

CONTROLLING OFFICER'S REPLY

(Question Serial No. 6467)

Head: (49) Food and Environmental Hygiene Department
Subhead (No. & title): (-) Not Specified
Programme: (4) Public Education and Community Involvement
Controlling Officer: Director of Food and Environmental Hygiene (Miss Vivian LAU)
Director of Bureau: Secretary for Food and Health
This question originates from: Estimates on Expenditure Volume I Page 254 (if applicable)

Question (Member Question No. 238):

Regarding public education and community involvement programmes, the Department plans to disseminate food safety and keep clean messages through Announcements in the Public Interest, banners, posters, leaflets, pamphlets and talks. In this connection, please advise on the following:

- (a) whether the Department will allocate additional resources to promote public education in a more extensive and indepth manner through the use of information technology, the media and other forms of communication popular among young people and the public, such as web pages and interactive games; and
- (b) if yes, the implementation details; if not, the reason(s).

Asked by: Hon. CHEUNG Kwok-che

Reply:

The Food and Environmental Hygiene Department (the Department) has been using various means of information technology to promote food safety and environmental hygiene messages to the public. The Department maintains a dedicated website setting out the public services provided by the Department and the latest news of these services. The Department also uses numerous channels including mobile applications, social media, online games and e-mails to disseminate food safety information and encourage the use of nutrition labels. In addition, the Department provides various interactive exhibits and games in its Health Education Exhibition and Resource Centre as well as Mobile Education Centre for disseminating messages on food safety and environmental hygiene to students and members of the public.