

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

FHB(FE)039

Question Serial No.

0157

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:

It is stated that the Department will “continue to strengthen health promotional activities on nutrition labelling”. In this connection, please advise on:

- (a) the details of the promotional activities;
- (b) the estimated expenditure involved;
- (c) the ways to assess the effectiveness of the activities; and whether there is any indicator to evaluate the effectiveness of the activities, and if yes, the details; and
- (d) the number of inspections conducted and non-compliance cases detected since the implementation of the nutrition labelling legislation.

Asked by: Hon. WONG Kwok-hing

Reply:

The information sought is provided as follows-

- (a) Since the passage of the Regulation on nutrition labelling (the Regulation) by the Legislative Council in mid-2008, the Centre for Food Safety (CFS) has launched a three-year Publicity and Education Campaign (the Campaign) on promoting nutrition labelling, to be implemented in three phases :
 - (1) to raise public awareness in Phase I (June 2008 – July 2009);
 - (2) to enhance understanding in Phase II (August 2009 – June 2010); and
 - (3) to motivate behavioural changes in Phase III (July 2010 – June 2011).

With the commencement of the Regulation on 1 July 2010, the Campaign has entered Phase III, which encourages the public to make reference to nutrition labels when buying prepackaged food and make healthier food choices. Prior to 1 July 2010, CFS had stepped up publicity to remind the public of the commencement of the Regulation. Since early June 2010, CFS had released new television and radio announcements in the public interest (API), briefed radio programmes and put up posters on public transport and in public housing estates. The Controller/CFS met with the media in June 2010 to brief them on the preparatory work in the run up to the commencement of the Regulation. A Food Safety Day was held on 28 June to focus the attention of the public on the impending commencement of the Regulation. The Regulation commenced smoothly on 1 July 2010.

To disseminate the message more widely, CFS has secured the support of food retailers to display posters, distribute pamphlets and broadcast APIs on nutrition labelling. CFS has organized four

seminars for frontline staff of retailers. To date, some 700 staff of retailers (mainly from major retail chains) attended the seminars. Three seminars with an attendance of some 200 consumers were also held. In addition, 16 district-based roving exhibitions, coupled with talks at various community centres, were attended by around 3 800 participants.

In parallel, CFS has strengthened its co-operation with the education sector in promoting the use of nutrition labelling information. In collaboration with the Education Bureau, CFS has launched the Nutrition Labelling Promotion Award Scheme entitled "Live it, Use it" in around 500 secondary schools in the 2010-11 school year. The Scheme aims to encourage students to organise activities to promote nutrition labelling. CFS has assigned dedicated staff to conduct workshops from November 2010 to provide participants with information on nutrition labelling. As at the end of February 2011, a total of about 200 students from 22 secondary schools have enrolled. An award ceremony is scheduled for early July 2011. CFS also co-organised with the Leisure and Cultural Services Department a series of activities to promote nutrition labelling including seminars, book display and exhibition in late November 2010. Web-based platforms are also used to promote nutrition labelling to the younger generation.

Since 14 March 2011, CFS has started broadcasting short television programmes consisting of 10 episodes on using nutrition labelling information to achieve a healthy diet in daily life. CFS is also developing a free mobile phone application programme to facilitate consumers in comparing nutrition values of prepackaged food expressed in per serving or per 100g/ml format. The mobile phone application programme will be available in the second quarter of 2011.

To sustain the efforts, CFS plans to launch a two-year enhancement programme after the completion of the Campaign.

- (b) The above promotion work is undertaken by existing staff and the expenditure cannot be separately identified.
- (c) The CFS evaluates the Campaign by means of two large-scale surveys. The first one was conducted at an early stage of the Campaign in mid-2008, called the "Survey on Public Knowledge, Attitude and Practice regarding Food Safety and Nutrition Labelling". The findings were released through a press conference. The CFS will conduct the second survey in the second half of 2011 to evaluate the effectiveness of the Campaign. The effectiveness of the Campaign will be evaluated using quantifiable indicators such as the number of visits to web sites and the number of participants in publicity and education activities.
- (d) From 1 July 2010 to 11 March 2011, CFS had checked 14 818 prepackaged food products sold at 1 975 retail premises and detected 102 non-compliant products.

Signature _____

Name in block letters CLEMENT LEUNG

Post Title Director of
Food and Environmental Hygiene

Date 18.3.2011