



東風



TUNG FENG

香港東區扶輪社週報 THE ROTARY CLUB OF
HONG KONG ISLAND EAST

Last week's Proceedings -

3rd December, 2008

President Andy started the meeting at 1:08 pm by welcoming the guests present, PDG Dr. Jason Yeung from the Rotary Club of Kowloon West and Ms Michelle Yu, colleague of Rtn. Colin Chau; he then made the following announcements:

Reminders for Upcoming Activities

The District Horse Racing Centennial Challenge Cup will be held on 6 December 2008 and all members are welcomed to attend.

On 12 December 2008 Pres. Andy and Dir. Eric Chin will represent our Club to attend the AGM of the Playright organization and to receive recognition for our Club's support to Playright's 'Playful Booklet' project.

The District has organized the Indian Night Fundraising Dinner on 10 Jan 2009 at the India Club. This fundraising is catered for the PolioPlus project.

The District Conference will be held on 21 - 22 February 2009 in Macau.

Our sister club, the Rotary Club of Osaka Jonan, will be attending the 55th Anniversary of our Club on 2nd -3rd April, 2009 and we shall join their club's 40th Anniversary in Osaka on 29 & 30 May 2009. Pres. Andy will work out a package for this activity and encourage us to attend.

News for Club Activities

Our Fellowship Gathering was successfully held on 1 December, 2008 at the Craigenower Cricket Club for hairy crab dinner to celebrate the recent great achievements of our members, namely the graduation of Dr. PP Hubert Chan and Dr. Eric Chin, PP Tim Lui as recipient of the Bronze Bauhinias Medal in this year's honour List, and PP Henry Chan being the 3rd time grandpa as well as being elected as Chairman of Asia Pacific Lottery Association and Vice President of World Lottery Association, the first Asian for the position. Many of our members and spouses have attended for such a great fellowship gathering, please see the photos inside this bulletin.

Pres. Andy then reminded us to register early for attending the upcoming 40th Anniversary of our sister club the Rotary Club of Osaka Jonan from 28th to 31st of May 2009 held in Osaka Japan.

Hon. Treasurer PP Rudy made his report for the Red Box Donation with the amount totaling HK\$1,500 including a handsome contribution from PDG Dr. Jason Yeung.

Then came the highlight of today's meeting with PDG Dr. Jason Yeung being formally introduced by our Hon. Sec. Heman for his topic about the "Childhood Injury Prevention" program.

Before the presentation PDG Jason recalled the many happy moments he and his club have had with our club including the co-organization of the District Conference in the year when our PP Tim Lui was the President of our club. The District Conference was held the first time in Shenzhen with record breaking attendance of participants that year and a number of renowned dignitaries from the state and provincial government of the People of Republic of China.

PDG Jason also commended the assistance rendered by our club during the earthquake relief works for Sichuan in May this year as organized by PDG Jason in which the ad hoc and timely securing of available flights for the relief team was made possible with the swift help from Pres. Andy who was PE at that time.

It was apparent that the Rotary Clubs of Hong Kong Island East and Kowloon West have had many happy working together moments in the past and recent times and indeed PDG Jason has been our old friends at all times.

We were happy to have PDG Jason to speak to us today and there might be another opportunity that we would be working together again for another meaningful project such as the District Project named the "Childhood Injury Prevention" program he introduced to us and the details were summarized below.

Purpose of the Childhood Injury Prevention program

1. To put forward a proposal for a public education campaign on "Childhood Injury Prevention", the top priority agenda of both Rotary International District 3450 and Hong Kong Paediatric Foundation.

2 To solicit your support to turn this meaningful program into reality.

Background

1 Accidental injury is the leading cause of childhood mortality in developed countries.

2 In Hong Kong, accidental injury puts more children in hospital than any other diseases. In 1998 alone, accidental injuries accounted for approximately 76% of total traumatic injuries, among which home accidents contributes to over 50% of the total accidental injury in Hong Kong.*

*Source: Department of Health, 1998

Childhood Injury Study			
PMH AED : Jan - Dec 1991			
N = 5378		<u>Place</u>	
<u>Sex</u>		* Home	52%
M: F = 2.1 : 1		* Street	19%
<u>Age</u>		* School	12%
< 2 yr	26%	* Playground	8%
2-3 yr	23%	* Sports	2%
5-9 yr	23%	* Pool	0.7%
10-14 yr	28%	* Beach	0.2%
		* Others	5%
Injury is no. 1 cause of mortality and morbidity in children over 1 years of age			

Strategic Intent

Campaign Objective:

Childhood Injury Prevention

To empower parents to conduct safety audit at home or outside to prevent childhood injury and death.

To capture media attention via release of data unpublished before

Target Audiences

Media

News

Health feature

Parenting

Education

Parents/ caregivers with children under 10 years of age

PR Strategy

To capture media interest via releasing data that is of high media value:

Dr. CB Chow's study on "Childhood Injury Prevention"

To conduct a survey targeting at parents

PR Tactics

1 A press conference for the "Multi-site cross-sectional case series study in 2003" conducted by the Hong Kong Childhood Injury Prevention and Research Association plus the release of "**10 hazards of childhood injury at home survey**"

2 Childhood Injury Prevention Home Audit Education Program

Tactic #1 Media List

	News	Health
Electronic s	TVB (Jade & Pearl), ATV (Home & World), Cable TV, Phoenix TV, Now TV, HK Broadband, RTHK (Chinese & English),	

	CRHK and Metro Radio	
Newspapers	Apple, ODN, The Sun, Ming Pao, HKET, Sing Tao, Sing Pao, HK Daily News, HK Commercial Daily, Wen Wei Po, Ta Kung Pao, Metro Daily News, Headline, AM730, SCMP, Standard, China Daily	Ming Pao, HKET, Sing Tao, Sing Pao, HK Commercial Daily, Ta Kung Pao, Wen Wei Po
Magazines	Next Magazine, Sudden Weekly, Lisa	Parents, Baby Magazine Health Plus, Physician Pharmacist People, Health in Action, See Health

Tactics #2 <10 Hazards of Childhood Injury at Home Survey>

Purpose

* Establish local data on the high risk traps of childhood injury at home, which paves the way for the "Childhood Injury Prevention Home Audit Education Program" to be launched at the school sector .

Survey Methodology

*Questionnaires will be mailed to 50 kindergartens and primary schools to solicit parents' feedback.

Target sample size

* 1,000 parents with children aged below 10.

Questionnaire Design

(1) "10 hazards of childhood injury at home".

- Understanding
- Attitude
- Behavior (Whether they have done any home audit on a regular basis)

(2) Prevalence data:

- Incidence of childhood injury at home vs. the incidence of diseases
- Types
- Causes
- Impact: physiological and psychological

Tactics #3 <10 Hazards of Childhood Injury at Home Survey> Press Conference

Presenters and Content

- (1) Rotary representatives: The launch of the "Childhood Injury Prevention, I pledge! " Program
- (2) HKPF representative: The "10 Hazards of Childhood Injury at Home Survey Report" and recommendations.
- (3) Rotary representatives who are parents : To share their experience of childhood injury at home.

Tactic #4 Childhood Injury Prevention Home Audit Education Program

To encourage parents to conduct home audit to minimize childhood injury.

A "Home Audit" leaflet/ bookmark etc. developed by Rotary and HKPF.

Education seminars to be organized at primary schools and community centres.

Rotarians' role:

a) Upon development of the template for the seminar (such as presentation materials), different Rotary Clubs can organize their community education seminars.

b) Ride on the Home Audit direction, the Rotarians can initiate their community activities, such as

-- Establish a Home Audit team to provide Home Audit advice to the underprivileged families

-- Organize Home Audit exhibition/ carnival

-- Organize Home Audit story telling competition or painting competition for primary schools, etc

Timeline

Proposal & Budget Approval	Timeline
Initial proposal approved by Rotary Club of Kowloon West	Mid Nov
Further discussion with HKPF and Rotary Club	Mid Nov
1. Programs	
1. "10 Hazards of Childhood Injury at Home Survey " Fieldwork	
1.1 Finalization of questionnaire	End Nov - Early Dec
1.2 Fieldwork	Dec
1.3 Data capture	Early - mid Jan
2. "10 Hazards of Childhood Injury at Home Survey Report " Press Conference and Exhibition	Feb 8, 2009 (tentative)
3. Children Accident Prevention Home Audit Education Program	End Feb 2009 - 2011

The presented program aroused many interested and enthusiastic questions and answers between our members with PDG Jason who was later formally thanked by our PP Time Lui for his informative talk.

Meeting adjourned at 1:58 and Pres. Andy Wong proposed a toast to RI, coupled with the Rotary Clubs of Kowloon West and Hong Kong Island East. All members and guests were invited for a group photo followed by another round of fellowship before leaving.

Rotary Potpourri

A Brief History of PDG John Yuen HK Island East Rotary Scholarship Fund

Since we have two Ambassadorial Scholars, viz., Ms Ting Chen and Ms Winnie Mok served as guest speakers of our club recently, it is appropriate to outline a short history of this Endowment Fund in The Rotary Foundation.

Most of you are aware that PDG John Yuen was the Founding President of our Club in 1954 and he had been a great source of inspiration to our club during his time as a Rotarian.

Upon the death of the late PDG John Yuen in 8th November 1989, his family members donated a sum of HK\$1,000,000.00 to our club to identify a project in his permanent memory.

A committee was set up, headed by PDG Peter Hall, to look for the right project. A number of community service projects were suggested for the approval of the family of PDG John Yuen, but none were approved. Eventually, our board of directors considered a most suitable project as to set up an endowment fund with The Rotary Foundation in perpetual memory of our Founder as follows:

PDG John Yuen HK Island East Scholarship Fund.

This suggestion was met with the entire approval of the committee.

In order to meet with the requirement of The Rotary Foundation for a major gift of such a nature, a total of US\$150,000.00 should be raised. The Yuen family made no hesitation and made up the remaining balance which total was in excess of the pledged HK Dollars One Million.

In the year 1993, when Rtn. Tim Lui was the President of our club, this cheque for USD150,000.00 was presented at the Asia Zone 4 Institute in Seoul, Republic of Korea, to Past RI president Raja Saboo, trustee of the Rotary Foundation. The interest earned will be for a selected scholarship while the capital is untouched, yielding further accumulated interest.

After all these years, the market value of our original gift of US\$150,000.00 rose to US\$235,542.39 as of 31st March 2008.

The Rotary Foundation will look for suitable candidate, such as Ambassadorial Scholars according to the interest/profit available for such applications.

We hope the global financial tsunami will not affect any earnings at all.

Electronic Make-up Questions

~~You can submit an electronic makeup for this missed meeting by answering the following questions:-~~

Name:

Email:

1. Who was our visiting Rotarian today ?
Ans)
2. Who was our visiting guest today ?
Ans)
3. What will be attended on 12th December 2008 by our Pres. Andy and Dir. Eric ?
Ans)
4. When will our 55th Anniversary celebration be held in 2009 ?
Ans)
5. When will our sister club of Osaka Jonan's 40th Anniversary be held in 2009 ?
Ans)
6. How much we have collected for the Red Box ?
Ans)
7. Who was our speaker today and what was the topic about ?
Ans)
8. In which year was the PDG John Yuen HK Island East Scholarship Fund officially set up ?

Joke

WHEN I SAY I'M BROKE ... I'M BROKE!!!

Yesterday I answered a knock on the door, only to be confronted by a well-dressed young man carrying a vacuum cleaner.

'Good morning,' said the young man. 'If I could take a couple of minutes of your time, I would like to demonstrate the very latest in high-powered vacuum cleaners.'

"Go away!" I said. 'I haven't got any money!', 'I'm broke!' and proceeded to close the door.

Quick as a flash, the young man wedged his foot in the door and pushed wide open.

'Don't be too hasty!' he said. 'Not until you have at least seen my demonstration'.

And with that, he emptied a bucket of horse manure onto my hallway carpet.

'If this vacuum cleaner does not remove all traces of this horse manure from your carpet, Madam, I will personally eat the remainder.'

I stepped back and said, 'Well I hope you've got a Damned good appetite, because they cut off my electricity this morning. What part of broke do you not understand?'

Photographs of our meeting

on

3rd December, 2008

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(L to R) Dr. Hubert Chan, Michelle (Colin's Guest) & Rtn. Colin Chau



(L to R) Rtn. Tony Loy, PP Tim Lui, PP Henry Chan & PP Rudy Law



(L to R) Hon. Sec. Heman Lam, IPP Laurence & PP John Kwok



(L to R) IPP Laurence Chan & Rtn. Tony Loy



Hon. Sec Heman introduced our this week's speaker, Dr. PDG Jason Yeung



Dr. PDG Jason Yeung gave us a talk about "Childhood Injury Preventions" program



(L to R) Rtn. Tony Loy, Pres. Andy Wong, PDG Jason Yeung, Rtn. Colin Chau, PP Hubert Chan & PP Tim Lui



PP Tim gave a vote of thanks to PDG Dr. Jaosn Yeung's talk



Group photo with members & visitor



The fellowship dinner held on 01 Dec at CCC was to celebrate PP Tim Lui as a recipient of the Bronze Bauhinias Medal in this year's honour list., the doctorate graduation of PP Dr. Hubert Chan and Rtn. Dr. Eric Chin, together with double happiness of PP Henry Chan, being elected as Vice Chairman of World Lottery Association and just become third time grandfather



First group photos although some members have not arrived yet. Do you know who is missing ?

Our four standing Rotarians



PDG Uncle Peter

Everybody was so enjoyed that evening



CHEERS !



CHEERS !



GROUP PHOTO

