

# 應急準備的教育和宣傳

## EMERGENCY PREPAREDNESS EDUCATION AND PROMOTION

07







應急準備的教育和宣傳

Emergency Preparedness Education and Promotion

雖然二零二一年疫情持續，但本處的應急準備教育和宣傳工作並未停下。年內，這範疇的工作重點之一是於六月推出全港性的「AED睇得到 用得到」計劃，旨在讓市民更容易取得自動心臟除顫器（AED），並加以推廣，務求令AED更為廣泛使用。

Despite the epidemic, the department pressed on with the work on education and promotion of emergency preparedness throughout 2021. A highlight of the year in this respect was the launch of a territory-wide programme “AED Anywhere for Anyone” (“AAA”) in June 2021 with a goal to enhance accessibility and promote the wider use of automated external defibrillators (AED).

### 反恐工作

跨部門反恐專責組於二零二一年八月在消防及救護學院舉行首次「反恐@社區活動日」，透過遊戲、展覽和其他多種活動，以期提升公眾的反恐意識，約有120名來自六支紀律部隊相關的青少年及社區團體成員參與。當日其中一個環節名為「緊急應變示範」，讓參與者在模擬恐襲事故中應用「閃、避、求」及「應急三識」，學習避險。

### 公眾教育設施

#### 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，讓參觀者更深入認識消防處的發展，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245,304人參觀。

#### 消防安全教育巴士

消防安全教育巴士設有互動火場模擬裝置，讓市民學習逃生技巧。巴士上層布置成連接大堂和樓梯的普通住宅單位，參觀者得以在模擬火警中，體驗從濃煙密布的火場中逃生；下層則設有模擬滅火室、互動電腦及消防喉轆系統，訓練參觀者使用合適的滅火筒撲滅不同類型的火警。

消防安全教育巴士會到中小學、社區中心、私人屋苑和公共屋邨作巡迴展覽，亦參與防火嘉年華、疏散演習及其他消防安全活動。



### COUNTER-TERRORISM EFFORTS

The Inter-departmental Counter Terrorism Unit (ICTU) held the inaugural CT@Community Activity Day at the Fire and Ambulance Services Academy (FASA) in August 2021. Attended by about 120 members of youth or community engagement programmes associated with the six disciplined forces in Hong Kong, the debut event aimed at raising public awareness on counter-terrorism through games, exhibitions and a variety of other activities. Among these experiences was the “Guided Emergency Response Demonstration”, in which participants could put into practice the “Run, Hide, Report” strategy and the “three basic skills of emergency preparedness” in mock terrorist attacks.

### 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 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 245,304 visitors.

#### Fire Safety Education Bus

The double-deck Fire Safety Education Bus provides the public with an opportunity 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 where visitors can experience fire escape 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.

▲ 消防處人員在「反恐@社區活動日」透過遊戲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 games at the “CT@Community Activity Day”.

◀ 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。Exhibition at the Fire and Ambulance Services Education Centre cum Museum enables members of the public to understand the development of the FSD.



### 應急準備教育巴士

全新的雙層應急準備教育巴士配有多項互動設備，供市民學習「應急三識」，即「識滅火」、「識自救」、「識逃生」。巴士下層設有互動遊戲系統，讓參觀者學習如何選擇和使用合適類型的滅火筒，撲滅不同類型的火警，又可用模擬設備學習使用喉轆系統；上層則設有虛擬實境火場逃生遊戲系統，教導參與者遇到火警時的應對方法。這輛巴士於二零二一年一月投入服務，年內曾參與九場展覽活動，接待491人參觀。

### 救護信息教育車

救護信息教育車會到中小學、社區中心、私人屋苑、公共屋邨、消防局和救護站等地點進行宣傳和教育活動。二零二一年，本處舉辦了合共九場社區外展展覽，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。

### 善用流動平台及社交媒體宣傳

#### 流動應用程式

本處所設的「香港消防處流動應用程式」及官方網站，可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／救護站的位置等。

該應用程式很受歡迎，除獲用戶好評外，下載次數亦非常高。截至二零二一年年底，已有逾100,000名流動通訊裝置用戶安裝了該應用程式。本處正計劃改良該應用程式，俾能透過程式為公眾提供更多服務，並加強發布消防安全和救護服務資訊的功能。

### 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。截至二零二一年年底，共有244,382名 Facebook 用戶追蹤本處的專頁。

由本處設計的虛擬人物「任何仁」，自從於本處 YouTube 頻道播出的一系列推廣「擊活人心」自動心臟除顫器課程的短片中亮相後大受網民歡迎。本處繼續善用「任何仁」的形象，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。

### 社區應急準備講座和宣傳活動

#### 講座

二零二一年，本處共舉辦了69場社區應急準備講座，參加者達4,861人，分別來自不同的政府部門、公司和機構。講座涵蓋一般應急準備概念，包括「及早計劃、作好準備、掌握資訊及參與善後」和「應急三識」，也包括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應採取的做法。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

二零二一年六月，本處分別在鯉魚門和杏花園舉行了兩項宣傳活動，以推廣應急準備資訊。

### 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。截至二零二一年年底，共有171,090人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。二零二一年，本處共委任了378名社區領袖為名譽會長。

### Emergency Preparedness Education Bus

The new double-deck Emergency Preparedness Education Bus enables the public to learn the “three basic skills of emergency preparedness”, namely “extinguish and prevent fires”, “help yourself and help others” as well as “escape and evacuate”, simultaneously through various interactive devices. Visitors are shown how to choose and use appropriate types of fire extinguishers for fighting different kinds of fires through an interactive game system, and can try their hands on the use of a hose reel system with simulated equipment on the lower deck. The upper deck features a virtual reality fire escape interactive game system which teaches players what to do in case of fire. Put into service in January 2021, the bus attended nine exhibitions and received 491 visitors in 2021.

### 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 and so on. In 2021, a total of nine 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”.

### USE OF MOBILE PLATFORM AND SOCIAL MEDIA FOR PROMOTION 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.

The FSD App has been well received as evidenced by positive feedback from users and a very high download rate. As at the end of 2021, more than 100,000 mobile device users had installed the FSD App. The department is planning a revamp of the FSD App to allow the provision of more services to the public and enhance the dissemination of information on fire safety and ambulance services.

### 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 2021, the page had attracted 244,382 followers.

The virtual character “Anyone” created by the FSD 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 has continued to make good use of “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.

### COMMUNITY EMERGENCY PREPAREDNESS TALKS AND PUBLICITY EVENTS Talks

In 2021, a total of 69 community emergency preparedness talks were delivered to 4,861 participants from government departments, companies and organisations. The talks covered concepts of general preparedness, including “plan early, be prepared, be informed and get involved”, the “three basic skills of emergency preparedness” and safety guidelines on specific themes, such as the course of actions in response to tropical cyclone, 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

Two publicity events were held at Lei Yue Mun and Heng Fa Villa in June 2021 to promote emergency preparedness.

### PROGRAMMES ON PROMOTION OF FIRE SAFETY

#### 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. As at the end of 2021, a total of 171,090 persons had been trained as FSAs. To add impetus to the scheme, the FSA Honorary President Associations were established in all 18 districts across the territory, and a total of 378 community leaders were appointed as the Honorary Presidents in 2021.



◀ 消防安全教育巴士(左)及救護信息教育車(右)向公眾教授逃生技巧及宣傳「慎用救護服務」的訊息。The Fire Safety Education Bus (left) and the Ambulance Service Education Vehicle (right) enable members of the public to learn evacuation techniques and message of “Use the ambulance service properly”.





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▲ 消防處在杏花園舉辦工作坊及宣傳活動，向居民推廣應急準備資訊。The FSD promotes emergency preparedness to the residents of Heng Fa Villa at a workshop and public event.

▼ 前線消防人員在寶達邨舉辦「打鐵趁熱」活動，向居民提供消防安全教育。Frontline fire personnel organises Hot Strike activity at Po Tat Estate to provide fire safety education to the residents.

### 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以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。截至二零二一年年底，共有10,844人受訓成為特使，當中792人為少數族裔人士。

### 「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。二零二一年，各行動總區共舉辦了十次「打鐵趁熱」活動，於火警發生後派前線消防人員到事故現場，趁附近居民對火警記憶猶新，馬上當場提供消防安全教育，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。二零二一年，本處為幼稚園舉辦了合共224場消防安全講座，共有15,023名學童參加，校方評價十分正面。

### 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，向其社區宣揚消防安全的信息和知識。截至二零二一年年底，本處為少數族裔人士舉辦了合共20場消防安全講座，並且49次到訪他們的聚會地點。

### 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. As at the end of 2021, a total of 10,844 people, including 792 coming from ethnic minorities (EM), had been trained as BFSEs.

### Hot Strike Campaign

The Hot Strike campaign is aimed at strengthening the publicity and education on fire safety in the community. In 2021, a total of 10 Hot Strike activities were organised by the operational commands, in which frontline fire personnel provided fire safety education at the scene right after a fire, with a view to enhancing nearby residents' fire safety awareness while the fire was 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. In 2021, a total of 224 fire safety talks were delivered with 15,023 children attended. Responses from the kindergartens have been very positive.

### 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 (EM) with a view to disseminating the message and knowledge of fire safety to their community. As at the end of 2021, 20 fire safety talks had been delivered to EM together with 49 visits to their gathering places.



◀ 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訊息。The FSD organises fire safety talks to ethnic minorities to educate them on fire safety.





消防處與教育局合作，在小學舉辦一系列社區應急準備課程。The FSD provides a series of community emergency preparedness courses for primary schools in collaboration with the Education Bureau.



推廣活動 (截至 2021 年年底)  
PROMOTION ACTIVITIES (AS AT THE END OF 2021)

<p><b>a</b></p> <p>「慎用救護服務」教育講座 “USE THE AMBULANCE SERVICE PROPERLY” EDUCATION TALKS</p>	<p><b>161,179</b> 名 參加者 PERSONS ATTENDED</p>	<p><b>d</b></p> <p>愛心校園 — 心肺復甦法訓練計劃 CPR TRAINING PROGRAMME IN CAMPUS</p>	<p><b>13,007</b> 名 參加者 PERSONS ATTENDED</p>
<p><b>b</b></p> <p>「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</p>	<p><b>21,700</b> 名 參加者 PERSONS ATTENDED</p>	<p><b>e</b></p> <p>救心先鋒計劃 HEART SAVER SCHEME</p>	<p><b>12,112</b> 人 獲委任「救心先鋒」 HEART SAVERS APPOINTED</p>
<p><b>c</b></p> <p>心肺復甦法及自動心臟除顫器教育講座 EDUCATIONAL LECTURES ON CPR AND AED</p>	<p><b>7,325</b> 名 參加者 PERSONS ATTENDED</p>		

**推廣救護服務、心肺復甦法及自動心臟除顫器的計劃**  
「AED 睇得到 用得到」計劃

本處於二零二一年六月推出「AED 睇得到 用得到」計劃，以期讓市民更容易取得 AED 使用，拯救心臟驟停患者。計劃由消防處牽頭，獲多個政府部門和公、私營機構支持，目標是使全港各處的 AED 數目逐步增加，讓市民有需要時取用，同時加強公眾的認知，明白當遇到有人發生與心臟有關的緊急情況時，應迅速且及時協助。

為推展這項計劃，消防處率先在全港超過 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。截至二零二一年年底，平台已加入超過 1,200 部 AED 的資料。這些 AED 遍布香港各處，供公眾使用。資料由逾 70 個參與計劃的政府部門和機構提供。

**「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，並增進他們的一般急救知識，亦希望他們掌握內

容後，可進而把信息傳給家人。截至二零二一年年底，本處為幼稚園和中小學舉辦了合共 1,102 場講座，共有 161,179 人參加。

**「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，知道要即時向心臟驟停人士施援。課程向市民提供施行心肺復甦法和自動心臟除顫器的全面訓練。截至二零二一年年底，本處開辦了合共 1,095 次課程，共有 21,700 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提供心肺復甦法和自動心臟除顫器的簡單基本訓練。截至二零二一年年底，本處為公眾開辦了合共 197 場講座，共有 7,325 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，並講解即時施行心肺復甦法的重要性。截至二零二一年年底，本處舉行了合共 251 次訓練，共有 13,007 名學生參加。

**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。計劃一直廣獲支持，截至二零二一年年底，共有 12,112 名合資格人士獲委任為「救心先鋒」。

**PROGRAMMES ON PROMOTION OF AMBULANCE SERVICE, CPR AND AED “AED Anywhere for Anyone” Programme**

The department launched the “AED Anywhere for Anyone” (“AAA”) Programme in June 2021 to broaden the accessibility of AEDs for public use to save cardiac arrest patients. The programme, led by the FSD with support from various government departments, as well as public and private organisations, is aimed at gradually increasing the number of AEDs available across the territory to make it possible for members of the public to 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.

To take forward the programme, the FSD took the lead to install AEDs outside over 100 fire stations and ambulance depots throughout the city 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 “Centralised 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 2021, the platform had incorporated the details of over 1,200 AEDs across the territory available for public use. The information was provided by over 70 participating government departments and organisations.

**“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. It is expected that the students may in turn convey the message to their families. As at the end of 2021, a total of 1,102 talks had been organised for kindergartens, primary schools and secondary schools with 161,179 persons attended.

**“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” CPR and AED courses to provide comprehensive training to members of the public on performing CPR and using AED. As at the end of 2021, a total of 1,095 courses had been conducted with 21,700 persons attended.

**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. As at the end of 2021, 197 lectures had been organised for the public with 7,325 participants.

**CPR Training Programme in Campus**

The CPR training programme in campus is introduced to teach and promote the use of CPR, explain the importance of prompt application of CPR, and encourage students as well as school staff to perform CPR on cardiac arrest patients in emergency situations. As at the end of 2021, 251 programmes had been organised with a total of 13,007 students attended.

**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. As at the end of 2021, the well-received scheme had appointed a total of 12,112 qualified persons as Heart Savers.



► 消防處推出「AED 睇得到 用得到」計劃，向市民推廣使用自動心臟除顫器。The FSD launches the "AED Anywhere for Anyone" Programme to promote the use of automated external defibrillators (AEDs) to the members of the public.