



香港大學秀圃老年研究中心
Sau Po Centre on Ageing
The University of Hong Kong

6th CIFA Regional Symposium
Plenary Session 1

Family First: Supporting Asian Families in the Era of Inclusive Growth

Wofoo 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)

Family – the basic unit of society

“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

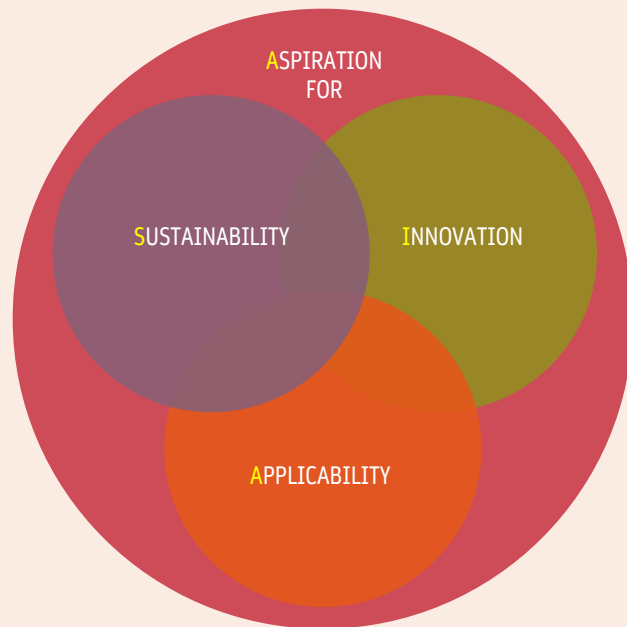
Strengthen **family
functioning** and promote
family health



Transdisciplinary
collaboration

Contribute to the **body of
knowledge** in relationship
science

The Wofoo Asian Award for Advancing Family Well-Being (Wofoo 3A Project)



Development of Wofoo 3A Project

Initiation and sharing session filmed by RTHK

2010



2012



Global linkage

2014



2016



Professional Alliance

2018



PRESENT



Participation promotion

Advocate collaboration

From 3A to 4A

02.1

Objectives

| WHAT |



Objectives

Identify best practices of the 3A Project awardees



Consolidate social impacts of the 3A Project under CIFA



02.2

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

Organisation	Procedure
CIFA	CIFA secretariat provided related printed and electronic documents on 3A Project
CIFA & CoA	Reached a consensus → review documents on 3A Project and written documents of all eight finalists of the five 3A Project years
CoA	Reviewed all eight finalists of the five 3A Project years in 2010, 2012, 2014, 2016, and 2018 , competing for Gold Award, Silver Award, Bronze Award, and five Outstanding Awards

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)

BEST PRACTICES

<p>PROJECT RATIONALE</p> <ul style="list-style-type: none"> 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 	<p>IMPLEMENTATION</p> <ul style="list-style-type: none"> 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
<p>EVALUATION</p> <ul style="list-style-type: none"> 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 	<p>INNOVATION</p> <ul style="list-style-type: none"> Provide new values underpinning social issues that expand the understanding of family diversity Encourage new mode of participation and develop developmental tools and assessment Create knowledge and learning platform Ensure comprehensive project structure and break through traditional funding modes
<p>SUSTAINABILITY & REPLICABILITY</p> <ul style="list-style-type: none"> 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 	<p>INSTITUTIONAL SYNERGY</p> <ul style="list-style-type: none"> 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

THREE KEY PURPOSES

- Serve as a guideline and a checklist for assessment criteria
- Set a benchmark for projects that wish to compete for an award
- Provide reference for local and international organisations

**和富亞洲傑出家庭工作計劃
(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

六大最佳實踐展示 (PIE-ISI)

<p>計劃理念 PROJECT RATIONALE</p> <ul style="list-style-type: none"> 計劃理念具前瞻性，本於社會需要，填補服務空隙 觀察特定社會群體，以有目標的策略介入，確保社會積極回應 	<p>計劃推行 IMPLEMENTATION</p> <ul style="list-style-type: none"> 組織成員介入內容需要的工作時，團隊成員由不同界別組成，以應付複雜的需要 積極團隊成員建立能力技巧的重要性 有策略地分配資源
<p>評估 EVALUATION</p> <ul style="list-style-type: none"> 在計劃推中加入評估成效與過程的元素 留意計劃的財務及成本效益 採合不同方法收集主要持份者的回饋意見 	<p>創新性 INNOVATION</p> <ul style="list-style-type: none"> 提供能處理社會問題的新構思，如經對家庭多種性的理解 發展參與和由參與式、發展多元化的操作工具及材料 創造知識及學習平台 確保全面的計劃結構，突破傳統的框架模式
<p>可持續性及可複製性 SUSTAINABILITY & REPLICABILITY</p> <ul style="list-style-type: none"> 建立知識庫，讓計劃在本地、地區及國際領域內，皆可複製推行 透過內外網絡，發放有關計劃進展及詳情網頁 定期向資助者及持份者報告，並尋找新的資金機會 	<p>機構協同作用 INSTITUTIONAL SYNERGY</p> <ul style="list-style-type: none"> 令機構對自己推行的計劃負責 邀請專家及機構參與計劃的發展、推行及評估 以敏銳的本地及全球觸覺，參考以實踐為本的運行經驗

三項主要目標

- 作為工作指引及評定標準的清單
- 為希望獲獎的參賽計劃定下基準
- 為本地及國際組織提供參考

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



Strengthen family relationship



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

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

Implementation



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

Evaluation



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

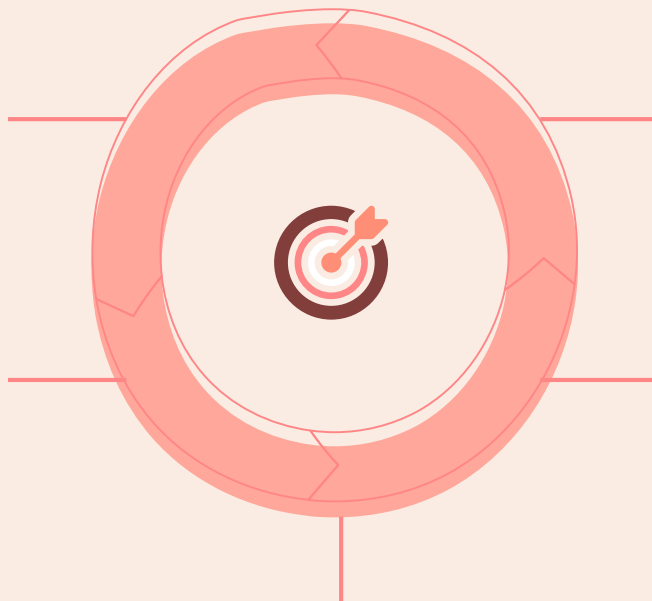
Project design

Mode of participation

Tools and materials

Project structure

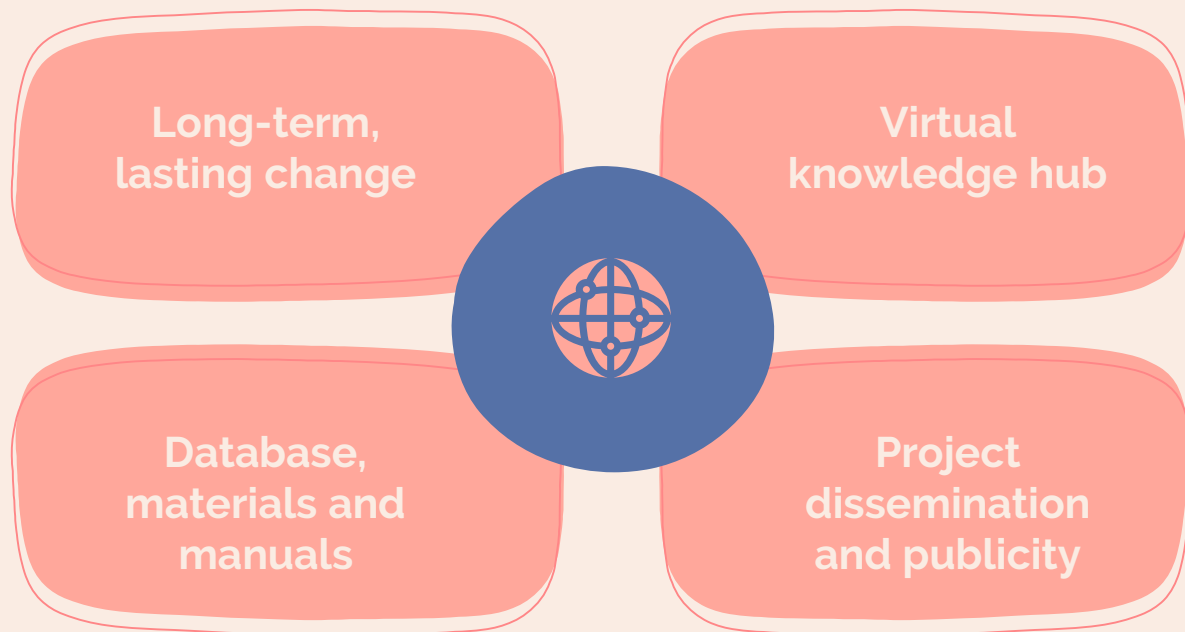
Financing and funding



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

Sustainability & Replicability



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

Institutional synergy

Effective communication
among agencies

Accountability to
stakeholders

Expert engagement

future research
opportunities

04.

Key Impacts

| FOUR LAYERS |



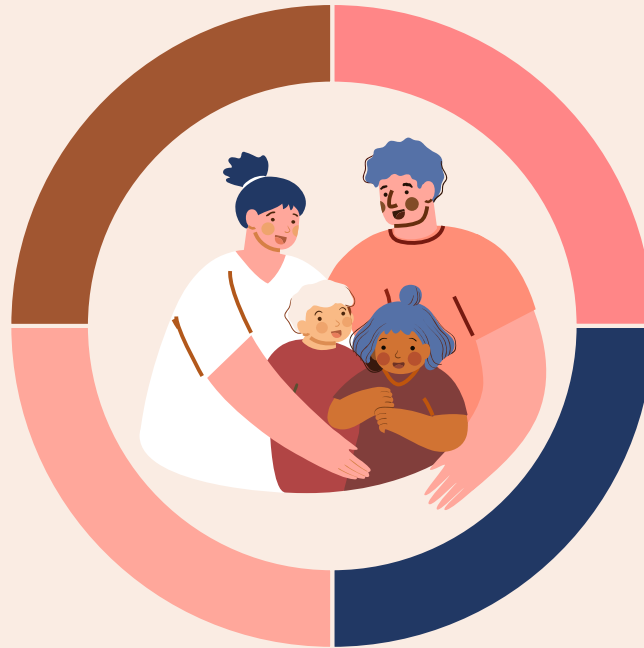
Wofoo 3A Project Impacts

Organisational ●

● Professional

Community ●

● Regional & International



Professional Impacts



Four cross-border exchange programmes

- 750 participants
- Learn-do-share iterative cycle
- Agency visits for in-depth learning and sharing



Self-initiated visits

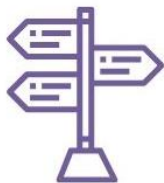
- Closer relationships and self-initiated study visits and field trips



Experiences sharing

- Share experiences in different professional activities and media channels

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 Kaczmarek, 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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