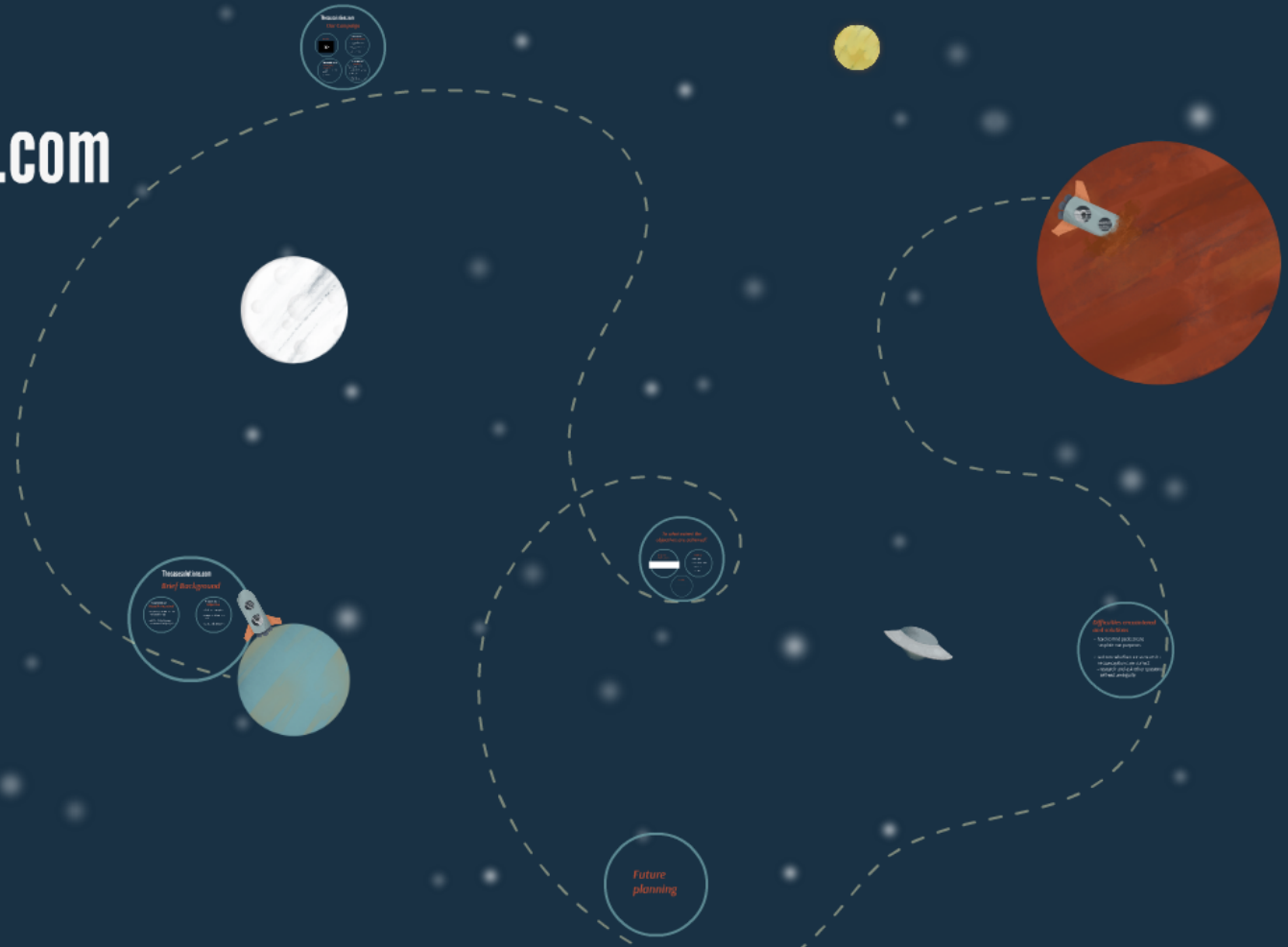
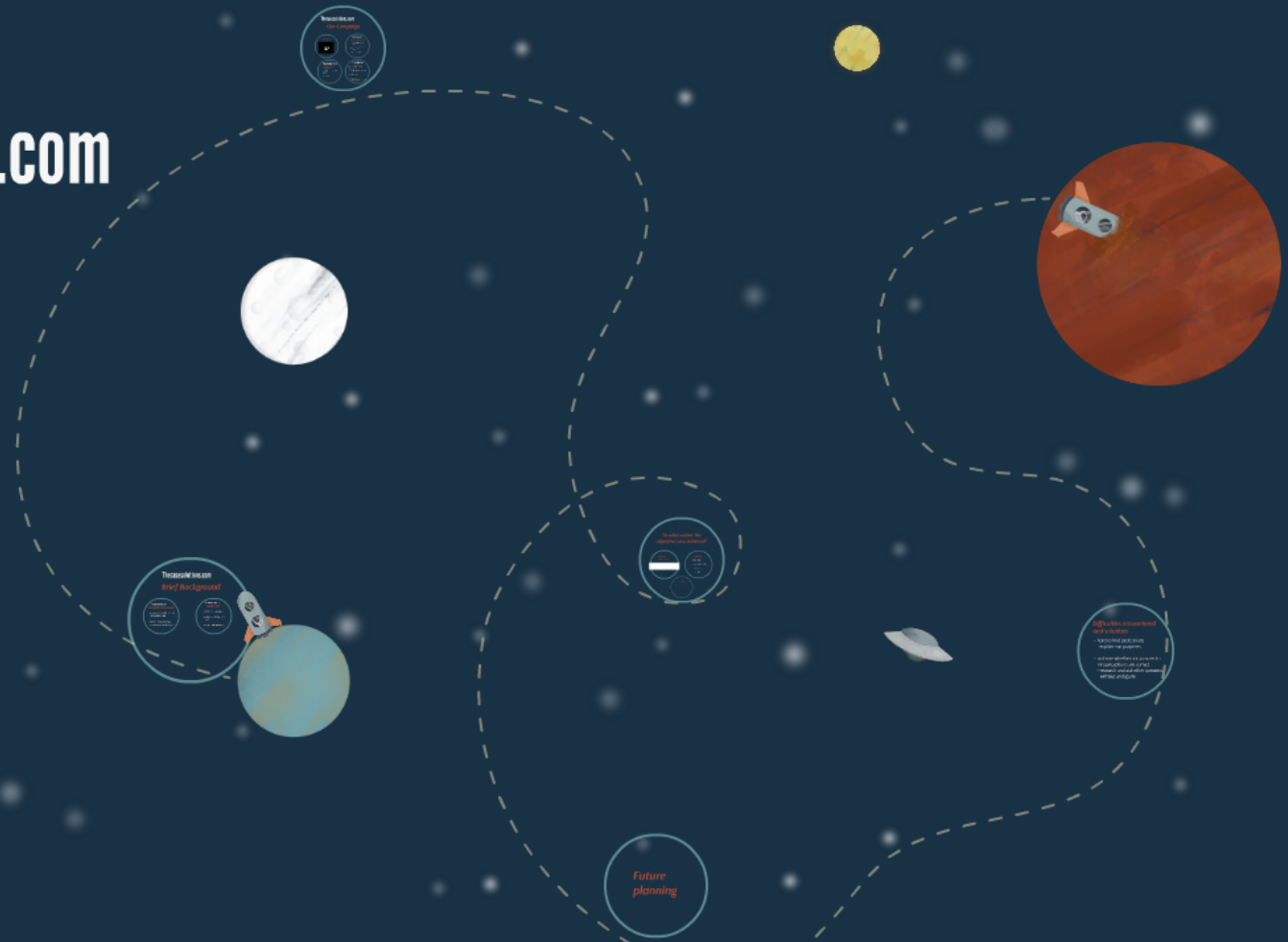


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# The Hong Kong Blind Union: A Small Self-help NGO With Board Of Directors Actively Involved In Operation

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## *Brief Background*

- Thecasesolutions.com  
***Visually-impaired***
- commonly known but not fully understood
  - old thinking of people  
→misconception/prejudice

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***Objective***
- clarify misconceptions
  - educate and inform the public
  - deeper understanding

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## *Our Campaign*

### *our video*



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#### *Video taking-content*

- interview public with yes-no questions
- 'draw my life' way to present the answer
- youtube interaction

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#### *Facebook page promotion*

- Information about the visually impaired
- publish video

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#### *Publicity*

Facebook page shared to

- local media  
e.g. Hong Kong Free Press
- public figures
- organisations  
e.g. Hong Kong Blind Union

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