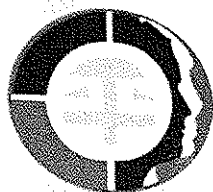


平等機會齊齊

合辦：



平等機會委員會



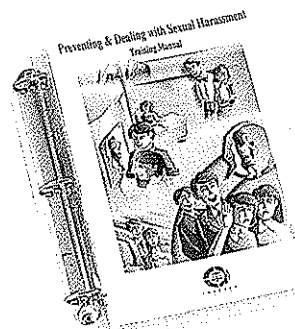
香港電台第2台



公眾認知

平等機會委員會在九六年五月成立以來，致力提高公眾對平等機會、歧視觀念及有關法例的認知，並且瞭解平等機會委員會的角色及職能。

平等機會委員會運作不久，即進行香港性別平等機會基線調查，以瞭解公眾對性別角色、性別定型及性別歧視的見解。百分之三十五的被訪者聲稱聽說過平等機會委員會。經過一年半的運作之後，委員會在九八年三月進行「公眾對平等機會委員會的認識」調查，初步結果顯示，公眾對平等機會委員會的認識已提升至百分之八十七。調查結果及分析在九八年四月完成。



講

治晨光第一線

Promoting Equal Opportunities

推廣平等機會

WORKSHOP ON IMPLEMENTING EQUAL OPPORTUNITIES
IN HEALTH CARE SERVICES
「如何在醫護服務中體現平等機會」座談會
4-11-1997



Public Awareness and Understanding

Since the establishment of the EOC in May 1996, tremendous effort has been devoted to generating awareness and promoting public understanding of equal opportunities, anti-discrimination issues and the relevant legislation, as well as the role and functions of the Commission.

Shortly after the establishment of the EOC, a Baseline Survey on Equal Opportunities on the Basis of Gender was conducted to collect public opinions on gender roles, stereotyping and sex discrimination. About 35% of the respondents claimed that they knew about the EOC and its establishment. After being in operation for a year and a half, another survey entitled Survey on Public Perception of the EOC was conducted in March 1998. While results are not due until April 1998, early indications show that awareness of the EOC has now increased to 87%.

雖然大眾對平等機會的意識及瞭解已有提高，但依然有不少誤解。普遍的錯誤觀念是「平等是指每人生而相同」、「推動兩性平等是抹殺兩性的相異」、「每個人都應相同看待，不必有特別的照顧，因為特別照顧亦是歧視」。

因此我們的工作不單只要提高市民對委員會及委員會工作的認識，也要培養市民對平等及平等機會的原則有所瞭解及保持開放態度，另方面也要改變舊有的成見及態度。

公眾教育策略

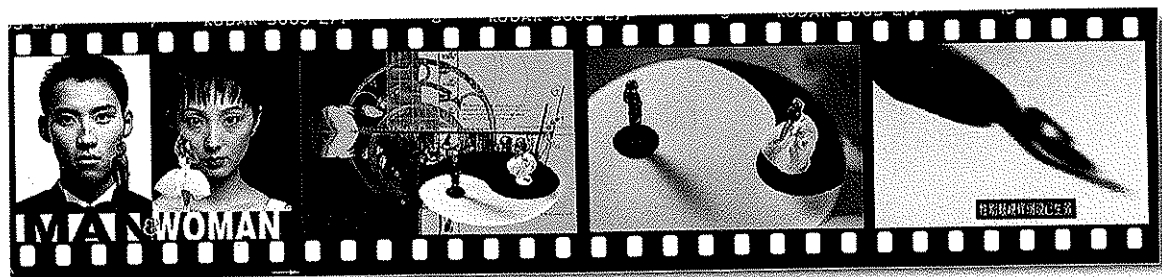
我們的公眾教育策略有四個方針，以確保我們的訊息能傳達至社會各方。它們是：

- 專為市民大眾精心設計的宣傳活動。
- 為特定受眾而設的教育活動，包括研討會、講座及出版刊物。
- 透過社區外展計劃，鼓勵各界組織及關注團體申請「平等機會社會參與資助計劃」，向地方社群宣揚平等機會訊息。
- 有系統地發展教材資料套，為「培訓導師」，包括負責人力資源的員工、社會工作者、教師及關注組織的負責人，提供協助。

宣傳活動

大眾傳媒

- 平等機會委員會在過去一年，透過電視、電台及文字媒介作全面的宣傳活動，推廣平等機會觀念，當中包括數輯電視廣告短片，其中兩輯分別針對了兩性平等及反殘疾歧視和騷擾。
- 我們與香港電台合作製作一輯為期 15 星期的節目，由九七年七月至十月每逢週六在「晨光第一線」節目中播出，內容以廣播劇形式道出歧視情況，並接受聽眾來電交流意見及訪問平等機會委員會職員等。最後一輯節目並邀請了不少知名人士演出，出席的社會賢達及社區代表非常踴躍。相信透過這系列的節目，有一百一十萬人收聽到平等機會的訊息。
- 為進一步擴闊受眾層面，我們與香港電台電視部合力製作了六集有關歧視個案的電視實況劇「非常平等任務」，播出日期是九八年二月至三月，每集平均收視達一百二十萬人。平等機會委員會並備有「非常平等任務」錄影帶免費派給關注團體，公眾人士亦可借用。





Despite the increasing awareness and the improving understanding of equal opportunity concepts over the years, myths arising from misunderstandings still abound. Popular misconceptions such as "equality implies that everyone is born alike" or "promoting gender equality is denying the differences between the sexes" to "everyone should be treated in the same way without any special consideration because special consideration is reverse discrimination" are still prevalent.

Our campaigns therefore work not only to generate awareness of the Commission and its work but also to foster understanding and openness towards the principles of equality and equal opportunity, while also helping to temper and change preset perceptions and attitudes.

Our Public Education Strategy

We have developed a four-pronged public education strategy, to ensure our campaigns reach every level of the community. They include :

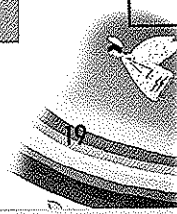
- A carefully planned and sustained publicity programme to reach the general public.
- An educational programme consisting of seminars, talks and publications aimed at targeted audiences.
- A community outreach programme through our Community Participation Funding Programme on Equal Opportunities aimed at community organizations and concern groups who in turn reach out to their local community.

- A "Training the Trainers" programme through the systematic development and production of training modules for "trainers" such as Human Resources personnel, social workers, teachers and leaders of concern groups.

Our Publicity Programme

The Mass Media

- A comprehensive advertising campaign promoting the concept of equal opportunity appeared on television, radio and the print media during the year. Various commercials or API's (Announcements in the Public Interest) appeared on TV. Apart from generating awareness of and discouraging discrimination in general, one specifically discouraged disability discrimination and harassment while another covered equal opportunities between men and women.



我們在九八年三月和民政事務局、衛生福利局及教育統籌局合辦「共創平等新紀元」綜合節目，將人人平等，無分性別、傷健、家庭崗位、年齡、種族或性取向均應享有平等機會的訊息，廣泛宣傳。該節目由無線電視現場直播，有超過一百二十萬觀眾收看。

展覽

展覽會提供了極佳的機會，讓平等機會委員會可以和市民有面對面的溝通機會。在九八年二月，我們參加了第八屆教育及職業博覽，該次展覽有十九萬名參觀人士；另外我們也參加了其他五項大型活動及研討會，包括勞工處主辦的展能就業研討會、中文大學主辦的性別與亞洲發展國際研討會等。

非常平等任務劇集內容

Contents of the Equal Opportunity Special

第一集	:	性騷擾
First Episode	:	Sexual harassment
第二集	:	對視障者的歧視
Second Episode	:	Discrimination against persons with visual impairment
第三集	:	性別歧視
Third Episode	:	Sexual discrimination
第四集	:	對懷孕婦女及有家庭崗位人士的歧視
Fourth Episode	:	Discrimination against pregnant women and persons with a family status
第五集	:	對多重病患者的歧視
Fifth Episode	:	Discrimination against persons with multiple disabilities
第六集	:	對肢體傷殘者的歧視
Sixth Episode	:	Discrimination against persons with physical impairment



- A 15-week radio series was jointly developed with Radio Television Hong Kong and broadcast on their Saturday "Morning Suite" programme. Running from July to October 1997, the radio drama portrayed different discriminatory scenarios, public phone-in sessions as well as interviews with EOC staff. The Grand Finale featured a performance by a number of celebrities and was well attended by both community leaders and members of various community groups. It is estimated that the message reached an audience of over 1.1 million listeners.
- To reach an even wider audience, a 6-episode TV docu-drama was developed in conjunction with Radio Television Hong Kong featuring discriminatory cases. Entitled the "Equal Opportunity Special", it was broadcast in February and March 1998. Apart from a viewing audience of 1.2 million per episode, free video copies were also available for distribution to concern groups and a loan service is available to the public.
- We also joined hands with the Home Affairs Bureau, Health & Welfare Bureau and Education & Manpower Bureau to organize a variety show called "Equal Opportunities for All" in March 1998. The show, driving

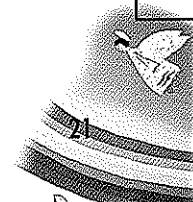
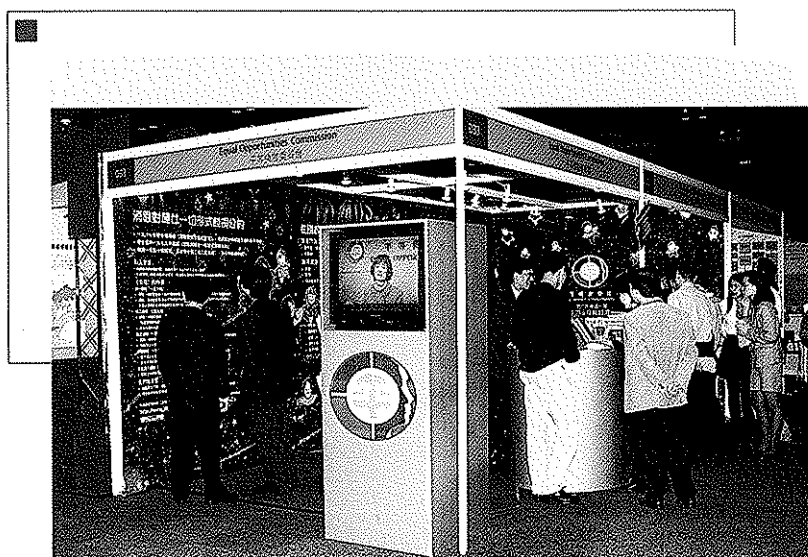
home the message of equal opportunities for all regardless of sex, disability, family status, age, race or sexual orientation, was broadcast live on TVB Jade and watched by over 1.2 million viewers.

Exhibitions

Exhibitions provide an excellent opportunity for face-to-face and hands-on communications with our audience. In February 1998, we set up a booth at the 8th Education and Careers Expo that brought in 190,000 visitors, and also participated in five other events and seminars, ranging from a Seminar on Employment for People with a Disability organised by the Labour Department to an International Conference on Gender and Development in Asia organised by the Chinese University of Hong Kong.

Our Media Programme

Media coverage not only generates public awareness and interest, it also provides a forum for balanced discussion on what can sometimes be contentious and biased views. To maximize these benefits, we work closely with the media in our public education and promotional efforts. The media have shown a growing interest in the work of the Commission and the principles of equal opportunity and anti-discrimination.



傳媒活動

傳媒報導不單能夠增強市民對平等機會的意識及提高其興趣，亦提供了一個公開論壇，讓大家可以有機會討論或具有爭議的觀點及偏見。為了好好使用這個渠道，平等機會委員會與傳媒緊密合作，加強公眾教育及推廣工作。而傳媒對於我們的工作及對於平等機會及反歧視的原則，都相應感到更大興趣。

在九七至九八年度，委員會舉行了一系列的記者簡布會及安排了過百次訪問，並發出新聞稿。我們的活動亦得到廣泛報導，其中，我們邀請了甘迺迪中心(特殊學校)的學生幫忙，為平等機會委員會辦公室製作美術作品，並安排在平等機會委員會成立一周年時舉行揭幕展覽，這項活動就得到傳媒很大篇幅的報導。

平等機會委員會並定期在本港中英文報章，包括香港虎報、明報及經濟日報發表文章，推廣平等機會及介紹反歧視法例。

資訊公路

當然平等機會委員會不會忽略今日電子通訊的重要性，我們在九六年十月已在互聯網設立網址<http://www.eoc.org.hk>，讓大家可以透過網頁認識平等機會委員會，並且知道委員會的最新活動及香港反歧視條例的詳情。

教育活動

講座

在接觸社區方面，平等機會委員會教育活動的基本方向，是走到商業機構、社區組織及感興趣的團體舉辦講座，時間及地點由對方選擇。進入第二年的活動，我們的講座安排更為妥善。在九七至九八年度，我們為公營及私營機構舉行了252次講座，對象包括政府部門、學校、社區服務組織、婦女團體及工會等。這些講座不單止介紹反歧視條例，亦廣泛討論一般平等機會及有關歧視的問題。

我們並在星期六早上舉行公眾講座，讓有興趣的人士到我們的辦事處參加。在九七年六月至九八年三月期間就已經舉辦了29次這類講座。我們還在九八年一月及三月舉辦了兩個工作坊，集中探討歧視問題，讓公眾人士進一步認識反歧視條例。

研討會

為了讓僱主及人力資源經理可以充份瞭解平等機會的條例，我們在九七年五月特別舉辦了兩次研討會，多達七百名代表出席，反應熱烈。

除此之外，我們還全力支持香港大學在九七年十一月舉辦的「以國際法及比較法角度看香港平等機會法例」研討會，來自世界各地的專家在會上交流他們對平等機會法例的經驗和心得。



Our active media programme in 1997/98 included a series of press briefings and over a hundred interviews supported by press releases and experienced media relations staff. Special events and EOC highlights, such as our First Anniversary which included the unveiling of several art pieces by students with a disability from the John F. Kennedy Centre, also received wide and positive media coverage.

Articles on equal opportunities and provisions of the anti-discrimination ordinances also appear in regular English and Chinese newspaper columns in the Hong Kong Standard, Ming Pao and the Hong Kong Economic Times.

The Information Highway

Not forgetting the importance of digital communication in today's electronic world, we have been on the Internet since October 1996. Net-surfers can access our web-site on <http://www.eoc.org.hk> to find out all about us, our latest activities as well as full details of Hong Kong's anti-discrimination legislation.

Our Education Programme

Talks

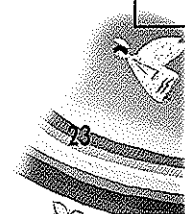
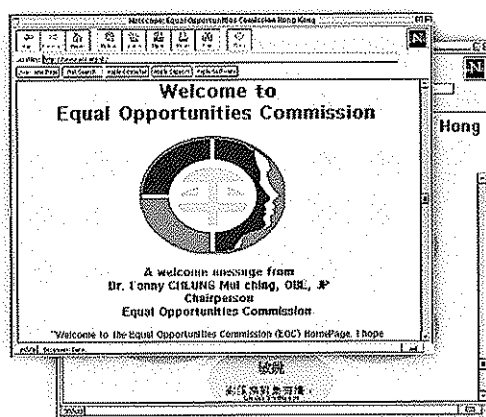
In reaching out to the Community, a fundamental aspect of our educational programme consists of our external talks which are delivered to businesses, community groups and other interested organizations at a place and time of their choice. In the second year of our programme, the talks are now well-established and during 1997/98 we gave 252 talks to public and private organizations ranging from government departments to schools, community and social service groups to employers and women's organizations. These talks not only cover the anti-discrimination ordinances but also a wide spectrum of issues concerning discrimination and equal opportunities in general.

To provide similar facilities to the general public, we also deliver talks at our offices on Saturday mornings which are open to anyone who is interested in the subject. We conducted 29 Saturday morning talks between June 1997 and March 1998. Providing a further opportunity to learn about the legislation, we also organized two workshops in January and March 1998, focusing on discriminatory issues.

Seminars

To keep employers and human resources managers fully informed of the equal opportunities legislation, the EOC held two seminars in May 1997. Response was overwhelming with 700 delegates attending the sessions.

We were also pleased to support the Conference on Hong Kong's Equal Opportunities Laws from an International and Comparative Perspective organised by the University of Hong Kong in November 1997. At the conference, experts shared their experiences on equal opportunities legislation from all over the world.



HONG KONG EQUAL OPPORTUNITIES LAW IN INTERNATIONAL AND COMPARATIVE PERSPECTIVE



平等機會委員會通訊

中英對照的平等機會委員會通訊以季刊形式與市民見面，並備凸字版本，通訊主要內容是圍繞平等機會委員會的最新動向和活動，以及有關法例的解釋及進展，並會探討歧視個案。通訊每期印發八萬份，供市民免費索閱。

刊物

平等機會委員會印備了多款刊物，用以解釋平等機會的條例，及宣揚反偏見、歧視、騷擾及歧視行為等，當中包括條例下有關僱傭條款的簡介，「良好管理常規系列」中的每份單張都有特定主題，針對工作場所的不同歧視；「的士服務指引」是幫助消除使用的士服務時的違法歧視，至於「殘疾歧視條例與愛滋病毒感染/愛滋病患者」則闡明愛滋病毒感染/愛滋病患者在殘疾歧視條例下的權利。

有關平等機會委員會的所有刊物，請參閱 82 頁至 83 頁。



Newsletters

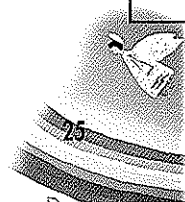
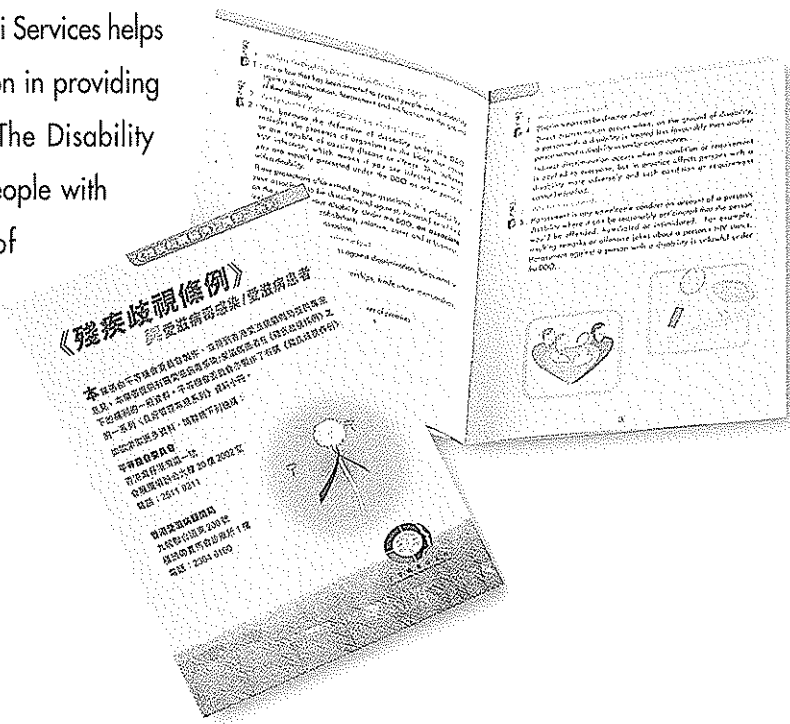
EOC News, a quarterly bilingual newsletter provides a regular update on the EOC, our activities as well as developments and interpretation of the legislation. Cases relating to discrimination are also discussed. Over 80,000 copies are published and are available free to members of the public. A braille version is also available.



Publications

A range of publications clarifying the legislation and combating prejudice, harassment and other discriminatory practices, have been produced. These include a set of leaflets concerning employment provisions under the law. Each leaflet in the Good Management Practice Series focuses on a specific topic and is designed to eliminate discrimination in the workplace. A Guideline for Taxi Services helps to eliminate unlawful discrimination in providing taxi services while a leaflet on The Disability Discrimination Ordinance and People with HIV/AIDS covers the rights of individuals with HIV/AIDS under the DDO.

For a full list of EOC publications, please refer to pages 82-83.





社會參與

社會參與資助計劃

為了鼓勵社會參與及支持推動平等機會的活動，平等機會委員會在汲取試驗計劃的成功經驗後，推出平等機會社會參與資助計劃。各界團體可申請資助，用以舉辦推動社會瞭解及支持平等機會的社區活動。我們在九七至九八年度共收到九十二項申請，經過詳細研究後，共批出一百萬元資助四十二個團體。

平等機會大使

去年平等機會委員會邀請了蕭芳芳女士及張偉良先生兩位知名人士擔任平等機會大使。蕭芳芳女士及張偉良先生十分認同平等機會委員會的工作，亦分別在其範疇爭取平等機會，得到為人稱道的成就。他們身體力行，有助社會對平等機會委員會的認知及支持。蕭芳芳女士是傑出的演員，但她要克服聽覺的障礙，最近成功在心理學上建立第二事業，更引起社會注視及羨慕。而身為消防人員的張偉良先生，在八三年一次颱風中英勇救人，近年更努力成為傷殘奧運會劍擊項目的金牌得主，在在都得到社會廣泛的稱許。

訓練者的培訓

為了教育公眾消除歧視及推動平等機會，平等機會委員會製作了一系列教材資料套。在九七至九八年度，我們推出「預防及處理性騷擾」及「認識男女平等就業機會」教材資料套。

另外新生精神康復會正就殘疾歧視、騷擾、虐待及中傷製作「消除殘疾歧視」資料套；香港幼兒教育服務聯會則負責製作一套「兩性之間及傷健之間的平等機會」兒童教材資料套，希望兒童在學前已經培養出強烈的平等機會意識。

每份資料套包括了錄影帶、資料冊及訓練手冊，內容齊備，幫助教師及從事培訓的人員，可以向每一個人灌輸平等機會及反歧視的觀念。



Reaching the Community

The Community Participation Funding Programme

To encourage community participation and to foster activities promoting equal opportunities, the Commission launched the Community Participation Funding Programme on Equal Opportunities during the year, following the success of an earlier pilot programme. The Programme provides financial support to community groups organizing activities which promote the understanding and support of equal opportunities within the community. We received 92 applications during 1997/98 and after careful evaluation, approved about HK\$1 million for allocation to 42 organizations.

Equal Opportunities Ambassadors

During the year two well-known public personalities were invited to represent the EOC as Equal Opportunities Ambassadors. Endorsing the work of the Commission while championing their own achievements in the Equal Opportunities arena, Ms Josephine Siao Fong-fong and Mr. Cheung Wai-leung will generate awareness and support for the EOC while also acting as role models for the community. Ms Siao is the acclaimed actress who recently captured a great deal of public attention and admiration for turning to a second career in psychology while also battling hearing problems. Mr. Cheung won wide public respect for his rescue actions in a 1983 typhoon while with the fire services and also for his achievements as a gold medallist in the Paralympics fencing event.

Training the Trainers

To facilitate public education on eliminating discrimination and promoting equal opportunities, the EOC developed a series of training modules on relevant subjects. In 1997/98, we launched the Training Module on Preventing and

Dealing with Sexual Harassment and the Training Module on Equal Opportunities for Women and Men at the Workplace.

Two further modules are under development. The first is the Training Module on Eliminating Disability Discrimination, being developed by the New Life Psychiatric Rehabilitation Association focusing on discrimination, harassment, abuse and vilification due to disability. The Training Module for Children Focusing on Equal Opportunities on the Grounds of Gender and Disability is being developed by the Hong Kong Council of Early Childhood Education and Services, and aims to cultivate a strong sense of equal opportunity in pre-school children.

Each module comes in a comprehensive pack with teaching aids such as video tapes, an information kit and training manual. These kits facilitate the work of teachers and trainers in bringing home the message of anti-discrimination and equal opportunities for everyone.

