

# Be NetWise Internet Education Campaign

## 「做個智Net的」互聯網教育活動

### Sponsor 全力支持

Office of the Government Chief Information Officer  
資訊科技總監辦公室

### Supporting Organisations 支持機構

Education Bureau  
教育局

Customs and Excise Department  
香港海關

Hong Kong Police Force  
香港警務處

Intellectual Property Department  
知識產權署

Office of the Telecommunications Authority  
電訊管理局

Office of the Privacy Commissioner for Personal Data  
香港個人資料私隱專員公署

Television and Entertainment Licensing Authority  
影視及娛樂事務管理處

Hong Kong Internet Registration Corporation Limited  
香港互聯網註冊管理有限公司

Café de Coral Group Limited  
大家樂集團

E-Mice Group  
億軟集團

Microsoft Hong Kong Limited  
微軟香港有限公司

### District Coordinators 地區統籌

Aberdeen Kai-Fong Welfare Association  
香港仔街坊福利會

Social Service Centre  
循道衛理亞斯理社會服務處

Asbury Methodist Social Service  
循道衛理亞斯理社會服務處

Caritas Hong Kong  
香港明愛

Christian Action  
基督教勵行會

Friends of Scouting  
香港童軍總會童軍知友社

Holy Carpenter Church Community Centre  
聖公會聖匠堂社區中心

Hong Kong Children and Youth Services  
香港青少年服務處

Hong Kong Employment Development Service Limited  
香港職業發展服務處

St. James' Settlement  
聖雅各福群會

The Salvation Army  
救世軍

Tung Wah Group of Hospitals Community  
Services Division  
東華三院社會服務科

Other Coordinators 其他統籌

Hong Kong Family Welfare Society  
香港家庭福利會

YMCA of Hong Kong  
香港基督教青年會

Hong Kong Employment Development Service Limited  
香港職業發展服務處

St. James' Settlement  
聖雅各福群會

The Salvation Army  
救世軍

Tung Wah Group of Hospitals Community  
Services Division  
東華三院社會服務科

Hong Kong Family Welfare Society  
香港家庭福利會

YMCA of Hong Kong  
香港基督教青年會

Hong Kong Employment Development Service Limited  
香港職業發展服務處

St. James' Settlement  
聖雅各福群會

The Salvation Army  
救世軍

Tung Wah Group of Hospitals Community  
Services Division  
東華三院社會服務科

Hong Kong Family Welfare Society  
香港家庭福利會

YMCA of Hong Kong  
香港基督教青年會

Hong Kong Employment Development Service Limited  
香港職業發展服務處

St. James' Settlement  
聖雅各福群會

The Salvation Army  
救世軍

Tung Wah Group of Hospitals Community  
Services Division  
東華三院社會服務科

Hong Kong Family Welfare Society  
香港家庭福利會

YMCA of Hong Kong  
香港基督教青年會

Hong Kong Employment Development Service Limited  
香港職業發展服務處

St. James' Settlement  
聖雅各福群會

The Salvation Army  
救世軍

Tung Wah Group of Hospitals Community  
Services Division  
東華三院社會服務科

Hong Kong Family Welfare Society  
香港家庭福利會

YMCA of Hong Kong  
香港基督教青年會

Hong Kong Employment Development Service Limited  
香港職業發展服務處

St. James' Settlement  
聖雅各福群會

The Salvation Army  
救世軍

Tung Wah Group of Hospitals Community  
Services Division  
東華三院社會服務科

Hong Kong Family Welfare Society  
香港家庭福利會

"I was one of the instructors in the 'Be NetWise' Computer Class, and tried to instil in others more appropriate and correct Internet behaviour. I also worked with other Ambassadors to promote Internet safety in roadshows. I found the job extremely satisfying!"

Kwok Wai-kuen, Internet Ambassador of Kowloon City District

「在我區舉辦的『智Net的電腦班』擔任講師之一，把我懂得的網上安全知識教導別人；同時亦擺設街站宣揚互聯網安全的重要性。此舉不但令自己得到心靈上的滿足，亦可以幫助別人，一舉兩得！」

九龍城區互聯網大使 郭偉權



### Building a safe Internet environment

This was a one-year, territory-wide programme launched in September 2009 with the HKFYG as Central Coordinator.

The aim of the Campaign is to enhance the awareness of young people especially, directed at primary and junior secondary students, to the dangers inherent online, and to help them tailor their behaviour accordingly.

Over 500 young people were employed and trained as Internet Ambassadors. They visited more than 92,000 homes, gave over 700 talks for more than 150,000 students and shared their knowledge through 870 talks for parents. The Ambassadors also held exhibitions, contests and online games.

The NetWise Support Centre for Families was also set up with a hotline to provide a one-stop service for parents and children, who argue about using the Internet. More than 51,000 counselling sessions were conducted and two educational kits were prepared: one for parents and the other for teachers and social workers.

Research surveys were carried out to help gauge the needs of the community in terms of Internet safety.

### 營造健康上網文化

活動自2009年9月在全港推行，為期一年。旨在教育社會各界善用互聯網，尤其是提高中、小學生對網上潛在危機、正確及安全上網行為的意識。青協獲委任為中央統籌機構。

逾500名青年獲聘任為「互聯網大使」，受訓後負責推廣善用互聯網的訊息，包括進行了超過92,000次家訪、為逾150,000名學生提供700場講座及870場家長講座，並籌辦其他教育活動，如展覽、比賽、網上遊戲等。

同時，「智Net」家庭支援中心和支援熱線正式成立，為家長及青少年提供一站式服務，協助他們預防和面對因使用互聯網而產生的衝突，共進行了超過51,000個電話輔導。活動另製作了分別供家長、以及中小學老師和社工使用的教育資源套，加強他們對互聯網安全知識的裝備。

活動還進行了一系列的研究調查，以助進一步了解並回應大眾對互聯網安全教育的需要。

