

## **THE CHINESE UNIVERSITY OF HONG KONG**

### **Publicity and Education**

#### **1. Importance of Awareness, Promotion, and Education**

- a) The University's policy statement on sexual harassment, related investigation procedures and guidelines for staff and for students, should be promulgated to all members of the University community in the form of circulars and notices as soon as they become available. In introducing the Policy Against Sexual Harassment, it is important to:
  - i) explain the reason and the need for introducing the policy;
  - ii) clearly define the University's policy;
  - iii) seek the support of all staff and students to observe and comply with the policy; and
  - iv) provide necessary training where required for the proper administration and observance of the policy.
- b) A Task Force on Education and Training has been established under the Committee Against Sexual Harassment to promote awareness of the issue. The objective is to ensure that the Policy is properly received and correctly interpreted. It will be a valuable learning experience for both the University and its population. The right messages must therefore be suitably conveyed, awareness promoted, and the University community appropriately educated.

#### **2. Targets**

The publicity and education programme should be organised for all staff and students. They include people at different levels with various functional responsibilities and duties - Deans, Department Chairs and Unit Heads in the Administration, teaching and non-teaching staff, full- and part-time undergraduates as well as postgraduates and the rest of the campus community.

#### **3. How the Policy Should be Publicized and Awareness Training Provided**

- a) The policy, procedures, general information as well as sources of further information should be disseminated through campus computerized network to all LAN users and published in the CUHK Newsletter, College newsletters, the Campus Community Newspaper, and student publications such as CU Student.
- b) Policies, procedures and guidelines for the reporting, receiving and filing of complaints should be included in the Staff Handbooks and Student Handbook.

- c) To implement the policy, procedure and guidelines and to increase awareness of sexual harassment problems, educational seminars and programmes should be arranged for various target groups:
  - i) Seminars for Department/Unit Heads, administrators and other selected personnel who may help to promote the policy and serve as resource persons and as advisors of their respective units.
  - ii) Talks may be arranged for staff members through CUTA, staff unions, CUWO, Staff Common Room, etc., to heighten their sensitivity to the issue and their awareness of their role in discouraging harassing behaviour.
  - iii) Programmes for similar purposes may be arranged for students by the Office of Student Affairs and the Colleges' Dean of Students' Offices.
  - iv) The Colleges may also support the Policy by including talks on the subject during their weekly/monthly assemblies.
- d) A session in the training programmes for new staff members (e.g., Executive Orientation Programme, Orientation Programme for newly recruited clerical and secretarial staff) and orientation programmes for students may be used for discussion of the topic and dissemination of information to the new comers.

#### **4. Promotional Literature and Educational Tools**

Publicity materials including pamphlets, information leaflets, posters and case profiles could be printed and distributed to departments and units for posting or circulation. Some of these materials could be used for training programmes as well as for distribution to new appointees. Actual cases (with identities hidden), research findings, books, videos/films, and description of hypothetical situations may be used as training materials. A question-and-answer leaflet to distinguish between what is sexual harassment and what is not will help to avoid misinterpretation of the policy and will provide better impact.

#### **5. Maintenance of the Policy**

Promotional and educational activities should be conducted as an on-going exercise to introduce and reinforce the policy. Such activities could be timed to provide the most effective impact, e.g., in September and January each year (beginning of teaching term) when there are incomers. During the year, such activities are also needed for reinforcement.