

Reinvestigating the Effectiveness of Public Relation in the Sanitation Safety and Water Supply in Hong Kong

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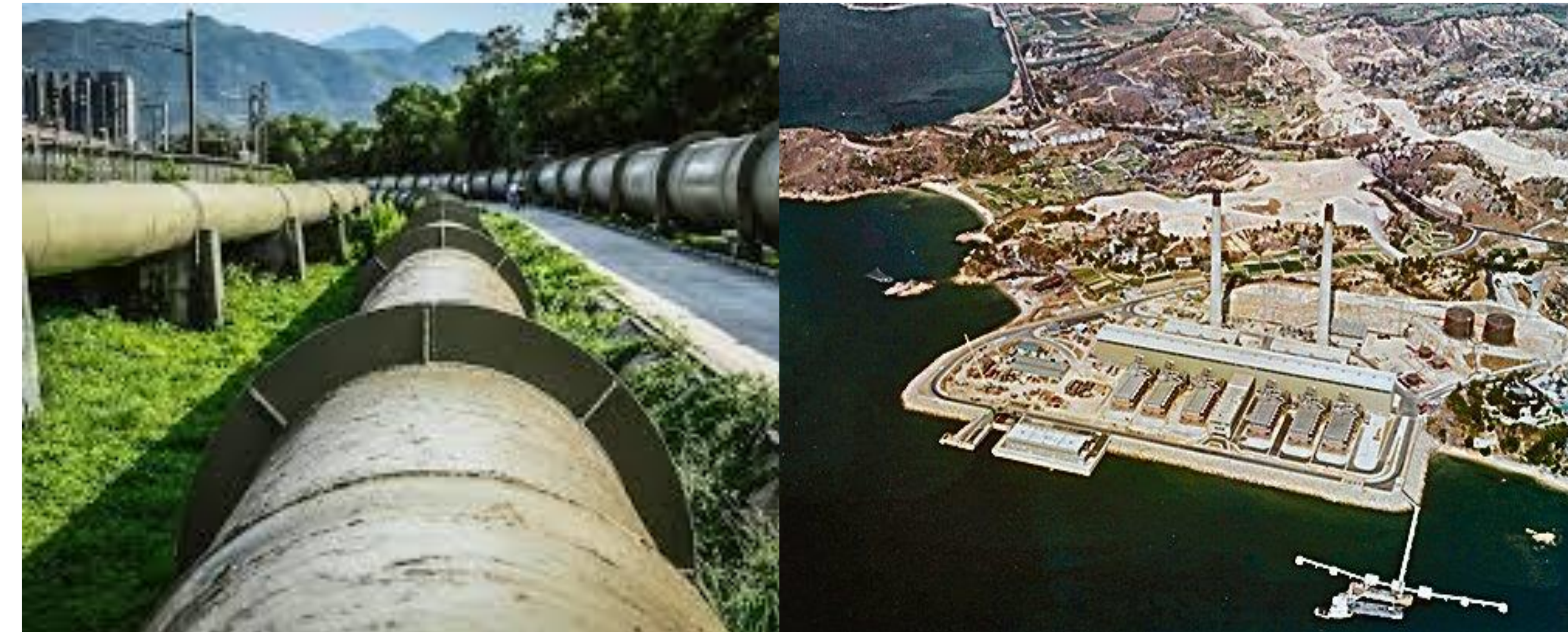
Background

Hong Kong has been suffering from limited water during the 1950s. Government has imported the Dongjiang water since 1963 with the agreement with Guangdong government via Dongguan and Shenzhen City. The amount of Dongjiang water decreases with industrialization in the east side of Zhujiang. Around 40% of Dongjiang water has been used to give water supply to Dongguan, Shenzhen and Hong Kong. Leading-in-drinking water crisis happened in 2015 and the pipe with Covid-19 happened this year. The interpersonal communication between citizens and government might not very successful.



Research Objectives

- Using those learnt from Public Relations to give some advice to water supply department and relevant government side such as building department and civil engineering development department.
- Comparing Hong Kong with Kinmen, Singapore and Macau water supply arrangement.



Methodology

Reading through government article, NGO investigation and news report with neutral attitude. Community care should have access to disability, including braille words, meeting facilities and social worker for those with mental illness. All these things are small details, but it is very important in public relations to show community care to people with special need and weakness parties of the society.

Creativity, professionalism, and community engagement are three skill elements for Public Relation career skills (Benjamin cheng,2020). From the theory, I know that I need to write the three aspects on the Public Relations suggestions on the future plan. Unlike other general working, the PR professionals need to communicate and learn a lot for sanitation safety or water supply professionals, therefore, inter-personal communication is a key element.

As government agency, water supplies department has no choice but to adapt to these changes in order to perform its task. No matter before or after handover, there are two parties in Pro-China and Anti-China sides in Hong Kong. However, the Singapore and Macau are totally different, most residents in the two city-states supported their own government. There are recent changes in the national securities laws and direct election in the legislative council. Dongjiang water was a sensitive area. However, Singapore also imports the water from Malaysia, which concerns with national security as well.

Findings

From the case study, agenda setting theories has always been ignored. Different department handles their possibilities one by one without communication with other government department. However, based on the agenda setting theories, all schedule has already been delayed a lot. The best solution is to build up a cross department

At the same time, internal person communication between person to person might be important element in Hong Kong case as unlike Kinmen which is countryside. Residents are living in their own flats/apartment rather than having enough person communication with community interaction.

Conclusion

For drinking water sanitation raising awareness, it is better through local community families centre as well as local NGOs for specific residence area or with the assistance from local water supply professionals such as Hong Kong institute of Water and Sanitation Safety. With the funded NGO, it would be easier to reach the target audience by proper ways of community engagement and communication. It is learnt that social media advertising and stakeholder engagement played an important role in Public Relations. A social media and offline campaign engagement will improve the Public Relations engagement and public concerns on water save and sanitation safety knowledge.

