

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

FHB(FE)150

Question Serial No.

3077

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”. In this connection, please inform this Committee of the Department’s efforts to enhance public awareness of nutrition labelling so as to enable them to make informed food choices and achieve a healthy diet when implementing the promotional activities. Has there been any survey on public awareness of nutrition labelling conducted? If yes, what are the findings? If not, why is there no such survey and will the Government conduct one?

Asked by: Hon. FUNG Kin-kee, Frederick

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.

A survey was conducted in mid-2008 to assess public knowledge, attitude and practice regarding nutrition labelling. More than 80% of the population agreed that nutrition labelling was important and believed that the nutritional information would help them make healthier food choices. About half of the population had the habit of reading nutrition labels when buying prepackaged food products for the first time. The public have had some knowledge of nutrition labelling but more could be done to enhance their understanding. The survey results were announced in March 2009 and uploaded to the website of the Centre for Food Safety.

Signature _____

Name in block letters _____ **W H CHEUK** _____

Post Title _____ **Director of
Food and Environmental Hygiene** _____

Date _____ **15.3.2010** _____