永鴻(中排左三)出席消防及救護學院開放日。
Assistant Director (Kowloon), Tsang Wing-hung, Terrance (third left, middle row), attends the Fire and Ambulance Services Academy open day.



副處長(公眾安全及機構策略)陳慶勇(右三)、助理處長(港島)鄭瑞安(右二)與地區人士向市民宣傳防火信息。
Deputy Director (Public Safety and Corporate Strategy), Chan Derek Armstrong (third right), Assistant Director (Hong Kong Island), Cheng Sui-on, Patrick (second right) and members of the local community promote messages on fire safety to the public.

善用流動平台及社交媒體宣傳

Promotion on mobile platform and social media

流動應用程式

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，隨時隨地查看本處的最新資訊，例如服務、最新消息、即將舉辦的活動、職位空缺及最就近的消防局／救護站位置等。

截至二零二二年底，已有逾110,000名流動通訊裝置用戶安裝了該應用程式。本處計劃改良該應用程式，以便透過程式向公眾提供更多服務，並加強發布消防安全和救護服務資訊的功能。

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.

As at the end of 2022, more than 110,000 mobile device users had installed the FSD App. The department has planned to revamp the FSD App to provide more services to the public and enhance the dissemination of information on fire safety and ambulance services.

Facebook 專頁及 YouTube 頻道

本處設立的 Facebook 官方專頁以「同享·共愛 安全香港」為主題，推廣「應急三識」。市民透過此網上平台，可以輕易學到和分享有關知識。專頁亦載有重大事故的最新消息和本處的資料。截至二零二二年底，共有248,415名 Facebook 用戶追蹤本處的專頁。

本處繼續善用虛擬人物「任何仁」，以輕鬆手法在 Facebook 專頁和 YouTube 頻道推廣應急準備的資訊，同時帶出「『敢』就救到人」的重要信息。

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 2022, the page had attracted 248,415 followers.

The department has continued to make good use of its virtual character "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.



消防處舉辦防火嘉年華，加強市民的消防安全意識。
The FSD enhances the public's fire safety awareness at a fire safety carnival.

電視宣傳

Promotion on television

為向公眾介紹消防處的工作，以及傳遞消防安全和救護服務信息，本處聯同一間本地電視台製作一連十集的電視節目《心比火熱》，於二零二二年四月開始播映。《心比火熱》不僅向觀眾近距離介紹近年消防處在提升滅火救援效率上的最新發展，更讓他們一睹前線人員的日常工作和所面對的挑戰，以及認識不同專隊的職責和專業精神。

To display the work of the FSD and disseminate messages on fire safety and ambulance services to the public, the department produced a 10-episode television series "Hearts on Fire" in collaboration with a local television station. The series, launched in April 2022, not only provides a closer view of the FSD's development in enhancing firefighting and rescue efficiency throughout the years, but also gives viewers a glimpse into the daily operations and challenges faced by frontline personnel, as well as the duties and professionalism of various specialist teams.

節目重溫



Programme archive



消防處推出電視節目《心比火熱》，向公眾介紹部門的工作。
The FSD launches a television series "Hearts on Fire" to introduce the work of the department to the public.

社區應急準備講座及宣傳活動

Community emergency preparedness talks and publicity events

講座

二零二二年，本處共舉辦了33場社區應急準備講座，參加者達2,731人，分別來自不同的政府部門、公司和機構。講座內容涵蓋一般應急準備概念和個別專題的安全指引，例如遇上熱帶氣旋、交通意外和山嶺事故等情況時的應對方法。本處又與教育局合作，為幼稚園和中小學舉辦一系列社區應急準備課程。

宣傳活動

本處於二零二二年十一月三十日推出冬季防火活動，為期三個星期，透過一系列推廣及教育活動，加上消防安全巡查和執法行動，加強市民在節慶期間的消防安全意識。活動項目包括防火嘉年華、消防局開放日、派發手提消防設備，以及為有需要的住戶安裝獨立火警偵測器。

Talks

In 2022, a total of 33 community emergency preparedness talks were delivered to 2,731 participants from different government departments, companies and organisations. The talks covered concepts of general preparedness and safety guidelines on specific themes, such as the course of actions in response to tropical cyclones, 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

The department launched a three-week Fire Safety Activities during Festive Season Campaign on November 30, 2022 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. These activities included fire safety carnivals, fire station open days, distribution of portable fire service equipment as well as installation of stand-alone fire detectors for residents in need.



副處長(公眾安全及機構策略)陳慶勇(右)向有需要的家庭派發手提消防設備。

Deputy Director (Public Safety and Corporate Strategy), Chan Derek Armstrong (right), distributes portable fire service equipment to needy households.

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。

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。

「打鐵趁熱」宣傳活動

「打鐵趁熱」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，以提高他們的消防安全意識。

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。計劃由自願參與的消防處屬員擔任消防安全教育員，以生動的講解方式，向學童傳遞消防安全信息。目前約有730名已受訓的消防安全教育員具備主持消防安全講座的資格。

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 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 were established in all 18 districts across the territory.

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.

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.

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.

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.

推廣消防安全的計劃 Programmes on promotion of fire safety

消防安全大使計劃

Fire Safety Ambassador Scheme

截至二零二二年年底

As at the end of 2022

受訓成為消防安全大使 Trained as FSAs

174,658 人
persons

二零二二年

In 2022

獲委任為名譽會長 Appointed as Honorary Presidents

378 社區領袖
community leaders

樓宇消防安全特使計劃 (截至二零二二年年底)

Building Fire Safety Envoy Scheme (As at the end of 2022)

受訓成為特使 Trained as BFSEs

10,972 人
persons

當中為少數族裔人士 Coming from ethnic minorities (EMs)

792 人
persons

「打鐵趁熱」宣傳活動 (二零二二年)

Hot Strike campaign (In 2022)

活動次數 Activities

32 次
times

幼兒消防安全教育 (二零二二年)

Fire safety education in kindergartens (In 2022)

消防安全講座場數 Fire safety talks

189 場
talks

參加學童人數 Children attended

12,700 人
persons

少數族裔消防安全教育 (二零二二年)

Fire safety education for EMs (In 2022)

消防安全講座場數 Fire safety talks

8 場
talks

到訪少數族裔的聚會地點 Visits to EMs' gathering places

18 次
times



消防處為少數族裔人士舉辦消防安全講座，向他們傳遞消防安全信息。
The FSD organises fire safety talks for EMs to promote fire safety.

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」計劃由消防處牽頭，獲多個政府部門和公私營機構支持，目標是逐步增加全港各處的自動心臟除顫器 (AED) 數目，讓市民在有需要時更容易取得 AED，用以拯救心臟驟停患者。計劃同時加強公眾的認知，當遇到有人發生與心臟有關的緊急情況時，應迅速並及時協助。

截至二零二二年年底，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 輛一般備有 AED 的車輛張貼「AED」標誌，顯示車上有此裝置可供使用。該標誌的設計加入消防處甚受歡迎的人物「任何仁」，藉此宣揚「任何人都可以使用 AED」的信息。

另外，本處亦建立了一個名為「AED 搵得到」的網上資訊平台，列出設於全港各處 AED 的資料，包括裝設地點，以便市民有需要時可找到就近的 AED。截至二零二二年年底，平台已加入超過 1,600 部 AED 的資料。這些 AED 遍布香港各處，供公眾使用。資料由逾 150 個參與計劃的政府部門和機構提供。



"AED Anywhere for Anyone" Programme

The "AED Anywhere for Anyone" ("AAA") Programme, led by the FSD with support from various government departments, as well as public and private organisations, 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 so that members of the public can 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.

As at the end of 2022, the FSD had installed AEDs outside over 100 fire stations and ambulance depots 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 "Centralized 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 2022, the platform had incorporated the details of over 1,600 AEDs across the territory available for public use. The information was provided by over 150 participating government departments and organisations.

消防處推出「全民參與 尋找任何仁」活動，進一步推廣「AED 睇得到 用得到」計劃。
The FSD launches "Event for all: Finding Anyone" to further promote the "AED Anywhere for Anyone" Programme.

推廣活動(截至二零二二年底)

Promotion activities (As at the end of 2022)

「慎用救護服務」教育講座

“Use the Ambulance Service Properly”
education talks

1,203 場講座
talks

168,595 名參加者
persons 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

1,311 次課程
courses

24,882 名參加者
persons attended

救心先鋒計劃

Heart Saver Scheme

13,753 人獲委任為「救心先鋒」
Heart Savers appointed

心肺復甦法及自動心臟除顫器教育講座

Educational lectures on CPR and AED

216 場講座
lectures

8,717 名參加者
persons attended

愛心校園 – 心肺復甦法訓練計劃

CPR training programme in campus

262 次訓練
trainings

13,900 名參加者
persons attended



「慎用救護服務」教育講座

校園教育計劃下的「慎用救護服務」教育講座旨在教育學生慎用緊急救護服務的重要性，增進他們的一般急救知識，亦希望他們掌握內容後，可進而把信息傳遞給家人。

「擊活人心」心肺復甦法及自動心臟除顫器課程

本處開辦「擊活人心」心肺復甦法及自動心臟除顫器課程，旨在提高公眾意識，明白即時向心臟驟停人士施援的重要性。課程向市民提供施行心肺復甦法和使用自動心臟除顫器的全面訓練。

“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, hoping that they may in turn convey the message to their families.

“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” cardiopulmonary resuscitation (CPR) and AED courses to provide comprehensive training to members of the public on performing CPR and using AED.

心肺復甦法及自動心臟除顫器教育講座

心肺復甦法及自動心臟除顫器教育講座提供心肺復甦法和自動心臟除顫器的簡單基本訓練。

愛心校園 – 心肺復甦法訓練計劃

為鼓勵學生和教職員在緊急情況下，向心臟驟停的患者施以心肺復甦法急救，本處推出愛心校園 – 心肺復甦法訓練計劃，教授和推廣使用心肺復甦法。

救心先鋒計劃

本處透過此計劃委任市民為「救心先鋒」，鼓勵他們在遇到緊急情況時向心臟驟停患者施以援手。

消防處推出愛心校園—心肺復甦法訓練計劃，鼓勵學生和教職員在緊急情況下，向心臟驟停的患者施以心肺復甦法急救。
The FSD introduces the CPR training programme in campus to encourage students and school staff to perform CPR on cardiac arrest patients in emergency situations.

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.

CPR training programme in campus

The CPR training programme in campus is introduced to teach and promote the use of CPR, as well as encouraging students and school staff to perform CPR on cardiac arrest patients in emergency situations.

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.

