





a.

## 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，讓參觀者更深入認識消防處的發展及學習社區應急準備知識。中心自二零一六年啟用以來，參觀人數超過 199,970 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。這輛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，亦會被派遣到各區防火嘉年華、疏散演習及其他消防安全活動。二零一九年，消防安全教育巴士共協助推廣 94 場展覽活動，接待 14,499 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。二零一九年，本處共舉辦 136 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，了解消防處的發展及學習應急準備知識。  
Exhibitions at the Fire and Ambulance Services Education Centre cum Museum enable members of the public to follow the FSD's development and gain knowledge about community emergency preparedness.
- b. 消防安全教育巴士不時到訪各區推廣消防安全，讓公眾學習逃生技巧。  
The Fire Safety Education Bus is deployed to promote fire safety from time to time, enabling members of the public to learn evacuation techniques.

## 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 199,970 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. In 2019, the bus has been deployed in 94 exhibitions and received 14,499 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 2019, a total of 136 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”.



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## 流動平台及社交媒體宣傳

### 流動應用程式

本處推出的「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。

「居安思危」、「臨危不亂」和「分秒必爭」三款流動遊戲，分別有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。截至二零一九年十二月三十一日，共有 61,268 名流動裝置用戶安裝了「香港消防處流動應用程式」，另有超過 15 萬名用戶安裝了這三款流動遊戲。

## 講座和資料錦囊

### 社區應急準備講座

二零一九年，本處共舉辦了 46 場社區應急準備講座，分別有 2,770 名來自不同的政府部門、公司和機構的人士參加。講座內容包括「及早計劃、作好準備、掌握資訊及參與善後」等一般應急準備概念、「應急三識」和特定的安全指引，例如遇有熱帶氣旋、交通意外和山嶺事故等情況時應採取的做法。本處亦按市民要求，為他們舉辦這類講座。

### 應急避險外遊手冊

為提升公眾在外遊時應對自然災害、極端天氣情況、恐怖襲擊和其他事故的能力，本處於二零一九年十月推出《應急避險外遊手冊》，向市民提供重要的旅遊資訊、應變措施和安全錦囊。

### Facebook 專頁及 YouTube 頻道

本處於二零一八年十一月正式設立 Facebook 官方專頁，以「同享·共愛 安全香港」為主旨，首要推廣「應急三識」（防火滅火、救人自救及疏散逃生），希望市民能透過專頁，輕易接收和分享有關資訊。專頁亦載有本處的資料和重大事故的最新消息。截至二零一九年十二月三十一日，共有 119,614 名 Facebook 用戶追蹤本處的專頁。

由本處設計的虛擬人物「任何仁」，自從於消防處推廣「擊活人心」自動心臟除顫器課程的 YouTube 短片亮相後，深受網民歡迎。本處會繼續借助「任何仁」，以輕鬆手法在本處的 Facebook 專頁和 YouTube 頻道推廣社區應急準備的信息，並帶出「『敢』就救到人」的重要信息。

c. 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 videos onto its Facebook page and YouTube channel as a lighthearted way to disseminate information of emergency preparedness, including fire prevention and “helping others and self-help”.

d. 消防處推出《應急避險外遊手冊》，向市民提供重要的旅遊資訊、應變措施和安全錦囊。

The FSD publishes a booklet entitled “Safety Tips for Travellers” to provide the public with important travel information, contingency measures and safety tips.

## 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.

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, 2019, a total of 61,268 mobile users installed the FSD App while more than 150,000 other users installed the three mobile games.

### Facebook and YouTube

The department’s official Facebook page was officially launched in November 2018 with a theme on “Make Hong Kong safe by like and share”, promoting the “three basic skills on emergency preparedness”, namely extinguishment and prevention of fire, self-help and helping others as well as escape and evacuation. It was hoped that members of the public could easily acquire and share such knowledge through the page, which also includes information about the department and provides timely updates on major incidents. As at December 31, 2019, the page had 119,614 followers.

The virtual character created by the FSD “Anyone” has gone viral on the Internet since its debut in a series of promotion videos on AED Courses “Press to shock – Save a life” on the FSD YouTube Channel. The department would continue to take “Anyone” to publicise the messages on community 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.



d.

## Talks and Tips

### Community Emergency Preparedness Talk

In 2019, a total of 46 community emergency preparedness talks have been delivered to 2,770 participants of different government departments, companies and organisations. Contents of the talks include concepts of general preparedness, including “plan early, be prepared, be informed and get involved”, the “three basic skills on emergency preparedness” and specific safety guidelines, such as course of actions in tropical cyclone, traffic accidents, hiking and so on. The talks were also available for the public upon request.

### Safety Tips for Travellers Booklet

To strengthen the general public’s capabilities in responding to natural disasters, extreme weather conditions, terrorist attacks and other incidents in outbound travel, a booklet entitled “Safety Tips for Travellers” booklet was published in October 2019 to provide members of the public with important travel information, contingency measures and safety tips.

e. 消防處為幼稚園舉辦消防安全講座，向學童傳遞消防安全信息。  
f. The FSD organises fire safety talks for kindergartens to educate children on fire safety.

g. 消防處人員於消防局開放日以互動形式向長者推廣消防安全信息。  
The FSD personnel promote fire safety to the elderly in an interactive manner during a fire station open day.



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## 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 end of 2019, a total of 170,678 persons were trained as FSAs. To add impetus to the scheme, the FSA Honorary President Associations have been established in all 18 districts, and a total of 400 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 end of 2019, a total of 10,058 BFSEs were trained, including 778 members of ethnic minorities.

### Hot Strike Campaign

In 2019, a total of 50 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. Frontline 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 end of 2019, a total of 5,892 fire safety talks were delivered with 370,278 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 in public housing estates. 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 end of 2019, eight FSA courses and nine CPR/AED courses for foreign domestic workers were conducted and a total of 700 and 458 participants received the FSA and CPR/AED training respectively.

## 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，提高市民的消防安全意識。截至二零一九年年底，共有 170,678 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 400 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。截至二零一九年年底，共有 10,058 人受訓成為特使，當中 778 人為少數族裔人士。

### 「打鐵趁熱」宣傳活動

二零一九年，三個行動總區共舉辦 50 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，以生動的方式講解，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。截至二零一九年年底，本處為幼稚園舉辦了合共 5,892 場消防安全講座，參加學童達 370,278 名，滿載好評。

### 長者消防安全教育

為向公共屋邨的長者住戶進一步推廣消防安全教育，本處在公共屋邨舉行巡迴展覽，又在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。截至二零一九年年底，本處為外籍家庭傭工開辦了八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 700 人和 458 人接受訓練。



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## 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慎用緊急救護服務的重要性，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。二零一九年，本處為幼稚園和中小學校共舉辦 221 場學校外展救護講座。

### 「擊活人心」自動心臟除顫器課程

本處開辦的「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和使用自動心臟除顫器提供全面訓練。二零一九年，本處共開辦 462 個「擊活人心」自動心臟除顫器課程，共有 5,851 人參加。

h. 透過舉辦話劇，推廣防火安全知識。  
The FSD promotes fire prevention and safety knowledge through drama.

i. 消防處和警務處合辦緊急應變示範，加強市民遇到大型事故時的應變能力。  
The FSD and the Police stage a joint demonstration on emergency response to enhance the public's responsiveness when faced with major incidents.

j. 本處不時舉辦救護服務巡迴展覽，推廣應急準備的信息。  
The department organises ambulance service roving exhibitions from time to time to promote emergency preparedness message.



i.

### 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心肺復甦法和自動心臟除顫器的簡單基本訓練。二零一九年，本處為公眾開辦合共 36 場教育講座，共有 1,171 人參加。

### 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救，本處推出愛心校園 — 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。二零一九年，本處共舉辦 82 次愛心校園 — 心肺復甦法訓練，共有 4,238 名學生參加。

### 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。截至二零一九年年底，共有 10,655 名合資格人士獲委任為「救心先鋒」。

## 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。二零一九年，本處舉辦了三場救護服務巡迴展覽，教育市民慎用緊急救護服務。

## Programmes on Ambulance Service, CPR and AED

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

The School Outreach 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 2019, a total of 221 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 to provide comprehensive training to members of the public on performing CPR and using AED. In 2019, a total of 462 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 2019, a total of 36 lectures were organised for the public with 1,171 participants.

### CPR Training Programme in Campus

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 2019, 82 programmes were organised with a total of 4,238 students attended.

### 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 end of 2019, a total of 10,655 qualified persons were appointed as Heart Savers.



j.

## 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, fire station open days, fire drills, talks and drama. In addition, three Ambulance Service Roving Exhibitions were also organised in 2019 to promote the message on the proper use of emergency ambulance service.