

Examination of Estimates of Expenditure 2007-08
**CONTROLLING OFFICER'S REPLY TO
INITIAL WRITTEN QUESTION**

Reply Serial No.

SB015

Question Serial No.

2680

Head : 30 Correctional Services Department

Subhead (No & title) :

Programme : (2) Re-integration

Controlling Officer : Commissioner of Correctional Services

Director of Bureau : Secretary for Security

Question :

What are the plans to organise publicity and education activities to appeal for community acceptance of and support for rehabilitated offenders in 2007-08? What is the effectiveness of past activities in this respect?

Asked by : Hon. LAU Kong-wah

Reply :

In 2007-08, the Correctional Services Department will launch a new round of publicity campaign to appeal for community acceptance and support for rehabilitated offenders. Major activities under planning include -

- (i) Personal Encounter with Prisoners Scheme for students;
- (ii) new TV and Radio Announcements in the Public Interest;
- (iii) new publicity posters and wall banners;
- (iv) an experience sharing forum for non-government organisations;
- (v) a symposium on employment for rehabilitated offenders;
- (vi) district-based publicity activities co-organised with District Fight Crime Committees;
- (vii) a TV variety show; and
- (viii) appointment of celebrities and public figures as Rehabilitation Ambassadors.

Since 1999, the Department has organised a series of publicity and public education activities to promote community support for offenders' reintegration. To assess the effectiveness of these publicity activities, the Department carried out two opinion surveys in 2002 and 2004 respectively. Among other things, these surveys found that

the percentage of the public who considered that the publicity activities could enhance their understanding of rehabilitated offenders had increased from 43.0% in 2002 to 59.5% in 2004, and the percentage of those who considered it worthwhile for the government to conduct publicity activities to appeal for community support for rehabilitated offenders rose from 83.6% in 2002 to 91.9% in 2004.

Signature	_____
Name in block letters	<u> KWOK LEUNG MING </u>
Post Title	<u> Commissioner of Correctional Services </u>
Date	<u> 15 March 2007 </u>