

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

FHB(FE)136

Question Serial No.

3688

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

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 commence promotional activities on the Food Safety Bill upon enactment. In this connection, please advise on the progress and details of the activities, the manpower involved and the estimated expenditure.

Asked by: Hon. LEE Kok-long, Joseph

Reply:

Upon the enactment of the Food Safety Bill (the Bill), the Centre for Food Safety will launch publicity activities to promote public awareness of the requirements under the Bill. Such activities include briefing sessions, consultation forums or workshops for food traders; advertisements in newspapers, magazines and on public transport, production of television and radio announcements in the public interest; roving exhibitions in shopping arcades and public markets as well as delivery of pamphlets, booklets and souvenirs.

The total cost for the publicity work is about \$2.6 million. The manpower and the expenditure involved will be absorbed within existing resources.

Signature _____

Name in block letters CLEMENT LEUNG

Post Title Director of
Food and Environmental Hygiene

Date 16.3.2011