

# “The Fertility Collective: A One-Stop Education Platform Towards Greater Fertility Literacy and Wellness” 生育健康資訊平台

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**Project no.:** KE-SI-2023/24-69

**Faculty:** Faculty of Social Science

**Department:** Department of Social Work and Social Administration

**Strategic Theme(s):** Health and Medical Technologies



# Project impact summary



**245 Followers**  
**152 Likes**



**9,827 Visits**  
**to Website**



**1,021 visits**  
**to exhibition**



**126 participants**  
**to f2f events**

# Online platform on reproductive literacy and wellness

<https://fertilitycollective.socialwork.hku.hk/>



### CloudFront

- Distributions
- Policies
- Functions
- What's new [NEW](#)
- ▼ Telemetry
  - Monitoring
  - Alarms
  - Logs
- ▼ Reports & analytics
  - Cache statistics
  - Popular objects
  - Top referrers
  - Usage
  - [Viewers](#)
- ▼ Security
  - Origin access
  - Field-level encryption
- ▼ Key management
  - Public keys
  - Key groups

Adjusted

Country	Requests	Request %	Bytes
Hong Kong	6,690	67.77%	1.29 GB
China	1,750	17.73%	296.1 MB
United States	855	8.66%	132.78 MB
Japan	219	2.22%	63.88 MB
Taiwan	124	1.26%	34.18 MB
Australia	104	1.05%	15.51 MB
Korea, Republic of	18	0.18%	8.3 MB
Sweden	40	0.41%	6.73 MB
Singapore	20	0.20%	3.61 MB
Denmark	13	0.13%	1.99 MB
Ireland	19	0.19%	1.23 MB
Norway	16	0.16%	93.98 kB
Germany	2	0.02%	2.36 kB
Canada	1	0.01%	1.13 kB
United Kingdom	1	0.01%	1.08 kB

No. of visits: 9,827 in total (July 8, 2024)

# Social media engagement

<https://www.facebook.com/profile.php?id=61560277477160>

The screenshot shows a Facebook profile page for '生涯規劃 - 香港大學生育健康資訊平台計劃 Fertility Collective'. The profile picture is a cartoon character with glasses and a graduation cap. The cover photo features the text '生涯規劃 Fertility Collective 香港大學生育健康資訊平台' and 'Department of Social Work and Social Administration The University of Hong Kong'. The profile information shows '152 likes · 245 followers'. The page is set to 'Public' and has a 'Manage' button. The navigation menu on the left includes 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Settings', 'More tools', 'Leads Centre', and 'Meta Business Suite'. The main content area shows a post with the text 'What's on your mind?' and a 'Post' button.

No. of likes: 152

No. of followers: 245

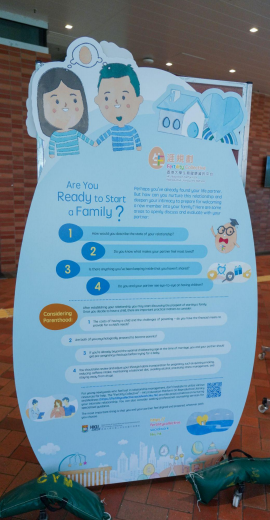
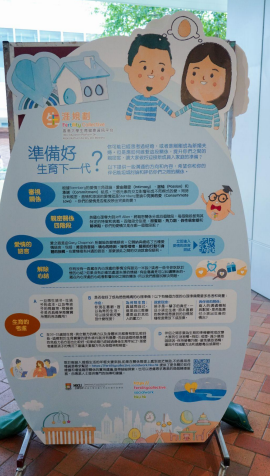
( July 8, 2024)

# Interactive booth and exhibition

- Date: 08, 11-15 June, 2024
- Time: 12noon-7pm
- Location: Upper University Street (Outside of CJT G/F)
- Engagement:
  - Helpers were trained prior to the events for discussing the reproductive topics with participants
  - Computer was set up for public to check out the website features
  - Some interactive games were held to engage public in dialogue about fertility-related topics with souvenir and leaflets

No. of leaflets and souvenirs delivered: 1,171

No. of visits: 1,024









# Face-to-face workshop: IVF stress relief (2023 Nov)

十一月 《求孕放鬆更易成功》 減壓工作坊



一同製作拼貼畫，分享求孕過程中的感受。

活動對個人或家庭最有幫助的地方是 ✨



十一月 《求孕放鬆更易成功》 減壓工作坊參加者分享

過程中你最享受的活動和原因 ✨



十一月 《求孕放鬆更易成功》 減壓工作坊參加者分享

No. of participants: 7

User satisfaction rate: 8.96/10

# Face-to-face workshop: IVF couple relationship (2023 Dec)

寫下過程中你最享受的活動和原因:	這項服務對個人或家庭最有幫助的地方是：
資訊有幫助	伴侶關係
和太太一起學習	促進夫妻了解
得到好多有用資訊，心靈放鬆	心靈放鬆
很享受有教授及姑娘專業的知識及分享	伴侶溝通及表達關心的方法
教授問答，可增加ivf知識	減低對ivf焦慮
教授的回應	
有溝通技巧方面資訊！	
The talk is informative and the sharing session is insightful	
學習到新的相處技巧及得到新的醫療資訊	吳教授講解QM 的Policy
吳教授 Q&A，資訊實用	認識另一半的感受
多了解另一半想法，增加夫妻間互動	獲取IVF最新資訊
溝通技巧環節	
吳教授對話	
享受整個活動。輕鬆的氣氛，能夠認識同路人和獲得正確的醫療資訊的機會。	提供了支持，動力和方向
Communication with other couples and sharing	Made the relationship better in my family
能學多點夫婦互相溝通的技巧，對彼此關係有幫助，亦有更大信心面對IVF的挑戰。	了解對方想法，避免因表達不當而產生誤會。

No. of participants: 34

User satisfaction rate: 9.12/10

# Face-to-face workshop: IVF couple relationship (2023 Dec)



# Face-to-face seminar: Egg freezing Yes or No? (2024 June)



No. of participants: 47

User satisfaction rate: 9.24/10

活動中對你最有幫助的內容是：

To know more information about freezing egg

心理也是很需要考慮的一部分因素

所有雪卵資訊

雪卵生育知識

凍卵的資訊和價錢和心理狀態準備和留意事項以及對世界上不同的家庭組合有更多認識

卵子知識和諮詢。雪卵過程介紹。

well organised information

# KE outcomes and impact (For media use)

Supported by the HKU Knowledge Exchange Fund, the Department of Social Work and Social Administration at the University of Hong Kong launched a project called "Fertility Collective: HKU Education Platform on Reproductive Literacy and Wellness" in 2024. The Fertility Collective campaign successfully provided up-to-date and empirically supported information on reproductive health, fertility, and options for family formation. Individuals and couples were informed during booth and face-to-face seminars and workshops to make well-informed choices about childbearing and family formation.

The "Fertility Collective campaign" achieved its objectives through various public education activities, including an interactive website, seminars, workshops, booths, and exhibitions. The website, leaflets, souvenirs, booth, and exhibition designs were all interactive and user-friendly, raising public awareness of the factors that can impact fertility and reproductive health. The website saw over 9,000 visits, and the exhibition had over 1,000 visits engaging both general public and university community.

The project also addressed the stigma and misunderstandings associated with fertility and childbearing through face-to-face seminars and workshops. Over 100 participants attended these events, and the impact was reflected in positive feedback. Infertile couples were able to connect with others who experienced similar difficulties, enhancing peer support and alleviating stress.

Overall, the Fertility Collective campaign had a significant impact on enhancing the general public's reproductive literacy and wellness. The project successfully achieved its objectives and empowered individuals to make informed choices about their reproductive health and family formation.

(233 words)

## 知識交流的成果和影響 (供傳媒使用)

承蒙香港大學知識交流基金資助，香港大學社會工作及社會行政學系於 2024年開展「生」涯規劃 - 生育健康資訊平台計劃。透過網站及公眾教育活動，提高公眾對生育知識的了解，並為個人及家庭計劃作出合適及知情的選擇。

至今資訊平台有超過 9,000次訪問，而2024年6月時於港大校園舉行之展覽及互動攤位則有超過 1,000人次參與。幾場生育健康講座共有過百名參加者，與生育健康專家如香港大學臨床醫學學院婦產科學系臨床教授吳鴻裕教授對話，了解生育路上的想法。不育夫婦透過活動與其他同路人聯繫，學習減輕求孕路上的壓力。本計劃成功引起公眾對生育健康議題的關注，並從而作出合適及知情的選擇。

(245 字)