

**Education and Publicity Strategy
Action-oriented Plan**

Programmes[*]	Timing	Target Audience	Remarks
TV and Radio Announcements (APIs)	15 July - Nov	General public	The contractor for production has been selected and the APIs would be released starting from 15 July until November
Roving Exhibition	Aug - Oct	General public	The roving exhibition will begin from Aug till end of Oct.
Web-based Resource Centre	July - Nov	General public, in particular students	Preparation already underway and the resource centre will be set up in Nov. The resource centre will be updated regularly.
Youth Summit	Aug - Oct	Secondary students	Preparation work will start in Aug and the summit will be held before end Oct.
Television Programmes on SDF Projects	Aug	General public	We will start liaising with RTHK in Aug. If RTHK is interested in the programme, they may follow through the

			implementation of the projects and the programme may take two to three years to complete.
Media Tours	Sept-Nov	The media	The media tours will be conducted between Sept and Nov after the approved SDF projects have been undertaken for some time.
Survey	Aug/Nov	General public and participants in the SD strategy-related forums, hearings and workshops, etc.	Depending on the objective and approach of the survey i.e. whether to conduct a tracking survey or to conduct “end of process” survey, the survey will be conducted in either Aug or Nov.

* Programmes highlighted are also part of the SD strategy publicity plan.