

**CONTROLLING OFFICER'S REPLY**

**FHB(FE)338**

**(Question Serial No. 4658)**

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

Question:

The Department has stated that food safety and environmental hygiene messages would be promoted via social media. In this regard, please advise this Committee on the following:

1. whether there are publicity programmes and activities for promotion on social media; and
2. the manpower, estimated expenditure and objectives involved in the promotion of relevant messages on social media.

Asked by: Hon KWOK Ka-ki (Member Question No. 162)

Reply:

The Food and Environmental Hygiene Department (the Department) has been making use of social media for strengthening the dissemination of food safety and environmental hygiene messages to the public, and extending our reach to different sectors of the community through the online platforms. The Facebook pages of the “Centre for Food Safety” and “Hong Kong’s Action on Salt and Sugar Reduction” were introduced in 2013 and 2015 respectively. The Department also launched a Facebook page for the “Keep Clean Ambassador Ah Tak” in June 2016. These Facebook pages mainly provide various information on food safety and environmental hygiene with a variety of posts, photographs, videos, animation or interactive games. The Facebook pages also share information about related activities to encourage community participation and support in promoting food safety and keeping the environment clean. In addition, the Department has uploaded related television Announcements in the Public Interest and publicity videos to the YouTube to facilitate public viewing.

The Facebook page of the “Keep Clean Ambassador Ah Tak” is designed and updated by a contract service provider under supervision of the Department. The estimated expenditure on the service contract in 2017-18 is around \$500,000. The maintenance of the 2 Facebook pages on food safety and other promotion work through social media are

performed by in-house staff. There is no separate breakdown on the resources so deployed.

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