

推廣社區應急準備的
公眾教育

Public Education on
Community Emergency
Preparedness



推動公眾教育的設施

消防及救護教育中心暨博物館

設於消防及救護學院的消防及救護教育中心暨博物館，提供一系列的互動及多媒體資訊設施、展覽和體驗區，讓參觀者認識消防處的發展及學習應急準備知識。中心自二零一六年啟用後，參觀人數超過 127,800 人。

消防安全教育巴士

消防安全教育巴士上設有互動火場模擬裝置，讓公眾學習逃生技巧。雙層巴士的上層布置成連接樓梯和大堂的普通住宅單位，讓市民在模擬火警中，練習如何在濃煙密布的環境逃生。巴士下層則設有模擬滅火室、互動電腦及消防喉轆系統，讓市民學習以適當的滅火筒撲滅不同性質的火。

消防安全教育巴士會到中小學校、社區中心、私人屋苑和公共屋邨巡迴展覽，亦會參與各區防火嘉年華、疏散演習及其他消防安全活動。截至二零一八年年底，消防安全教育巴士共參與 1,213 場展覽活動，接待 129,536 人參觀。

救護信息教育車

救護信息教育車不時到中小學校、社區中心、私人屋苑、公共屋邨、消防局和救護站等地點進行各種宣傳和教育活動。二零一八年，本處共舉辦 138 場社區外展展覽，宣傳「慎用救護服務」、「讓路予救護車」及「仗義出手 性命得救」的信息。



a. 公眾可透過消防及救護教育中心暨博物館的展覽，了解消防處 150 年來的發展。

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. 消防安全教育巴士設有模擬裝置，讓市民學習在濃煙密布的環境下如何逃生。

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

c. 救護信息教育車在全港不同地點宣傳慎用救護服務的信息。

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. 消防處不時在部門 Facebook 及 YouTube 頻道上載短片，以輕鬆手法推廣防火及救人自救等應急資訊。

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. 消防處推出「防止山林變山焚」電視宣傳片，提醒市民掃墓時要小心，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.

流動平台及社交媒體宣傳

流動應用程式

本處於二零一四年五月推出的「香港消防處流動應用程式」，讓市民可以利用智能電話或平板電腦隨時隨地獲取本處的最新資訊。

截至二零一八年年底，本處推出了「居安思危」、「臨危不亂」和「分秒必爭」三款流動遊戲，分別協助市民維護樓宇安全，免受火警危險威脅；宣傳防火和救護信息；以及提供向消防通訊中心調派員報告事故時須注意的重要事項。

公眾可從 App Store 和 Google Play 下載這些程式。截至二零一八年十二月三十一日，「香港消防處流動應用程式」的總安裝次數達 54,020 次，至於三款流動遊戲，「居安思危」有 43,735 次，「臨危不亂」有 58,275 次，「分秒必爭」則有 31,353 次。

Facebook 專頁及 YouTube 頻道

消防處官方 Facebook 專頁於二零一八年十一月正式面世，以「同享·共愛 安全香港」為主旨，推廣「應急三識」（防火滅火、救人自救以及疏散逃生），讓市民能隨時接收和分享這些資訊。專頁亦介紹本處不同專隊、車輛和裝備；遇有大型事故，亦會適時發放最新消息。截至二零一八年十二月三十一日，追蹤專頁的 Facebook 用戶達 42,663 人。

由本處救護人員設計的虛擬人物「任何仁」，自於一系列推廣「擊活人心」自動心臟除顫器課程的短片亮相後，深受網民歡迎。本處會繼續透過「任何仁」，以輕鬆手法在本處 Facebook 專頁及 YouTube 頻道推廣社區應急準備及「『敢』就救到人」的信息。

香港消防處流動應用程式
Hong Kong Fire Services
Department Mobile
Application



香港消防處 Facebook 專頁
及 YouTube 頻道
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.

電視及電台宣傳

為向公眾推廣消防處的工作，以及消防安全和救護服務的信息，本處聯同香港電台（港台）製作新一輯電視劇《火速救兵 IV》。一共 10 集的電視劇，於二零一八年十月起在港台電視 31 和無綫電視翡翠台播映。另外，一共 33 集的電台節目《消防周記》亦於二零一七年七月至二零

一八年三月期間在港台播出。

除了節目，本處亦製作不同的電台宣傳聲帶及電視宣傳片，推廣防火、救護信息及本處的服務，如防止山火、開放式廚房單位的消防安全、慎用救護服務、調派後指引等。



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.



推廣消防安全的計劃

消防安全大使計劃

消防安全大使計劃旨在訓練來自社會各界的志願人士成為消防安全大使，協助本處在社區傳遞防火信息。截至二零一八年年底，共有 165,545 名市民受訓成為消防安全大使。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，共委任 415 名社區領袖為名譽會長。

樓宇消防安全特使計劃

樓宇消防安全特使計劃訓練物業管理人員、樓宇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。截至二零一八年年底，共有 9,615 人受訓成為特使，當中 711 人為少數族裔人士。

「打鐵趁熱」宣傳活動

二零一八年，三個行動總區共舉辦 52 次「打鐵趁熱」活動，以加強社區的消防安全宣傳和教育。當火警過後，前線消防人員會把握時機，趁附近居民對火警記憶猶新，立即在事故現場進行消防安全教育，以提升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正確的消防安全觀念。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，向幼稚園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。截至二零一八年年底，本處為幼稚園舉辦共 5,306 場消防安全講座，參加學童達 329,944 名，滿載好評。

長者消防安全教育

為加強向公共屋邨的長者住戶推廣消防安全教育，本處自二零一七年十月起，先後在 32 個公共屋邨共 40 座長者住屋和小單位大廈舉行巡迴展覽。此外，本處亦派員到各區長者中心舉行消防安全講座。

少數族裔消防安全教育

本處與多個本地組織聯繫，為少數族裔人士安排消防安全大使和樓宇消防安全特使訓練課程，提升他們的消防安全意識。截至二零一八年年底，本處為外籍家庭傭工開辦 10 次消防安全大使課程及九次心肺復甦法／自動心臟除顫器課程，分別有 641 人和 458 人接受訓練。

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 FSIs, 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

樓宇消防安全特使
Building Fire
Safety Envoys

9,615

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

5,306

f. 助理處長（港島）江炳林（左四）在「消防安全『Fun』日」與消防安全大使名譽會長推廣防火信息。

Assistant Director (Hong Kong) Kong Ping-lam (fourth left) disseminates fire protection message with FSA Honorary Presidents at a fire safety carnival.



推廣救護服務、心肺復甦法及自動心臟除顫器的計劃

走進校園—— 「慎用救護服務」宣傳計劃

走進校園計劃旨在教育學童及青少年必須慎用緊急救護服務，並增進他們的一般急救知識。他們掌握內容後，亦可進而將信息傳達給父母及家人。二零一八年，本處為幼稚園和中小學校共舉辦 183 場學校外展救護講座。

「擊活人心」自動心臟除顫器課程

於二零一七年八月開辦的「擊活人心」自動心臟除顫器課程，旨在提高公眾要盡早為心臟驟停人士提供協助的意識。課程就施行心肺復甦法和
使用自動心臟除顫器提供全面訓練。二零一八年，本處共開辦 250 個「擊活人心」自動心臟除顫器課程，共有 5,851 人參加。

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為市民提供有關心肺復甦法和自動心臟除顫器的簡單基本訓練。二零一八年，本處為公眾開辦合共 64 個教育講座。

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，為心臟驟停的患者施救，本處於二零一七年四月推出愛心校園－心肺復甦法訓練計劃，教授和推廣心肺復甦法，並講解即時施行心肺復甦法的重要性。二零一八年，本處共舉辦 82 次愛心校園－心肺復甦法訓練。

救心先鋒計劃

本處任命「救心先鋒」以鼓勵市民主動向心臟驟停的患者施以援手，計劃一直廣受支持。截至二零一八年底，共有 9,577 名合資格人士獲委任為救心先鋒。

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」在社區心肺復甦法及自動心臟除顫器教育講座中，教市民施行心肺復甦法。

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

h. 消防處人員經常到訪幼稚園，向幼兒灌輸慎用救護服務的重要性。

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



推廣消防安全及救護服務的比賽

i-l. 消防處不時舉辦創作比賽、救護服務巡迴展覽、消防安全嘉年華及消防局開放日等活動，推廣應急準備的信息，並讓大眾更了解本處的工作。

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.

「全港幼兒消防及救護宣傳短劇創作比賽 2018」於二零一八年四月舉行，共有八間幼稚園參加，約有 700 人到場觀賞。另外，本處又舉辦以幼稚園學生為對象的「救護信息兒歌比賽」，以及為中、小學生而設的「救護四格漫畫設計比賽」和「救護宣傳短片創作比賽」，以提高公眾對慎用救護服務的意識。

教育活動、開放日及展覽

本處透過大型防火安全嘉年華、消防局開放日、火警演習、消防安全講座和話劇等活動，以互動方式向公眾推廣消防安全信息。二零一八年，本處舉辦了四場救護服務巡迴展覽，教育市民慎用緊急救護服務。

社區應急準備課於二零一八年十月成立後，舉辦多項教育和宣傳活動推廣「應急三識」、心肺復甦法及自動心臟除顫器。截至今年年底共有 35,000 人參加。

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. ■

