

推广社区应急准备的  
公众教育  
Public Education on  
Community Emergency  
Preparedness





推动公众教育的设施

消防及救护教育中心博物馆

设于消防及救护学院的消防及救护教育中心暨博物馆，提供一系列的互动及多媒体资讯设施、展览和体验区，让参观者认识消防处的发展及学习应急准备知识。中心自二零一六年启用后，参观人数超过 127,800 人。

消防安全教育巴士

消防安全教育巴士上设有互动火场模拟装置，让公众学习逃生技巧。双層巴士的上層布置成连接楼梯和大堂的普通住宅单位，让市民在模拟火警中，练习如何在浓烟密布的环境逃生。巴士下層则设有模拟灭火室、互动电脑及消防喉轆系统，让市民学习以适当的灭火筒扑灭不同性质的火。

消防安全教育巴士会到中小学校、社区中心、私人屋苑和公共屋邨巡回展览，亦会参与各区防火嘉年华、疏散演习及其他消防安全活动。截至二零一八年年底，消防安全教育巴士共参与 1,213 场展览活动，接待 129,536 人参观。

救護信息教育車

救护信息教育车不时到中小学校、社区中心、私人屋苑、公共屋邨、消防局和救护站等地点进行各种宣传和教育活动。二零一八年，本处共举尝 138 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。



a. 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 150 年来的发展。

Exhibitions at the Fire and Ambulance Services Education Centre cum Museum enable members of the public to follow the FSD's development over the past 150 years.

b. 消防安全教育巴士设有模拟装置，让市民学习在浓烟密布的环境下如何逃生。

The simulators in the Fire Safety Education Bus help visitors learn how to escape from a smoky environment.

c. 救护信息教育车在全港不同地点宣传慎用救护服务的信息。

The Ambulance Service Education Vehicle visits different areas in the territory to disseminate the message of proper use of ambulance services.

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 enable visitors to gain a better understanding of the development of the FSD and knowledge about community emergency preparedness. Since its opening in 2016, the Centre has attracted more than 127,800 visitors.

Fire Safety Education Bus

The double-deck Fire Safety Education Bus enables members of the public 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 on which visitors can practise escaping 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. By the end of 2018, the bus has been arranged to attend 1,213 exhibitions with 129,536 visitors.

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, etc. In 2018, a total of 138 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”.





d. 消防处不时在部门 Facebook 及 YouTube 频道上载短片，以轻松手法推广防火及救人自救等应急资讯。

The FSD uploads promotional videos onto its Facebook page and YouTube channel to disseminate emergency preparedness information in a light-hearted manner, including fire prevention and the message of “helping others and self-help”.

e. 消防处推出「防止山林变山焚」电视宣传片，提醒市民扫墓时要小心，慎防山火。

The FSD launches a TV Announcement in the Public Interest to remind grave-sweepers to exercise caution and be aware of hill fire hazards.

## 流动平台及社交媒体宣传

### 流动应用程序

本处于二零一四年五月推出的「香港消防处流动应用程序」，让市民可以利用智能电话或平板电脑随时随地获取本处的最新资讯。

截至二零一八年年底，本处推出了「居安思危」、「临危不乱」和「分秒必争」三款流动游戏，分别协助市民维护楼宇安全，免受火警危险威胁；宣传防火和救护信息；以及提供向消防通讯中心调派员报告事故时须注意的重要事项。

公众可从 App Store 和 Google Play 下载这些程式。截至二零一八年十二月三十一日，「香港消防处流动应用程序」的总安装次数达 54,020 次，至于三款流动游戏，「居安思危」有 43,735 次，「临危不乱」有 58,275 次，「分秒必争」则有 31,353 次。

### Facebook 专页及 YouTube 频道

消防处官方 Facebook 专页于二零一八年十一月正式面世，以「同享·共爱 安全香港」为主旨，推广「应急三识」（防火灭火、救人自救以及疏散逃生），让市民能随时接收和分享这些资讯。专页亦介绍本处不同专队、车辆和装备；遇有大型事故，亦会适时发放最新消息。截至二零一八年十二月三十一日，追踪专页的 Facebook 用户达 42,663 人。

由本处救护人员设计的虚拟人物「任何仁」，自于一系列推广「击活人心」自动心脏除颤器课程的短片亮相后，深受网民欢迎。本处会继续透过「任何仁」，以轻松手法在本处 Facebook 专页及 YouTube 频道推广社区应急准备及「『敢』就救到人」的信息。

香港消防处流动应用程序  
Hong Kong Fire Services  
Department Mobile  
Application



香港消防处 Facebook 专页  
及 YouTube 频道  
Hong Kong Fire Services  
Department Facebook page  
and YouTube Channel



## Promotion on the Mobile Platform and Social Media

### Mobile Applications

The Hong Kong Fire Services Department Mobile Application (FSD App) has provided the public with access to the latest FSD information through their smartphones or tablets anytime and anywhere since its launch in May 2014.

By the end of 2018, three mobile games, namely “Live Safe, be Watchful”, “Stay Calm and Collected” and “Catch Time, Save Life” have been launched to assist the public in keeping their buildings safe from fire risks, promote messages relating to fire prevention and ambulance aid, and provide an important note on reporting incidents to the FSCC operators respectively.

Members of the public can download these applications from the App Store and Google Play. As at December 31, 2018, the total number of the FSD App installed was 54,020, while the other three mobile games, namely “Live Safe, be Watchful” was 43,735 and “Stay Calm and Collected” was 58,275 and “Catch Time, Save Life” was 31,353.

### Facebook and YouTube

Themed with “Make Hong Kong safe by like and share”, the FSD’s official Facebook page was officially launched in November 2018 to promote the “three basic skills on emergency preparedness”, namely extinguishment and prevention of fire, self-help and helping others as well as escape and evacuation, with an aim of enabling members of the public to acquire and share such knowledge at their fingertips. The page also introduces the specialised teams, vehicles and equipment of the department; and provide timely updates on major incidents. As at December 31, 2018, 42,663 Facebook users have followed the page.

The virtual character created by the FSD ambulance personnel named “Anyone” has gone viral on the Internet since its debut in a series of videos promoting “Press to shock – Save a life” AED Courses on the FSD YouTube Channel. The department will make the most of Anyone to publicise the messages on community emergency preparedness on the FSD’s Facebook page and YouTube Channel in a light-hearted manner that anyone can save lives and that the way is simple as long as he or she dares to do what is advised.

## 电视及电台宣传

为向公众推广消防处的工作，以及消防安全和救护服务的信息，本处联同香港电台（港台）制作新一辑电视剧《火速救兵 IV》。一共 10 集的电视剧，于二零一八年十月起在港台电视 31 和无线电视翡翠台播映。另外，一共 33 集的电台节目《消防周记》亦于二零一七年

七月至二零一八年三月期间在港台播出。

除了节目，本处亦制作不同的电台宣传声带及电视宣传片，推广防火、救护信息及本处的服务，如防止山火、开放式厨房单位的消防安全、慎用救护服务、调派后指引等。



## Promotion on Radio and TV

To promote the work of the FSD and disseminate messages on fire safety and ambulance service to the public, a new series of 10-episode TV drama “Elite Brigade IV”, jointly produced with the Radio Television of Hong Kong (RTHK), was launched on RTHK 31 and TVB Jade in October 2018.

A 33-episode radio series “Happy Daily” was also aired on the RTHK between July 2017 and March 2018.

In addition to radio and TV programmes, the department has also produced various kinds of radio and TV Announcements in the Public

Interest to promote messages on fire prevention and ambulance service, as well as the FSD’s services, such as hill fire prevention, fire safety in open kitchen units, proper use of the ambulance service, post-dispatch advice, etc.



## 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训练来自社会各界的志愿人士成为消防安全大使，协助本处在社区传递防火信息。截至二零一八年年底，共有 165,545 名市民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，共委任 415 名社区领袖为名誉会长。

### 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、楼宇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。截至二零一八年年底，共有 9,615 人受训成为特使，当中 711 人为少数族裔人士。

### 「打铁趁热」宣传活动

二零一八年，三个行动总区共举 52 次「打铁趁热」活动，以加强社区的消防安全宣传和教。当火警过后，前线消防人员会把握时机，趁附近居民对火警记忆犹新，立即在事故现场进行消防安全教育，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正确的消防安全观念。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。截至二零一八年年底，本处为幼稚园举办共 5,306 场消防安全讲座，参加学童达 329,944 名，满载好评。

### 长者消防安全教育

为加强向公共屋邨的长者住户推广消防安全教育，本处自二零一七年十月起，先后在 32 个公共屋邨共 40 座长者住屋和小单位大厦举行巡回展览。此外，本处亦派员到各区长者中心举行消防安全讲座。

### 少数族裔消防安全教育

本处与多个本地组织联系，为少数族裔人士安排消防安全大使和楼宇消防安全特使训练课程，提升他们的消防安全意识。截至二零一八年年底，本处为外籍家庭佣工开办 10 次消防安全大使课程及九次心肺复甦法 / 自动心脏除颤器课程，分别有 641 人和 458 人接受训练。

## Programmes on Fire Safety

### Fire Safety Ambassador Scheme

The Fire Safety Ambassador Scheme is aimed at training volunteers from various sectors to become Fire Safety Ambassadors (FSAs) to disseminate fire protection messages and promote fire safety awareness in the community. By the end of 2018, a total of 165,545 persons have been trained as FSAs. To add impetus to the scheme, FSA Honorary President Associations have been established in all 18 districts, and a total of 415 community leaders have been appointed as the Honorary Presidents.

### Building Fire Safety Envoy Scheme

The Building Fire Safety Envoy Scheme trains property management staff, 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 FSI, and assist in organising fire drills and fire safety activities for the residents. By the end of 2018, a total of 9,615 BFSEs have been trained, including 711 members of ethnic minorities.

### Hot Strike Campaign

In 2018, a total of 52 Hot Strike activities were organised by the three operational Commands. The campaign is aimed at strengthening the publicity and education on fire safety in the community. Front-line fire personnel take the opportunity to 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 develop pre-school children's correct fire safety concepts through vivid presentations delivered by voluntary Fire Safety Educators recruited from the FSD members. About 730 trained educators have been qualified to conduct fire safety talks. By the end of 2018, a total of 5,306 fire safety talks have been delivered with 329,944 children attended. Responses from the kindergartens have been very positive.

### Fire Safety Education for the Elderly

To further promote fire safety education for the elderly in public rental housing estates, the department has conducted roving exhibitions at 40 Housing for Senior Citizens and Small Household Blocks in 32 public housing estates since October 2017. Fire safety talks have also been held at elderly centres in different districts.

### Fire Safety Education for Ethnic Minorities

The department has made liaison with local organisations to arrange FSA and BFSE training courses for ethnic minorities to strengthen their fire safety awareness. By the end of 2018, 10 FSA courses and nine CPR/AED courses for foreign domestic workers have been conducted and a total of 641 and 458 participants have received the FSA and CPR/AED training respectively.

### 消防安全教育

#### Fire safety education

消防安全大使  
Fire Safety  
Ambassadors

165,545

楼宇消防安全特使  
Building Fire  
Safety Envoys

9,615

幼稚園消防安全講座  
Fire safety talks in  
kindergartens

5,306





## 推广救护服务、心肺甦复法及自动心脏除颤器的计划

### 走进校园—— 「慎用救护服务」宣传计划

走进校园计划旨在教育学童及青少年必须慎用紧急救护服务，并增进他们的一般急救知识。他们掌握内容后，亦可进而将信息传达给父母及家人。二零一八年，本处为幼稚园和中小学校共举办 183 场学校外展救护讲座。

### 「击活人心」自动心脏除颤器课程

于二零一七年八月开办的「击活人心」自动心脏除颤器课程，旨在提高公众要尽早为心脏骤停人士提供协助的意识。课程就施行心肺复甦法和自动心脏除颤器提供全面训练。二零一八年，本处共开办 250 个「击活人心」自动心脏除颤器课程，共有 5,851 人参加。

### 心肺复甦法及自动心脏除颤器 教育讲座

心肺复甦法及自动心脏除颤器教育讲座为市民提供有关心肺复甦法和自动心脏除颤器的简单基本训练。二零一八年，本处为公众开办合共 64 个教育讲座。

### 爱心校园——心肺复甦法训练计划

为鼓励学生和教职员在紧急情况下，为心脏骤停的患者施救，本处于二零一七年四月推出爱心校园- 心肺复甦法训练计划，教授和推广心肺复甦法，并讲解即时施行心肺复甦法的重要性。二零一八年，本处共举办 82 次爱心校园- 心肺复甦法训练。

### 救心先锋计划

本处任命「救心先锋」以鼓励市民主动向心脏骤停的患者施以援手，计划一直广受支持。截至二零一八年年底，共有 9,577 名合格人士获委任为救心先锋。

## Programmes on Ambulance Service, CPR and AED

### School Outreaching Programme – Proper Use of Ambulance Service Public Education Programme

The School Outreaching Programme is aimed at educating children and youngsters on the importance of proper use of the emergency ambulance service and enhancing their general first aid knowledge. The students in return can also convey the message to their parents and family members. In 2018, a total of 183 school-outreaching ambulance talks for kindergartens, primary schools and secondary schools were organised.

### “Press to shock – Save a life” AED Courses

To raise public awareness of providing prompt assistance to persons suffering from sudden cardiac arrest, the department has organised “Press to Shock – Save a Life” AED courses since August 2017 to provide comprehensive training to members of the public on performing CPR and using AED. In 2018, a total of 250 courses were conducted with 5,851 persons attended.

### Educational Lectures on CPR and AED

Educational Lectures on CPR and AED offer simple and basic training of CPR and AED. In 2018, a total of 64 lectures were organised for the public.

### CPR Training Programme in Campus

Launched in April 2017, the CPR training programme in campus aims to teach and promote CPR, explain the importance of prompt application of CPR and encourage students and staff to apply resuscitation to cardiac arrest patients in emergency situations. In 2018, a total of 82 programmes were organised.

### Heart Saver Scheme

The department encourages members of the public to proactively offer assistance to patients who suffer cardiac arrest through appointing Heart Savers in the community. The Scheme has received favourable public support. By the end of 2018, a total of 9,577 qualified persons have been appointed as Heart Savers.



g. 「任何仁」在社区心肺复甦法及自动心脏除颤教育讲座中，教市民施行心肺复甦法。

“Anyone” demonstrates CPR at an educational lecture on CPR and AED.

h. 消防处人员经常到访幼稚园，向幼儿灌输慎用救护服务的重要性。

The FSD personnel pay frequent visits to kindergartens to educate young children on the importance of proper use of ambulance services.





## 推广消防安全及救护服务的比赛

## 教育活动、开放日及展览

i-l. 消防处不时举办创作比赛、救护服务巡回展览、消防安全嘉年华及消防局开放日等活动，推广应急准备的信息，并让大众更了解本处的工作。

The FSD organises various activities from time to time such as creation competitions, ambulance service roving exhibitions, fire safety carnivals and fire station open days to promote emergency preparedness while enabling the public to better understand the FSD's work.

「全港幼儿消防及救护宣传短剧创作比赛 2018」于二零一八年四月举行，共有八间幼稚园参加，约有 700 人到场观赏。另外，本处又举办以幼稚园学生为对象的「护信息儿歌比赛」，以及为中、小学生而设的「救护四格漫画设计比赛」和「救护宣传短片创作比赛」，以提高公众对慎用救护服务的意识。

本处透过大型防火安全嘉年华、消防局开放日、火警演习、消防安全讲座和话剧等活动，以互动方式向公众推广消防安全信息。二零一八年，本处举办了四场救护服务巡回展览，教育市民慎用紧急救护服务。

社区应急准备课于二零一八年十月成立后，举办多项教育和宣传活动推广「应急三识」、心肺复甦法及自动心脏除颤器。截至今年年底共有 35,000 人参加。

## Competitions on Promoting Fire Safety and Ambulance Service

The Kindergarten Fire Safety and Ambulance Promotional Drama Competition 2018 was held in April this year. A total of eight kindergartens participated in the contest with an audience of about 690 people. In addition, the Drama and Singing Contest, Four-panel Comic Drawing

Competition and Micro Video Clip Competition were opened for enrollment by kindergarten children, primary and secondary school students respectively, with a view to raising public awareness of the proper use of the ambulance service.

## Educational Events, Open Days and Exhibitions

The department has promoted messages on fire safety to the public in an interactive manner through various activities, such as large-scale fire safety carnivals, station open days, fire drills, talks and drama. In addition, four Ambulance Service Roving Exhibitions were also organised by the Ambulance Command in 2018 to promote the message on the proper use of the emergency ambulance service.

Along with the establishment of the Community Emergency Preparedness Division in October 2018, various educational and publicity activities in relation to the “three basic skills on emergency preparedness”, CPR and AED were conducted in 2018 with 35,000 members of the public attended. ■

