

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

FHB(FE)149

Head: 49 Food and Environmental
Hygiene Department

Subhead (No. & title):

Question Serial No.

2966

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 this Programme, the Department will strengthen health promotional activities on nutrition labelling. In this connection, please advise on the details of the activities, and the estimated manpower and resources involved.

Asked by: Hon. LEE Kok-long, Joseph

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 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, 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 stakeholders including Consumer Council, dietitians, school teachers, in order 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