消防處公眾安全策略

Fire Services Department Public Safety Strategy

引言

香港消防處前身為1868年成立的香港消防隊，由62名隊員及約100名華籍志願人員組成。時至今日，消防處已發展為屬員人數過萬的部隊，包括各級消防、救護及文職人員。一直以來，消防處人員以「救災扶危，為民解困」為己任，團結一致，在滅火救援、救護服務、防火規管等各個範疇上，秉持專業實幹的態度，全力以赴，守護香港。

為提高市民的消防安全意識，消防處持續透過不同渠道推出各項公眾安全和應急準備教育活動，近年更積極推展以「社區為本」的公眾安全策略，進一步加強伙伴關係以及社區協作。

Introduction

The Hong Kong Fire Services Department (FSD) was first established as the Hong Kong Fire Brigade in 1868, comprising of 62 members and about 100 Chinese volunteers. Today, the FSD has developed into a force of over 10,000 members, including fire and ambulance personnel and civilian staff of different ranks. Bearing in mind the prime mission of "Serving with Courage, Passion and Committment", FSD personnel have always stood as one to discharge its duties on all fronts, including firefighting and rescue, ambulance aid, as well as fire protection and regulation, and remained fully committed to upholding professionalism and safeguarding Hong Kong.

To raise public awareness of fire safety, the department has made continuous efforts in launching a variety of education programmes on public safety and emergency preparedness through various channels. In recent years, the FSD has proactively implemented a "community-based" public safety strategy to further step up partnerships and community collaboration.



理想
Vision

爲香港市民服務
務使香港成爲安居樂業的地方

TO SERVE HONG KONG BY MAKING IT A SAFE PLACE TO LIVE AND WORK

使命
Mission

保障生命財產免受火災或其他災難侵害
提供有關防火措施及火警危險的意見
教育市民，並提高公眾的消防安全意識
為傷病者提供急救護理及運送往醫院的服務

To protect life and property from fire or other calamity
To give advice on fire protection measures and fire hazards
To educate the community and to promote the public awareness on fire safety
To render ambulance aid to the sick and the injured and convey them to hospital

信念
Values

保持高度廉潔正直
發揮專業精神、精益求精
致力提供優質服務
時刻準備面對挑戰、勇於承擔責任
維持良好士氣和團隊精神

Upholding high standards of integrity
Striving for professionalism and continuous improvement
Dedication and commitment to providing quality service
Readiness in meeting challenge and accepting accountability
Maintaining high spirit and esprit de corps among staff members

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推行社區公眾安全策略及地區消防政策

18 District Fire Safety Committees

Implementing Community Public Safety Strategy and District Fire Services Policies

社區公眾安全策略
Community Public Safety Strategy

消防處一直履行「救災扶危，為民解困」的使命，並致力推動公眾安全宣傳教育。因應社會的不斷演變，消防處近年更積極推展以「社區為本」的公眾安全策略，推動社群參與，與市民共同建設更安全、更美好的社區。

消防處與地區防火委員會及其他地區組織加強共同協作，制定富地區特色的消防政策。消防處透過「消防處社區聯動網絡」加強與地區人士的聯繫，強化社區參與，以及推廣社區公眾安全的動員能力，全面提升區內公眾安全水平。

The FSD has been making continuous efforts to fulfil its mission of "Serving with Courage, Passion and Committment", and is committed to promoting public safety education. To keep pace with an ever-changing society, the Department has in recent years proactively implemented a "community-based" public safety strategy to promote community engagement, so as to engage the public in building a safer and better community.

The Department has strengthened collaboration with District Fire Safety Committees (DFSCs) and other district organisations to formulate district-specific fire services policies. The Department has also been forging closer connections with members of local communities through the FSD Community Collaboration Network (FSDCCN) in order to strengthen community mobilisation capability in the promotion of the community public safety strategy, which can help enhance the overall public safety in the districts.

消防處不但聯同社區組織舉辦各種推廣計劃及活動，亦十分重視青少年發展，參與策劃和舉辦多項青少年發展計劃。

消防處亦善用傳統媒體及社交網絡等推廣消防安全，以喚起社會各階層對相關議題的關注。

The FSD not only organises various promotion programmes and activities in collaboration with district organisations, but also attaches great importance to youth development and has organised and participated in a number of youth development programmes.

The FSD makes use of the traditional media and social networks to promote fire safety, so as to raise the awareness of different sectors of the community towards relevant issues.

社區公眾安全策略的演變
The Evolution of Community Public Safety Strategy

1997年

推出「消防安全大使計劃」
Launch of the Fire Safety Ambassador Scheme

1998年

各區「地區防火委員會」相繼成立
Establishment of various District Fire Safety Committees progressively

2022年

成立「消防處社區聯動網絡」
Establishment of the Fire Services Department Community Collaboration Network

2024年

推出「消防處社區應急先鋒」計劃
Launch of the Fire Services Department Community Emergency Responder Scheme



「消防安全大使計劃」活動。
Activity of The Fire Safety Ambassador Scheme.

2005年

成立「消防安全大使名譽會長會」
Establishment of the Fire Safety Ambassador Honorary Presidents' Association

2008年

推出「樓宇消防安全特使」計劃
Launch of the Building Fire Safety Envoy Scheme

2018年

推行社區應急訓練
Introduction of community emergency response training

2022年

成立公眾安全及傳訊課
Establishment of the Public Safety and Communication Division

公眾安全推廣及教育
Public Safety Promotion and Education

消防處自90年代尾開展「消防安全大使」計劃，並先後推出多項防火宣傳計劃和公眾安全推廣及教育項目，從較單向的防火安全教育，發展至現時一套強調社區共同參與及協作的社區公眾安全策略。

Following the launch of the Fire Safety Ambassador Scheme in the late 1990s, the FSD has introduced a number of promotion and education initiatives on fire prevention and public safety. This comparatively one-way fire safety education has evolved to the current community public safety strategy that emphasises community participation and collaboration.









消防處為不同機構安排公眾安全推廣活動。

The FSD organises fire safety publicity activities for different organisations.

消防處社區應急先鋒

消防處於2024年推出「消防處社區應急先鋒」（前身為「消防安全大使」計劃），旨在提升公眾的消防安全意識和應急準備能力。計劃除了教授防火知識外，亦涵蓋面對緊急事故的應變技能、自動心臟除顫器（AED）操作、心肺復甦法（CPR）的培訓及國家安全教育。

Fire Services Department Community Emergency Responder (FSDCER)

Launched by the FSD in 2024, the FSDCER scheme (formerly known as the "Fire Safety Ambassador Scheme") aims to enhance the public's fire safety awareness and emergency preparedness. The scheme involves not only teaching of fire prevention knowledge, but also covers emergency response skills, automated external defibrillator (AED) operation, cardio-pulmonary resuscitation (CPR) training and national security education.



消防處為不同機構安排公眾安全推廣活動。
The FSD organises fire safety publicity activities for different organisations.

校園教育計劃

「校園教育計劃」對象是全港中、小學和幼稚園的學生，通過一系列課程和活動，加強他們對社區危急情況的認識，並教授應對方法和技巧。

School-based Education Programme

The School-based Education Programme targets secondary, primary and kindergarten students across the territory. Through a series of courses and activities, the programme aims to enhance students' understanding of the emergency situations that may occur in their districts, and teach them the ways and skills to deal with them.



幼兒消防安全教育計劃。
Fire Safety Education in Kindergartens Programme.

「AED 睇得到 用得到」計劃

消防處在2021年推出「AED 睇得到 用得到」計劃，並構建了「AED 搵得到」網上資訊平台，促進社區普及AED。計劃自推出以來，得到多個公、私營機構自願提供相關自動心臟除顫器資料到平台供公眾使用，共同為香港構建一個保障心臟驟停患者生命的社區安全網。

"AED Anywhere for Anyone" Programme (AAA Programme)

In 2021, the FSD launched the AAA Programme and established the Centralized AED Registry for Emergency (CARE) online platform in order to increase the accessibility of AEDs in the community. Since the launch of the programme, a remarkable number of public and private organisations have voluntarily provided relevant AEDs information to the platform for public use, jointly building a community safety net that safeguards the lives of sudden cardiac arrest patients in Hong Kong.

「救心同仁」聯盟

消防處於2023年聯同本港多個提供CPR和AED訓練或急救服務的機構組成「救心同仁」聯盟，凝聚各方力量，進一步推廣CPR和AED，讓市民如遇到身邊人出現心臟驟停的情況時，能更有信心和能力出手協助施救。

Resuscitation Alliance (RA)

In 2023, the FSD formed the RA with a number of local organisations that provide CPR and AED training or first aid service. Through the joint efforts of various sectors to further promote CPR and AED, members of the public will be more confident and capable of rescuing people in cardiac arrest when seeing them nearby.

「救心同仁」聯盟創始成員	Founding members of the Resuscitation Alliance
消防處	Fire Services Department
醫療輔助隊	Auxiliary Medical Service
民眾安全服務隊	Civil Aid Service
香港紅十字會	Hong Kong Red Cross
香港聖約翰救護機構	Hong Kong St. John Ambulance
醫院管理局	Hospital Authority
香港心肺復蘇委員會	Resuscitation Council of Hong Kong
(排名不分先後)	(in no particular order)



救護人員教授地區關愛隊隊員有關心肺復甦法。
Ambulance personnel teaches a district Care Team member about CPR.

「有心・救心」頒獎禮暨嘉年華啓動禮。
Launching ceremony of "Big Hearts, Save Hearts Awards Ceremony cum Carnival".



青少年發展

消防處積極與其他部門和機構合作，舉辦不同的活動及計劃，培育青少年的正向價值觀、抗逆力、合作精神及自律態度等，讓年青一代更加認識祖國，培養愛國情懷，以達致維護國家安全及社區公眾安全的目的。

Youth Development

To safeguard national security and public safety in the community, the FSD has organised various activities and programmes in collaboration with other departments and organisations to develop positive values, resilience, team spirit and self-discipline in young people, enhance their knowledge of the motherland and nurture their sense of patriotism.

多元智能躍進計劃

自2006年開始，消防處參與由教育局推行的多元智能躍進計劃，為中學生舉辦一連串針對紀律、領導才能和防火等方面的訓練。

Enhanced Smart Teen Project

Joining the Enhanced Smart Teen Project of the Education Bureau in 2006, the FSD has organised a series of training programmes on discipline, leadership, fire prevention and more for secondary students.



多元智能躍進計劃。
Enhanced Smart Teen Project.

創路雄心計劃

「創路雄心」計劃創於2012年，以初中生為對象，由消防處與香港中文大學和社區精神健康促進會等機構合作，對在關鍵成長階段的學生予以匡導扶育，蒙以養正。

Path–finding Adventure Project (PAP)

The FSD, in collaboration with the Chinese University of Hong Kong and organisations including the Community Mental Health Association, initiated the PAP in 2012. The project targets junior secondary students who are in their critical development stage, and provides them with counselling, support and appropriate guidance.



創路雄心計劃。
Path-finding Adventure Project.



少數族裔青少年發展團隊活動。
Activities for the Ethnic Minority Youth Development Team.

少數族裔青少年發展團隊

少數族裔青少年發展團隊於2019年成立，協助少數族裔青少年融入社會、培養正面價值觀及規劃職業路向。團隊與不同學校及非政府組織合作，舉辦各類活動和節目，鼓勵少數族裔青少年加入消防處或其他政府部門服務社會。

Ethnic Minority Youth Development Team (EMYDT)

The EMYDT was established in 2019 to help ethnic minority (EM) youth integrate into society, develop positive values and plan their future career paths. The EMYDT organises events and activities in collaboration with schools and non-government organisations to encourage EM youth to join the FSD or other government departments to serve the community.

消防及救護青年團

消防處在 2021 年成立消防及救護青年團 (FAST Connect)，為青少年提供學習平台，讓他們認識自我，培養正向思維，並引導他們探索職業路向，為未來做好準備。

Fire & Ambulance Services Teen Connect (FAST Connect)

The FSD set up FAST Connect in 2021 which serves as a learning platform for its young members to find out more about themselves, cultivate positive thinking and orient themselves career-wise to prepare for the future.



消防及救護青年團暑期實習計劃訓練。
FAST Connect Summer Internship Programme.

消防及救護青年團就職典禮。
FAST Connect Inauguration Ceremony.



融入社區

消防處積極參與社區服務，前線人員和消防處義工隊聯同地區團體幫助有需要人士。

香港消防處義工隊

義工隊於2002年成立，由超過1,800名軍裝和文職人員組成。義工隊積極參與志願活動，又向市民派發「防火三寶」，並協助有需要人士安裝獨立火警偵測器，提升家居消防安全。除此之外，義工隊提供災後服務及火後服務，協助經濟有困難的家庭在火警或意外事故後重建家園。



義工隊提供社會服務。
The Volunteer Team provides community services.

Community Integration

The FSD has actively participated in community services. Its frontline personnel and the FSD Volunteer Team, in partnership with district organisations, offer assistance to people in need.

Fire Services Department Volunteer Team

Established in 2002, the FSD Volunteer Team has over 1,800 members comprising uniformed and civilian staff. Apart from actively participating in volunteer activities, the team also assists in enhancing home fire safety by distributing the "Three Treasures for Fire Protection" to members of the public and helping those in need to install stand-alone fire detectors. The team also helps in the relief efforts after major natural disasters and provides post-fire services, such as helping families with financial difficulties to rebuild their homes after fires or other incidents.



義工隊協助市民安裝獨立火警偵測器。
The Volunteer Team helps members of the public install stand-alone fire detectors.

參與佐敦華豐大廈三級火善後工作

2024年4月，佐敦華豐大廈發生三級火警，火警發生後一連五日，消防處義工隊聯同關愛隊和地區人士參與善後工作，不分晝夜輪流當值，為受火警影響的市民提供服務。



義工隊提供社會服務及火後服務。
The Volunteer Team provides community and post-fire services.

石澳撤離行動

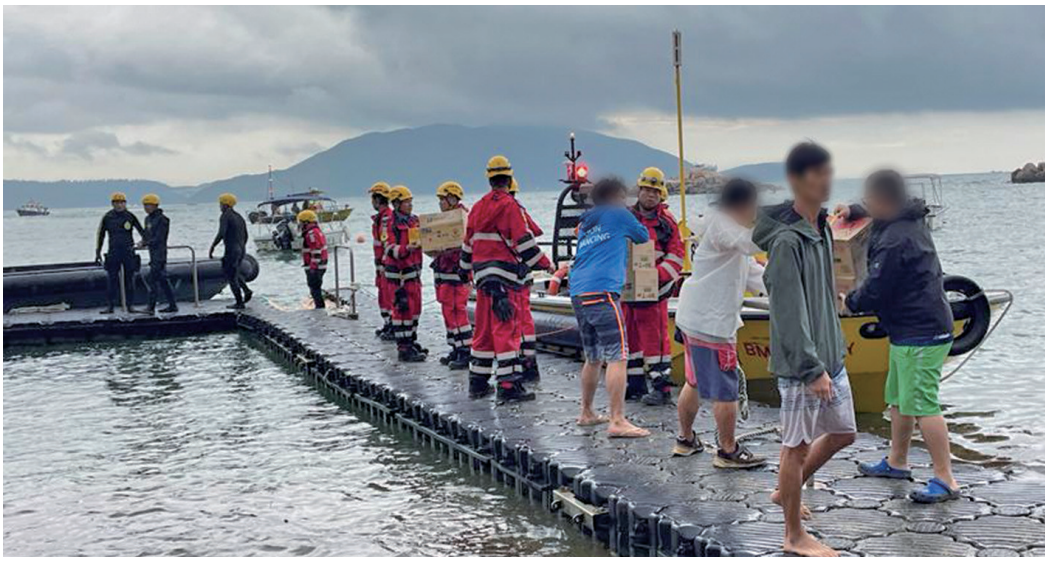
2023年9月，石澳道因暴雨引致多處出現山泥傾瀉及路陷，須臨時封閉，導致石澳居民無法經陸路離開。消防處前線人員聯同義工隊的休班人員共同參與政府跨部門行動，包括搭建臨時浮橋，協助過百名受影響居民撤離石澳。

Participation in the Relief Efforts after the No. 3 alarm fire at New Lucky House in Jordan

In the aftermath of the No. 3 alarm fire that broke out at New Lucky House in Jordan in April 2024, the FSD Volunteer Team, together with Care Teams and members of local communities, joined the relief efforts for five consecutive days after the blaze and worked round-the-clock in shifts to provide services to residents affected by the fire.

Evacuation Operation in Shek O

In September 2023, multiple landslides and road subsidence induced by a torrential downpour brought Shek O Road to a temporary closure, cutting off this only road access out of Shek O. The FSD's frontline fire personnel and the off-duty members of the Volunteer Team took part in the Government's interdepartmental operation, including putting up a makeshift floating pontoon, to help evacuate over a hundred of affected residents.



石澳撤離行動。
Evacuation operation in Shek O.

防火宣傳活動「打鐵趁熱」

當發生大型或社會關注的火警後，當區消防人員趁着居民對火警記憶猶新，隨即製作防火宣傳短片，以及邀請社區團體一同於區內進行防火宣傳教育，以提高居民的消防安全意識。

Hot Strike Fire Safety Publicity Campaign

After a big fire or a fire that arouses public concern, the fire personnel from the relevant division will immediately produce a fire prevention publicity video and invite district organisations to jointly carry out publicity and education work on fire prevention in the district where the fire occurred while the fire is still fresh in their memory.



防火宣傳活動「打鐵趁熱」。
Hot Strike fire safety publicity campaign.

傳訊工作

為更有效向公眾介紹消防處的工作，以及傳遞消防安全和救護服務信息，消防處利用傳統媒體及社交媒體發布新聞稿及專題文章。此外，消防處積極與各傳媒機構合作，推行各項宣傳活動，讓市民了解消防處在提升滅火救援效率上的最新發展。

消防處透過官方社交媒體帳號（包括Facebook、Instagram、微信及YouTube等）社交平台發布信息，包括發放推廣消防安全及應急知識的宣傳影片和圖片，宣傳各項活動，以及發布即時火警及大型事故的資訊及安全提示。



社交媒體發放：消防人員在一級火警中救出動物，並為其進行急救。

Disseminate through social media - FSD members are performing resuscitation for animals rescued from a No.1 Alarm fire.

Communications

To introduce the FSD's work and disseminate messages on fire safety and ambulance services to the public more effectively, the FSD publishes press releases and feature articles through both traditional media and social media. The Department also actively organises various publicity activities in collaboration with media organisations, enabling members of the public to understand the Department's latest developments in enhancing firefighting and rescue efficiency.

Through its official social media accounts such as Facebook, Instagram, WeChat and YouTube, the FSD disseminates messages including promotional videos/images on fire safety and emergency response, publicity activities, as well as updates on fires and major incidents and safety advice.



社交媒體發放：記者會。

Disseminate through social media: press conference.



社交媒體宣傳：「有心救心」頒獎禮暨嘉年華。
Promotion through social media - Big Hearts, Save Hearts Awards Ceremony cum Carnival.



消防處刊物《守護同行》。
FSD's publication rescuers.



社交媒體發放：事故現場救援簡報。
Dissemination through social media: Incident press stand-up.



社交媒體宣傳：「擊活人心」宣傳短片。
Promotion through social media - Promotion video of "Press to shock - Save a life".

任何仁

消防處於2018年推出宣傳角色「任何仁」，向公眾推廣「只要敢，就救到人」的信息。其諧音「任何人」，亦寓意「任何人都可以救人」。

"Anyone"

The FSD created a publicity character named "Anyone" in 2018 to spread the message that "any person" can save lives as long as he or she dares to come forward and lend a helping hand.

18區地區防火委員會
18 District Fire Safety Committees

地區防火委員會自1998年起先後在全港18區成立，積極推廣防火安全，舉行有關防火及大廈安全的教育和宣傳工作，並與業主立案法團合辦大廈防火演習。消防處為加強與委員會的聯繫協作及協調，在2022年成立「消防處社區聯動網絡」。現時，「消防處社區聯動網絡」成員包括全港18個地區的防火委員會主席及消防處各分區指揮人員。社區聯動網絡成員一同參與制定及落實消防處社區公眾安全策略，共同為消防安全議題出謀獻策，加強向社區傳遞消防處信息，並反映居民關注的消防安全事宜，務求全面提升區內消防安全水平。

Since 1998, DFSCs have been set up in the 18 districts of Hong Kong. The DFSCs actively promote fire safety by implementing relevant community education and promotion activities and organising fire drills in buildings in cooperation with owners' corporations. To strengthen the ties, collaboration and coordination with DFSCs, the FSD brought together the 18 DFSC chairpersons to form the FSD Community Collaboration Network (FSDCCN) in 2022, through which they can contribute their views on district fire safety issues. The members of FSDCCN include 18 DFSC chairpersons and the Divisional Commanders of the FSD. FDSCCN members would collaborate and participate in the formulation and implementation of the FSD's community public safety strategy. They give suggestion fire safety issues, strengthen the dissemination of the Department's messages to the community, and relay the fire safety concerns of local communities with a view to enhancing the overall fire safety in the districts.



消防處社區聯動網絡成員合照。

Group photo of the FSD Community Collaboration Network members.

推行社區公眾安全策略及地區消防政策
Implementing Community Public Safety Strategy and District Fire Services Policies



消防處主辦的冬季防火活動。

Fire safety activities during festive season organised by the FSD.

年度公眾安全宣傳主題

為有效推行社區消防政策，消防處每年會因應年內火警及災害事故，定立年度公眾安全宣傳主題，經「消防處社區聯動網絡」商議並制定推行工作，借助民政事務處及其轄下的「地區防火委員會」動員社區資源，協助推行政策及措施。

Annual Public Safety Publicity Theme

To effectively implement district fire services policies, the FSD sets the annual public safety publicity theme every year in the light of the fires and disasters that year. Following the FSDCCN's deliberation and formulation of an implementation plan, assistance will be sought from District Offices and their DFSCs in mobilising local resources to implement the policies and measures.



推廣家居手提滅火設備。

Promotion of portable firefighting equipment for use at domestic premises.



小心煮食爐火，慎防家居火警。

Use cooking stoves with care, beware of domestic fire.





鼓勵在家安裝獨立火警偵測器。

Encouraging the installation of stand-alone fire detectors at home.

地區消防政策

消防處積極推展以「社區為本」的公眾安全策略，要求各分區加強與民政事務處、地區組織及關愛力量等合作，因應各區的實際情況及市民關注，制訂及推行針對性的地區消防政策及相關關鍵績效指標，以期提升社區的公眾安全水平及災後復原能力。

District Fire Services Policies

The FSD proactively implements a "community-based" public safety strategy, requiring its divisions to strengthen cooperation with District Offices, district organisations and Care Teams to formulate and implement district-specific fire safety policies and key performance indicators based on the actual situation and public concerns in individual district, with an aim to enhancing public safety and post-disaster recovery of the community.





各區配合消防處冬季防火主題舉辦的活動。
Activities organised by various districts under the FSD's theme on fire safety during festive season.

結論

為使香港成為安居樂業的地方，消防處歷年來推行各項公眾安全宣傳及教育活動，提高市民的消防安全意識。自90年代尾推出「消防安全大使」計劃至今，消防處的宣傳教育重心已經歷多番轉變，近年更積極推展以「社區為本」的公眾安全策略，着力與地區建立夥伴關係。消防處與地區防火委員會、地區人士及組織合作，主動接觸社群，融入社區，並鼓勵市民共同參與消防和救護事務，從以往的單向防火安全教育，發展至現時一套強調社區共同參與及協作的整體社區公眾安全策略。

Conclusion

To make Hong Kong a safe place to live and work, the FSD has implemented various initiatives on public safety promotion and education over the years to raise public awareness of fire safety. Since the launch of the Fire Safety Ambassador Scheme in the late 1990s, the focus of the FSD's promotion and education efforts has undergone many changes. In recent years, the FSD has proactively implemented a "community-based" public safety strategy and strived to establish partnerships with local communities. Working with DFSCs, members of local communities and district organisations, the FSD has reached out to the districts and integrated into them to encourage public participation in affairs related to fire and ambulance services. This shows that the past approach of one-way fire safety education has evolved into the present holistic community-based public safety strategy that emphasises community participation and collaboration.



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