Woofoo Asian Award for Advancing Family Well-Being: Good Practices and Impacts

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Agenda

01. Rationale
   | WHY |

02. Objectives / Methodology
   | WHAT | HOW |

03. Best Practices
   | Six Practices |

04. Key Impacts
   | Four Layers |
01. Rationale

| WHY |
Global consensus on the importance of Family Well-Being

- **1989**: Resolution 44/82 (United Nations)
- **1994**: International Year of the Family (IYF)
- **1995**: World Summit for Social Development recognised the importance of family
- **2008**: Formation of the Consortium of Institutes on Family in the Asian Region (CIFA)
"Activities for IYF will be undertaken at all levels – local, national, regional and international; however, their primary focus will be at the local and national levels. Programmes should support families in the discharge of their functions, rather than provide substitutes for such functions. They should promote the inherent strengths of families, including their great capacity for self-reliance, and stimulate self-sustaining activities on their behalf. They should give expression to an integrated perspective of families, their members, community and society; IYF will constitute an event within a continuing process. Measures will be needed to ensure appropriate evaluation and progress made and obstacles encountered both prior to and during IYF, in order to ensure its success and adequate follow-up."

—United Nations, 1994
Five major trends affecting families in East and Southeast Asia

- Facing downsizing households
- Population ageing
- Immigration
- Pandemics
- Globalisation

Affect family formation and family structure

Consortium of Institutes on Family in the Asian Region (CIFA)

First and only regional organisation in Asia related to family well-being

Strengthen family functioning and promote family health

Transdisciplinary collaboration

Contribute to the body of knowledge in relationship science
The Wofoo Asian Award for Advancing Family Well-Being (Wofoo 3A Project)

CONSORTIUM OF INSTITUTES ON FAMILY IN THE ASIAN REGION
Development of Wofoo 3A Project

Initiation and sharing session filmed by RTHK
2010

Participation promotion
2012

Global linkage
2014

Advocate collaboration
2016

Professional Alliance
2018

From 3A to 4A
PRESENT

2010

2012

2014

2016

2018

PRESENT
02.1 Objectives

| WHAT |
Objectives

- Identify best practices of the 3A Project awardees
- Consolidate social impacts of the 3A Project under CIFA
Methodology

| HOW |
Mixed-methods design

Document Review
- Document selection
- Document review framework development
- Document analysis

In-depth Interviews
- Selection of participants
- Interview guide development
- Interview process
- In-depth interview analysis
Our process

1. Formulate the project's scope
2. Determine the project's methodology
3. Review and discuss the findings of the document review and analysis
4. Develop a guide for in-depth interviews
5. Appraise the findings of in-depth interviews
### Document selection

<table>
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<tr>
<th>Organisation</th>
<th>Procedure</th>
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<tbody>
<tr>
<td>CIFA</td>
<td>CIFA secretariat provided related printed and electronic documents on 3A Project</td>
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<tr>
<td>CIFA &amp; CoA</td>
<td>Reached a consensus → review documents on 3A Project and written documents of all eight finalists of the five 3A Project years</td>
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<tr>
<td>CoA</td>
<td>Reviewed all eight finalists of the five 3A Project years in <strong>2010, 2012, 2014, 2016, and 2018</strong>, competing for Gold Award, Silver Award, Bronze Award, and five Outstanding Awards</td>
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40 project-related documents were reviewed
Document review framework

1. Project rationale
   - Problem and/or needs identification
   - Project objectives
   - Participants’ inclusion / exclusion criteria
   - Service scope

2. Implementation
   - Team formation
   - Capacity building
   - Resource allocation

3. Evaluation
   - Outcome and process
   - Cost-effectiveness
   - Feedback mechanism

4. Innovation
   - Project design
   - Mode of participation
   - Tools and materials
   - Project structure
   - Financing and funding

5. Sustainability & Replicability
   - Knowledge hub
   - Dissemination and knowledge transfer
   - Funding opportunities

6. Institutional Synergy
   - Accountability
   - Expert / agencies engagement
   - Data pooling and future research
03. Best Practices

| SIX PRACTICES |
Best practices at a glance

WOFOO ASIAN AWARD FOR ADVANCING FAMILY WELL-BEING (3A PROJECT)
CIFA
Aspiration for Sustainability, Innovation & Applicability (ASIA)

PROJECT RATIONALE
- Formulate project rationales with forward-looking perspectives, anchored in social needs and fill existing service gaps
- Focus on specific scope of population to stimulate targeted intervention strategies to ensure social responsiveness

IMPLEMENTATION
- Create teams that match intervention contents to the best, and in many cases form multidisciplinary teams to address complex needs
- Acknowledge the importance of capacity building skills of team members
- Allocate resources strategically

EVALUATION
- Integrate outcome and process evaluation into the implementation process
- Pay attention to the financial impact and cost-effectiveness of project
- Collect feedback from key stakeholders using mixed methodologies

INNOVATION
- Provide new values and profound social values that expand the understanding of family dynamics
- Encourage new modes of participation and development towards sustainable outcomes
- Create knowledge and learning platforms
- Prepare comprehensive project structure and learn through traditional funding models

SUSTAINABILITY & REPLICABILITY
- Build knowledge bank for project sustainability on local, regional and international levels
- Document project progress and details in internal and external forums
- Inform funders and stakeholders regularly and seek new funding opportunities

INSTITUTIONAL SYNERGY
- Hold institutions accountable for field projects
- Engage experts and/or agencies in project development, implementation and evaluation
- Take reference to evidence-based practices with local and global sensibility

THREE KEY PURPOSES
1. Serve as a guideline and a checklist for assessment criteria
2. Serve as a benchmark for proposers that wish to compete for an award
3. Provide reference for local and international organizations

和富亞洲傑出家庭工藝計劃（WOFOO 3A PROJECT）
亞洲區家庭研究聯盟（CIFA）
追求創新、應用實踐、持續發展

計劃理念
PROJECT RATIONALE
- 計劃理念與題目，本計劃社會需求、發展目標相吻合
- 重視社會科學知識、以實踐目標為導向
- 積極參與社會研究與發展的社會環境
- 建立網絡及合作關係

計劃推行
IMPLEMENTATION
- 組織和資訊平台，內容豐富的工作坊。有利於組織的發展
- 各工坊有具體的時間及地點
- 活動會定期舉辦，參與者可自行選擇

評估
EVALUATION
- 在計劃推行中加入評估及績效監測
- 全面評估計劃成效
- 有關評估結果及計劃的發展

創新性
INNOVATION
- 創新及社會責任的結合
- 鼓勵組織及資金的持續投入
- 鼓勵組織及資金的持續投入
- 相關組織及資金的持

可持續性及複製性
SUSTAINABILITY & REPLICABILITY
- 全面評估計劃成效
- 評估計劃的複製性
- 評估計劃的複製性
- 評估計劃的複製性

機器協同作
INSTITUTIONAL SYNERGY

三項主要目標
1. 作為工作坊並支持社會的溫暖
2. 邀請相關的意見和諮詢
3. 邀請相關的意見和諮詢

CIFA
Aspiration for Sustainability, Innovation & Applicability (ASIA)
Empower service users

Address social problems using family-oriented approach

Create supportive environment

Fill existing gaps in the field

Educate the public and raise awareness

Strengthen family relationship

PROJECT RATIONALE

- Formulate project rationales with forward-looking perspectives anchored in social needs and fill existing service gaps
- Focus on specific scope of population to stimulate targeted intervention strategies to ensure social responsiveness

Project rationale
**Implementation**

- Create teams that match intervention contents to the best, and in many cases form multidisciplinary teams to address complex needs.
- Acknowledge the importance of capacity-building skills of team members.
- Allocate resources strategically.

- Multidisciplinary professionals
- Volunteers
- Capacity building
- Resource allocation
Evaluation

- Integrate outcome and process evaluation into the implementation process
- Pay attention to the financial aspect and cost-effectiveness of project
- Collect feedback from key stakeholders using mixed methodologies

Satisfaction level
Qualitative and quantitative research
Social return on investment (SROI)
INNOVATION

- Provide new values underpinning social issues that expand the understanding of family diversity
- Encourage new mode of participation and develop deviceful tools and materials
- Create knowledge and learning platform
- Ensure comprehensive project structure and break through

Innovation

- Project design
- Tools and materials
- Financing and funding
- Mode of participation
- Project structure
Sustainability & Replicability

- Build knowledge hub for project replicability in local, regional and/or international arenas
- Disseminate project progress and details with internal and external networks
- Inform funders and stakeholders regularly and seek new funding opportunities

- Long-term, lasting change
- Virtual knowledge hub
- Database, materials and manuals
- Project dissemination and publicity
Institutional synergy

- Hold institutions accountable for their projects
- Engage experts and/or agencies in project development, implementation and evaluation
- Take reference to evidence-based practices with local and global sensitivity

Effective communication among agencies

Accountability to stakeholders

Expert engagement

future research opportunities
04. Key Impacts

| FOUR LAYERS |
Wofoo 3A Project Impacts

Organisational

Professional

Community

Regional & International
## Professional Impacts

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<th>Four cross-border exchange programmes</th>
<th>Self-initiated visits</th>
<th>Experiences sharing</th>
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<tr>
<td>• 750 participants</td>
<td>• Closer relationships and self-initiated study visits and field trips</td>
<td>• Share experiences in different professional activities and media channels</td>
</tr>
<tr>
<td>• Learn-do-share iterative cycle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Agency visits for in-depth learning and sharing</td>
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Organisational Impacts

VISION DRIVEN
CIFA since its establishment has a passionate vision that attracted people with leadership competence and grounded capital in promoting family well-being.

GROWTH ANCHORED
CIFA has always pursued growth in achieving vision and its corresponding objectives. 3A Project is a flagship initiative that fully reflects this best practice. Selection criteria, motivational channels, exchange programmes and expert contributions have never been paused for further enhancement.

LEADERSHIP SHARED
Attracted by shared vision, core members of the 3A Project awardees' winging initiatives have established long-term team leadership and collaboration mechanism.

PLATFORM SUSTAINED
The 3A Project signifies a platform for organisations who care about family well-being to participate before, during and after the award winning. The whole process of participation in turn contributes to a sustainable platform for stakeholders and/or organisations.

KNOWLEDGE DEPOSITED
Throughout the years, 3A Project awardees contributed to innovative knowledge on best practices to enhance family well-being in Asian context, creating a knowledge hub for further advancement.

ECOLOGY OPTIMISATION
After five rounds of the 3A Project, an ecology for enhancing family well-being has been optimised as reflected by knowledge transfer across boundaries, applicability of best practices, and the continuous expansion of the programmes.
Community Impacts

Professional aspect
• positive values and beliefs in family well-being have been consolidated and promoted

Social aspect
• professional wisdom about ways of introducing positive changes for family well-being has been consolidated and conveyed to the wider community

Economic aspect
• when family well-being is secured, the social cost of medical, mental, and social interventions to deal with individual, family, and social problems can be reduced
Regional and International Impacts

Wofoo 3A Project is the **first and only award-granting project** anchored in Asia that focuses on conglomerating and converging professional wisdom about family well-being.

CIFA is now a **leading regional hub** for networking among representatives from regions and countries across Asia.

On the international front, CIFA has gained **increasing recognition and support not only in Hong Kong and Asia but also from the United Nations.**

- Senior Officials from the Division for Inclusive Social Development, Department of Economic and Social Affairs of the UN, including Ms. Daniela Bas and Mrs. Renata Kaczmarska, have **officiated at various CIFA events.**
- In support, videos on CIFA’s activities have been uploaded to the **UN portal (http://unsdn.org)** and featured in the reports of the Secretary-General to the General Assembly.
From 3A to 4A

Alliance

• 3A Project has provided a platform for transdisciplinary collaboration to promote family well-being.

• Further efforts will be made to expand 3A to 4A, with a strengthened 'Alliance' for the consolidation of collaborative knowledge and practical wisdom to create greater impact.
Conclusion

- 3A Project initiated by CIFA has achieved its mission and vision.

- Six best practices have been identified based on mixed-methods research and an analytical framework based on PIE-ISI.

- Positioned as a regional organisation, CIFA should realize that with the mentioned best practices engendered and consolidated from the 3A Project, family well-being could be better promoted and empowered in recognition of its international significance.

- With concerted, continuous efforts, the 3A Project will intensify impacts that benefit individuals, families, and communities at the local, regional, and international levels.
Thanks!

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