

A Press Conference on “Sending Love Out—Filial Piety and Warm Family”

(Courtesy of Jia Dong Wang at the Division of Student Affairs and Campus Security)



The K-12 Education Administration, Ministry of Education, and the TSMC (Taiwan Semiconductor Manufacturing Company) Foundation jointly held a press conference on “Sending Love Out—Filial Piety and Warm Family” on February 8, 2018 with an aim to advocate filial piety. It was aimed to maintain the quality of life and dignity of senior citizens, reconstruct traditional family core values, and establish a good society through education.

Mr. Chien Kuo Chiu, Director-General of the K-12 Education Administration, noted: “Filial piety education will start from family and be conducted in primary and secondary schools in a continual and comprehensive manner, consistent with the changes of the modern society.” To promote traditional filial piety in schoolyards, the K-12 Education Administration has developed a series of promotional programs, and, it has completed the teaching material development and distributed them to all primary schools across the country at the end of last year (2017). “Promoting filial piety” is one of the major missions for the TSMC Foundation in fulfilling its corporate social responsibility. Mrs.

Sophie Chang, Chairwoman of the TSMC Foundation, is the major driver behind the filial piety promotion, and has led the TSMC Foundation in "spreading the influence of love." They have endeavored to listen to the needs of the society and cared for senior citizens' lives, from which they discover that filial piety has been gradually neglected in the modern society; therefore, they have strongly advocated filial piety education, hoping to reawaken the society's attention to filial piety and nudge people to reflect upon it. By reawakening younger generations' awareness of filial piety, they expect the spirit of "filial piety," rooted in the Oriental culture, will be rejuvenated, the social problems derived from the aging society will be fundamentally addressed, and the society will be more likely to develop on a sustainable basis.

Since the year of 2016, the TSMC Foundation has been actively advocating traditional filial piety in younger generations, calling on the government to strengthen the ethical education in primary and secondary schools, and promoting filial piety in all counties and cities, in the hope of spreading good value to young generations through both the school and community. They have managed to revitalize filial piety and family ethics across the country and reshape the core value of filial piety in order to forge a warm and thankful society. For example, the TSMC Foundation and the Tainan City Government jointly launched the "Filial Piety Rejuvenation Movement," which kicked off in Tainan and spread the warmth of filial piety to schoolyards. Meanwhile, it also participated in a filial piety education achievement sharing meeting held by the Tainan City Government in February of 2017. This cause is also strongly supported by the K-12 Education Administration as it has managed to incorporate filial piety education into school education to allow this kind of spirit to be part of our daily lives. In May, 2017, the "Filial Piety Education Workshop," mainly sponsored by the K-12 Education Administration and co-organized by TSMC Foundation, has been held to recognize the major influences of filial piety through the sharing of school representatives, experts, and scholars from each county and city. In August of 2017, the TSMC Foundation supported the Ministry of Education with concrete action by co-organizing Grandparents' Day, urging the public to pay attention to filial piety and family ethics. Additionally, the TSMC Foundation worked with the K-12 Education Administration in

developing teaching materials for filial piety education, and they were officially published in December of 2017 for teachers' reference.

Mrs. Chang noted: "Our original intention is to care for the elderly living alone on the front line. When we were holding their hands and looking into their eyes, we could feel their deep desire for companionship. So, I believe filial piety is the starting point for changing this society. Only when our family is warm will we be able to love other people. Therefore, we plan to sow the seeds of filial piety in school education and they will take root in schools. In the future, TSMC volunteers will fully cooperate with the relevant training regarding the filial teaching materials developed by the Ministry of Education and go into schools to promote filial piety through reading and storytelling; as such, family ethics will sprout in children's hearts. At the same time, we are also urging other corporate volunteers, who have been moved by our story, to come together to celebrate this grand movement and promote filial piety! Along the way, thanks to the leadership of the Ministry of Education and the K-12 Education Administration, we have made some tremendous progress. What we have done is all about enhancing the society's ability to move upward, and we will certainly keep up our efforts."

To promote filial piety in the long term, the K-12 Education Administration set up the National Filial Piety Resource Center at the Affiliated Senior High School of the National Kaohsiung Normal University. Its website will be established, and its teaching materials and resources will be completed by March of 2018. From March through July, workshops for seed teachers in primary and secondary schools and corporate volunteer training will be held in northern, central and southern Taiwan, respectively. It is estimated that 100 seed teachers and 200 corporate volunteers will be trained. A curriculum task force and a filial piety volunteer team will be organized to assist with the preparation for the teaching materials, volunteer training, liaison with volunteers, and other relevant work. The curriculum will integrate curriculum literacy and focus on cross-field courses. For example: Kaohsiung City will offer the "Collective Memory of the Island" course from the elementary school throughout the senior high school, with which students will go into the community and draw grandpas and grandmas' portraits, and the ties between them will be tightened through dialogue and interviews. Furthermore, national filial piety teaching project competitions, filial piety story writing

competitions, and nationwide filial piety education activities will be organized to promote the spirit in families and the community, encourage gratitude, kindness, and filial piety, share relevant achievements, and acknowledge volunteers' efforts, apart from promoting filial piety education. This will form a learning circle from home to school, reshape filial piety and family ethics, and nurture modern citizens with the knowledge, awareness, and spirit of filial piety, who practice filial piety in the daily lives. The K-12 Education Administration will continue to recruit corporate volunteers for this cause. We sincerely welcome everyone to join forces (please call Ms. Min Rong Tsai at the National Filial Piety Resource Center at the Affiliated Senior High School of the National Kaohsiung Normal University at 07-7613875 ext. 522).