

**CONTROLLING OFFICER'S REPLY TO
INITIAL WRITTEN QUESTION**

FHB(FE)008

Question Serial
No.

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Head: 49 Food and Environmental Hygiene Department
Subhead (No. & title):

Programme: (4) Public Education and Community Involvement

Controlling Officer: Director of Food and Environmental Hygiene

Director of Bureau: Secretary for Food and Health

Question:

Under Matters Requiring Special Attention in 2010-11, it is stated that the Department will strengthen health promotional activities on nutrition labelling. What are the specific activities to be carried out? What is the expenditure involved?

Asked by: Hon. WONG Yung-kan

Reply:

To tie in with the commencement of the nutrition labelling law on 1 July 2010, a three-year (2008 – 2011) Publicity and Education Campaign on Nutrition Labelling is in place to promote the use of nutrition labelling in achieving a healthy diet. In 2010-11, the Department will concentrate its efforts on publicizing the commencement of the law as well as motivating behavioural changes in reading and understanding nutrition labels as a shopping routine. We will undertake territory-wide programmes including TV and Radio Announcements of Public Interest, radio programmes, advertising campaign at public transport system and public housing estates, and in the on-line media. We will also collaborate with Consumer Council to jointly publish a series of articles on nutrition labelling in the Choice Magazine. On the education front, joint activities will be organised with educational stakeholders including Consumer Council, dietitians, school teachers, to disseminate health messages to clients, students and the general public. The promotion work is undertaken by existing staff and the expenditure cannot be separately identified.

Signature _____

Name in
block letters _____
W H CHEUK

Post Title _____
Director of
Food and Environmental Hygiene

Date _____
15.3.2010