



Against Child Abuse Ltd.

防止虐待兒童會有限公司



珍愛兒童三十載，茁壯成長顯光采！

Mission

To promote a caring and non-violent environment for the optimal growth and development of our children.

Belief

We believe that children's survival, protection and development should be given priority, their views should be heard and given due weight. In the application of these principles, children of every race, creed and color should be given equal treatment.

Message

Patron: Mrs. Selina Tsang



Established in 1979, Against Child Abuse has strived to raise public awareness of children's rights and to foster collaborative community efforts to protect children against violence. ACA has also offered valuable advice on child protection policies, making remarkable contributions to child welfare and protection over the past three decades.

ACA encourages parents to practise positive parenting to give their children a healthy, happy childhood. In recent years, ACA has assisted in developing child

protection services in the Mainland and Macau to spread the message of child protection and promote family harmony. We look forward to your continuous support to ACA in building a caring and harmonious environment for the optimal growth and development of children in Hong Kong.

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香港公益金會員機構
A MEMBER AGENCY OF THE COMMUNITY CHEST

Mrs Heleen Kleijn, *the Founding Chairwoman*

IN THE BEGINNING

It started at a meeting of the Hong Kong Council of Women, October 1978. During the break a few of us - A.O. the journalist Patricia Penn and the pediatrician Dr. Edith Horsefall - stood together when someone mentioned the case of the little girl that recently had hit the headlines. A terrible case of violence against a child.

"Is there anything we can do, someone asked? Not just write an article, but really act? Set up a hotline or so?"
 "Of course this is something for the Social Welfare Department to tackle."

"What we need is a committee of all sorts of people - of different disciplines. And you have to chair it", they said to me. "We are all professional women, we are far too busy. Not only are you the wife of the director of a big childrens' home; you have time!" I had never chaired a meeting before and wasn't exactly looking forward to it.

"What we need too is a strategy", Patricia Penn said. "We need to keep it in the public eye." And there and then she devised a strategy. Whenever there was talk of a possible case of child abuse she would phone in on Radio Television Hong Kong, Open Line, the English morning program to which many people listened while driving to work. She would phone Open Line and tell the audience what she had read or heard and asked whether anyone would like to comment on it. With others, like Edith Horsefall and me she had arranged on beforehand to phone in and how to react. There were mornings that we kept the topic of child abuse on the air for more than 20 minutes. Just by throwing the ball to each other. This strategy worked. Child abuse suddenly became a popular topic. I got invitations to give talks. The Kiwani's Club Causeway Bay was one of the first groups which invited me.

The biggest stumbling block was what we heard time and again: "We Chinese do not abuse our children". Strange as it may sound now, I had never heard of child abuse though I was trained as a social worker. I was by far not the only one. Other people knew little or nothing of it either; child abuse had only recently been given a name. During the days of my training the subject was never mentioned. This lack of knowledge proved a big handicap. Reason why in 1979 a H.K. delegation went to the U.S.A. to attend the International Congress on Child Care and Child Protection which was held in Miami.

The delegation consisted of 7 people, mostly representatives of children homes and including also someone of Social Welfare Department. My husband, Jan Kleijn was the only gwai loo'. He remembered how impressed he was and how he reported back to the Committee on the topic he had been given, which was "prevention"; things like how to get into the homes of unwilling parents after someone had reported them. By then the Committee had been well on their way. The first meeting was held in December of the same year. I don't think I was a very good chairman. Initially the debates were often



confusing and the people around the table changing all the time. Dr. Horsefall withdrew and suggested in her place a young dedicated medical doctor of the United Christian Hospital, also a pediatrician. That was Dr. Patricia Ip.

We decided on a hotline, which began operation in June 1979 with the help of the social workers of the Christian Family Service Centre in Kwun Tong during the day and part-time social work students in the evenings.

Money was not a problem. My husband had approached the Hong Kong Jockey Club and they were willing to donate H.K.\$ 50,000. Though we had money now we had no bank account, as we were not yet registered as a foundation. That was where Dr. K.H. Hwang came in and offered his invaluable help. Dr. Hwang was a banker but also Chairman of the Peninsula Lions Club. This distinguished and very discreet gentleman arranged in no time for us to get a bank account. My husband could now pay the bills and Dr. Hwang consented to become a member (and later the Chairman) of the Committee.

As time went by, it became obvious that the very complicated and often time-consuming work involved in child abuse cases was too much for the already overloaded workers of the C.F.S.C. Against Child Abuse got their own office in the basement of Holland Hostel opposite the street. A second donation of H.K. \$ 100,000 made it possible for us to employ our own full time staff. The Committee decided also that a Project Coordinator was needed. The choice fell on Mrs. Priscilla Lui. In June 1980 the A.C.A. was registered as an independent agency.

Now - 30 years later - we are very thankful that A.C.A. has developed into what she is now. A very professional agency, which has the wellbeing of the children of Hong Kong at heart under the capable and dedicated leadership of their director; a leadership of almost 30 years.



How would one feel when seeing a toddler being beaten so severely, that her flesh appeared like stirred custard and required a skin graft? As a pediatrician for almost twenty years, Dr Patrick Cheung's heart tightened at the sight of the wound, overwhelmed with nausea and dizziness all at once during one particular winter night at a public hospital. However, Cheung did not let his emotions carry him away, instead he saw the unfortunate case as a learning experience. "We may be able to save another child if we can learn from the experience of the cases. After all, prevention is better than cure," said Cheung.

Having diagnosed and treated numerous victims of child abuse, and experienced in detecting and reporting suspected cases, Cheung decided to get out of the office and into the community. He joined ACA in November 2001, a step that allowed him to further his commitment to fight child abuse with his expertise. "One of the objectives of ACA is to promote the awareness of child abuse prevention, which aligns with my belief that we should combat child abuse before it happens," Cheung said.

After working at various posts during the past eight years at ACA, Cheung became the Chairperson in 2009: an important year at the organization as it celebrates its 30th anniversary. He continues to integrate his work as a pediatrician with the resources and efforts of the ACA. Meeting with parents is a routine part of his position at the hospital, and when seeing families encountering childrearing problems, he often offers them positive child management solutions, or refers them for further management work. "That way, the tension between the parents and the children may cease, and this may help prevent potential child abuse cases. Though I may not see any immediate improvement, if somehow the families and the children are benefited, I feel satisfied," said Cheung.

As the chairperson of ACA, Cheung strives to support a series of programs which keep abreast of the latest social trends. The recent rising numbers of pseudo models in skimpy outfits, compensated-dating and drugs abuse all leave the Hong Kong society seriously concerned about the future of our children. Cheung believes that if children grow up in a loving home, and are educated with the right values and morals, they will not fall into temptations so easily as they become teenagers. ACA offers programs which equip parents with adequate knowledge and skills to "promote a caring and non-violent environment for the optimal growth and development" of their children. Programs designed to face contemporary social trends include the child cyber safety program named "the Seed of Love", and "Good Parenting Project" which targets potential problems cross-border families may face. Cheung stresses that education at a young age is far more effective than at adolescence. He likes to see programs targeting at current teens issues, such that troubled teens of today are back on track to become able parents of tomorrow.

Advocacy is also an important job for Cheung as the chairperson of ACA. The legislative ban on corporal punishment of children has always been an appeal of the organization, "the goal is to alter the attitude of the public, not to prosecute parents," Cheung said. He believes that corporal punishment on children can easily escalate into abuse. Banning it by law, good practices will be set for the society to follow, and that children's rights as autonomous individuals will be honored. ACA provides parents with constructive childrearing techniques through programs such as the "Batterers Intervention Therapeutic Group". Along with the ban, the organization will continue to urge the government to set up a Child Commission and Sex Offender Registry through different means in the coming year.

In the current uncertain economic climate, a drop in public funding is expected. Besides, Cheung finds it difficult to obtain sponsorships from commercial businesses. "Not a lot of businesses want to be associated with the term 'abuse', Cheung explains, "but this is our expertise, and the name shows it." However, the attitude of the business world is undergoing a shift recently: the "Treasure Every Child" Fundraising Activity on May 1, 2009 was actually co-sponsored by Harbour City, Hong Kong Economic Times (HKET) and Television Broadcasts Limited (TVB). Together with HKET, a case-book will be published for fundraising purposes. "We are hoping to gain more opportunities to work with commercial businesses," says Cheung. He continues to make plans with the ACA team even though there is no immediate funding available. "If we have plans drawn up and ready in hand, all we need is the right moment and opportunity that will come." Cheung continues, "as a small NGO, we don't have to undergo layers of bureaucracy; we respond more quickly and with more flexibility."

Looking forward to the future, Cheung expects ACA to continue its work on both prevention and remedial services, and be able to get families, schools, communities and the government to work together. He is grateful for all the hard work of the staff and volunteers, especially those in the frontline. "We have only limited manpower, I am proud of them for what they have accomplished," Cheung said, smiling from within.

Mrs. Priscilla Lui



When flipping through any local newspapers today, one may see headlines like "Parents jailed over horrific injuries inflicted on girl", "Another child dead from abuse at home", or "Drunk mother's baby died in care of girl". Three decades ago, the extent of child abuse was not recognized to most people in Hong Kong. It was easy to think, like an illusion, that child abuse is rare, especially in a civilized society like ours; until the shocking case of Lai Shuk Mee, where a severely abused ten-year-old girl was brought to the attention of the public in 1978. Priscilla Lui, director of ACA, says that the public is now more aware of child abuse; more cases of children harmed physically or non-physically make the cover of the news as a direct result of the increased awareness.

Lui has been with the organization almost throughout the last three decades, throughout economic booms and bust, and throughout the different stages of her life. To her, ACA was "more than a job," as it became almost "an inseparable part of her life."

This year marks the 30th anniversary of the first NGO targets at intervention and prevention of child abuse in Hong Kong. Walking with ACA during the past almost thirty years, Lui is proud to see the milestones in child protection achievements they have helped to achieve. Through their advocacy, they witnessed specialized child protective services established in different governmental departments, the revisions of several ordinances, as well as the setup of the Child Protection Regis-

try, Handling Guidelines etc. While we still catch sight of heart-clenching news about child abuse from time to time, the public now shows a greater concern for these matters. With rise in awareness, people today are more willing to report abuse cases, or request for assistance. Lui reckons the work of ACA on public education has come to fruition as seen by the increased actions of people on abuse.

Having worked on numerous cases, Lui feels that those who were abused as a children, are very likely to abuse or neglect their own children. "The issues of teenagers we see today compensated-dating, drug abuse etc., are the consequences of yesterday's deeds," she continues, "parents today who were abused or neglected in the past, may be injured souls who lacked the parental skills needed to bring up their children." Lui believes it is a vicious cycle, almost impossible to break unless they seek help. Lui states, "sometimes a seemingly simple case can contain complexities you cannot imagine." She describes a case where the older brother molested the younger sister; later through counseling, it was discovered that not only the younger sister was a victim, the older brother and their father were all victims of sexual abuse during their childhood. "That's why we need to be proactive rather than reactive, and pull the plug on repetitious child abuse," says Lui.

On the front burner, Lui believes the government should set up a child commission, an independent platform representing the best interest of the children. The government should also identify the crux of the child abuse problem, set goals and make policies accordingly. What is the definition of child abuse? What contribute to parents' abusing? What kind of support is required and how much resources should be allocated? These are the kinds of questions Lui asks and believes we need to find the answer to. Lui considers the protection of children as a collective responsibility, a responsibility shared by the government, families, schools, and the surrounding communities. By advocating, Lui believes ACA jointly with the Hong Kong community can fight child abuse on a macro scale. ACA continually appealed to the government making policies in support of the families and children, and passing legislation outlawing all forms of violence against children (e.g. ban on corporal punishment). "I sincerely hope that the government can catch up on its policies for children and ensures their voice heard and their needs met," says Lui.

Facing many limitations, Lui believes there is still room for the organization to improve, both internally and externally. Within the organization, she wishes to tighten the relationship between the staff, volunteers and service users. In order to strengthen the three levels of partnerships, they need to reach consensus and carry out actions with one another. Externally, Lui hopes to continue to work closely with the media as they influence a wider audience. Increasing understandings and communications between ACA and its funding bodies is also an important task. Lui believes more family problems may emerge during the economic downturn; this is a critical time where an increase in funds is necessary to provide adequate services. On the 30th anniversary of ACA, Lui believes this to be a time to step back and reconsider their position in the society, to move forward with a positive attitude, a soft approach and a firm mission. "Treasure Every Child. Treasure Every Smile" is the slogan of ACA this year, which Lui hopes and beliefs will become true with the joint effort of everyone particularly the participation of children in the society.

Ten-year Volunteer Road Mrs. Lee Kwan Tsang - Family Corner

"How many ten years are there in a life?" this dialogue from a script of a television programme can best describe my ten-year life of voluntary work. Serving an agency for ten years may not be a long period, but it certainly is not short. What makes me stay with ACA for ten years, and for the future years to come?

I remember the time when I switched my role from a working mother to a full time mother. I knew nothing about disciplining a child then. I came to know ACA from my close friend, Ms. Yip Tak Tsang, who is a volunteer with the agency. With her kind help, I enrolled myself on the "Good Parenting Training Course". After the training, I joined the volunteer group of Family Corner. At the very beginning, I usually went back to ACA, trembling with fear. In my previous work experience, I measured my own performance by assessing whether my effort and the results I achieved were commensurate with my salary. Now that working as a volunteer, there was no salary in which I could base in order to work out my own assessment of my performance. This increased my fear all the more. Nonetheless, after being a volunteer, I understand that I need not count my rewards. This actually has helped to release my stress and to-date, I have been enjoying a fantastic experience working with ACA.

Ten years have passed. Through voluntary services, I have widened my circle of experience and have learnt a lot of new things. I have developed new interests which in turn have confirmed my abilities. The most important things are that I

have met a group of new friends who share common interests and dreams and I have learnt the methods of disciplining children. I have completely given up using corporal punishment, and have practised other positive parenting skills which stress on using respect, appreciation and encouragement to teach children. These skills in turn have promoted harmony in my family. I have also come to realize that parents can also share their personal experience with other parents and everyone can grow by assisting others.

Because of these experiences, I have developed a close connection with ACA and deepened my understanding towards the agency. This year is the 30th Anniversary of ACA. Over decades, it has protected children without hesitation. When our children are unable to protect themselves, the agency shoulders this significant role. It protects children from being abused and hurt by the community. It also teaches adults about children's rights.

I am glad that I could join ACA at a time when my children are growing up. I could provide them with a safe environment to grow. I hope that ACA can promote child protection to every sector of the community and gain the final victory in its quest over the banning of corporal punishment in Hong Kong in the near future.

I treasure every moment of the ten years of being an ACA volunteer.

Help Others to Help Yourself Mrs. Leung Shui Fong – Family Corner

Time flies. I can never imagine that I have served as a volunteer with ACA for 11 years already. I remember the day I gave birth to my twins. I knew I needed to take up the role of a new mother, again after quite a number of years. I felt I was confronted with pressure from all sides, all at the same time. I was totally at a loss and was completely helpless. One day, while I passed by the ACA Centre at Tuen Mun, I saw a poster which promoted a Good Parenting Training Course. The message struck my mind that it might be a good chance for me to learn being a good mother anew. During the course, I got to know several volunteers. Through our conversation and interaction, I realized that helping others brought joy to one's own life. This realization motivated me to become a volunteer, and since then, I have developed an inseparable relationship with ACA.

I still remember before I was a volunteer working with ACA, I misunderstood its services since I was misled by the name "Against Child Abuse". I thought it helped the abused families only. However, after a period of time, I gradually came to understand that the agency does not only care for abused children, it also shoulders the role of child protection, prevention, remedy and advocacy. It organizes parenting talks and public educational programmes to improve and to build up close family relationship. It is my honour to be one of its service users.

Being a volunteer with ACA, I have many unforgettable experiences. I remember once joining a petition group at the entrance of Legislative Council Chamber to solicit the Government to ban corporal punishment. Before this, I had never

taken such action, but I think that was very meaningful. We shouted slogan and were emotionally excited by this mission for children. The petition ended peacefully that day. I do not know how many Legislative Councilors supported our petition and the eventual result of our action, but I hope our appeal can arouse the concern of the community in banning corporal punishment used on children.

"Sunrise has the most beautiful scenery" - this best describes my feelings for ACA. Every time when I am back at ACA and meet all the social workers and other volunteers who I treat as sisters, the feeling of a sisterhood bondage always gives me great comfort. Being a volunteer makes my life growth. It adds new value to my life, broadens my knowledge, increases my confidence and changes my once stubborn attitude to a positive one. My family relationship improves. I understand that to cheer others up is the key of joy. Although I cannot help all people, I can try my best to serve others and enjoy the process. No wealth in the entire world can buy me this valuable fulfillment.

I hope ACA will hold tight to its belief in its work for child protection and that its services will be recognized and supported by more people. Also, I hope more people will help to spread the important message of child protection and turn the world a better place for all children, who are the pillars of our future community "Action for Children – Banning Corporal Punishment." With the effort of the community, I hope all children can live and grow sturdily in a loving and zero violent environment. Hip, hip, hurray! I support ACA forever.

Important Milestones

- 1979** ACA had a modest start in the International Year of the Child, as a pilot project funded by the Hong Kong Jockey Club
- 1980** ACA was established and registered as a NGO.
- 1982** 1) ACA became a member of the Community Chest of Hong Kong.
2) Choi Wan Centre opened.
- 1987** Tuen Mun Center opened by Mr. Simon Keswick, Governor of Kewsick Foundation.
- 1991** ACA set up concern group on "Children being left unattended" which evolved into the Hong Kong Committee on Children's Rights in 1996.
- 1993** ACA began to receive a grant and to become a government subvented agency.
- 1994** ACA Head Office relocated to Chuk Yuen.



Significant Conferences & Seminars

- 1987** "Child Abuse: Combating Child Abuse – A Multidisciplinary Responsibility" co-organized with Social Welfare Department and Hong Kong Council of Social Service.
- 1995** "From Child Protection to the Relevance of Children's Rights in Hong Kong" organized by ACA.
- 1996** Attending the UN Hearing On Children's Rights in Geneva.
- 1999** The ISPCAN 5th Asian Conference on Child Protection "Protecting Children in the 21st Century: Creating Peace and Stability for Children and Families" co-organized with International Society for Prevention of Child Abuse and Neglect (ISPCAN) and Social Welfare Department.
- 2008** The International Congress on Child Abuse & Neglect co-hosted with International Society for Prevention of Child Abuse and Neglect (ISPCAN)

Mass Programs

- 1983** "Love for the Children" Song Contest
- 1984** "Love for Children" Roving Exhibition
- 1999** 1) "The Children Painting Day" in Victoria Park
2) The Fund Raising Movie Premiere "The Kid"
- 2003** Child Safety Carnival
- 2004** 1) Carnival & Walkathon
2) 25th Anniversary Fund Raising Concert cum AGM



Children and Parents Educational Programs

- 1) "Healthy Start" Home Visitation Project
- 2) Parent Education Program:
Good Mother Networking Project
- 3) Rainbow Project on the Prevention and Treatment of Child Sexual Abuse
- 4) SpankOut and Move Beyond Corporal Punishment
- 5) Batterers Intervention Therapeutic Group
- 6) A Safe and Child Friendly Community Project in Wong Tai Sin
- 7) Zero Tolerance of Violence against Children Moving Beyond Physical and Humiliating Punishment
- 8) "Good Parenting Project" Volunteer Home Visitation Program
- 9) "Joy at Home" Volunteer Home Visitation Program
- 10) "Seed of Love" Cyber Safety Project
- 11) Safe and Child Friendly Community Project in Wong Tai Sin – Do Not Leave Children Alone



Child Participation

- 1) UNCRC Child Ambassador Joint Project of ACA with Hong Kong Committee on Children's Rights and UNICEF
- 2) "Let the Dolphin Lead" Community Care project
- 3) Children's Council
- 4) Kids' Dream
- 5) Junior Volunteers Group
- 6) Joyful Kids



Collaborators

- 1) The Community Chest of Hong Kong
- 2) Social Welfare Department
- 3) Hong Kong Jockey Club Charities Trust
- 4) Keswick Foundation
- 5) Wong Tai Sin District Council and Tuen Mun District Council
- 6) Community Investment and Inclusion Fund
- 7) Matilda Sedan Chair Race Charities Fund
- 8) The Hong Kong Council of Social Service
- 9) American Women's Association
- 10) Operation Santa Claus
- 11) Social Welfare Department Tuen Mun district Planning & Coordination Team



Overseas Collaborators

- 1) International Society for Prevention of Child Abuse and Neglect (ISPCAN)
- 2) Save the Children (UK)
- 3) Save the Children Sweden
- 4) ECPACT International End Child Prostitution, Child Pornography, and Trafficking of Children for Sexual Purpose
- 5) Child Helpline International
- 6) Macau Against Child Abuse
- 7) Singapore Children's Society
- 8) United Nations Children's Fund (UNICEF)

Study / Survey

- 1) "Exploring the Impacts of Online Activities on Junior Secondary School Students"
- 2) Survey Report on "Stop Family Violence – Give Children Back Their Childhood"
- 3) Children's Experience and Views Towards Corporal Punishment in Hong Kong, Comparative Study in the South East Asia Region.
- 4) Stop Family Violence: Give Children Back their Childhood (Tuen Mun)
- 5) Survey on "Teens Conflict and Violence"
- 6) Explorative Survey on Children left Unattended
- 7) The Survey on the Views of Parents and Secondary School students on Corporal Punishment and Legislation

Awards

Year	Awardees	Awards Name
1990	Mrs. Priscilla Lui B.B.S.	Ten Outstanding Young Persons Award
1999	Dr. Patricia Ip	The Kempe Award 2000
2000	Mrs. Priscilla Lui B.B.S.	HKSAR Bronze Bauhinia Star
2001	Mrs. Priscilla Lui B.B.S.	Award of Outstanding Community Services Leaders
2002	Mr. Joseph Wong Ms. Elaine Cheng	Outstanding Social Worker Award The 4th Hong Kong Outstanding Teens Election
2003	Mrs. Wong Wai Yee Mrs. Cheung	The Ambassador of Social Integration Award of the New Arrival Community Education Project The Resilient Family Ambassadors
2004	Ms. Elaine Cheng	Hong Kong Outstanding Youth Volunteer
2005	Mrs. Lee Lin Chun Mrs. Wong Yuk Ping Mrs. Chiu Yuk Lan Mrs. Wong Pui Ching	Living Beautifully : Red Cotton Reward Scheme
2006	Mrs. Priscilla Lui B.B.S.	ISPCAN Distinguished Service Award
2007	Ms. Elaine Cheng Mrs. Leung Shuk Ching	Outstanding Service Award Living Beautifully : Red Cotton Reward Scheme
2008	Mr. Jerry Tam Mrs. Lee Kwan Tsang	Outstanding Teens Award Living Beautifully : Red Cotton Reward Scheme
2009	Mrs. Priscilla Lui B.B.S.	Hong Kong Humanity Award