

CONTROLLING OFFICER'S REPLY

FHB(FE)167

(Question Serial No. 0792)

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 Government is committed to promoting green burial as a more environmentally-friendly and sustainable means of handling human ashes. The Food and Environmental Hygiene Department disseminates food safety, keep clean and green burial messages through television and radio Announcements in the Public Interest, social media such as Facebook and YouTube, mobile applications, banners, posters, publicity stickers, pamphlets, leaflets and a publicity vehicle, as appropriate. In addition, talks and support are given at food safety and environmental hygiene activities organised by District Councils, non-governmental organisations, community groups and schools.

1. Please provide details of the work arrangement, objective(s) and timetable of each of the above publicity programmes.
2. Please set out the operational expenses, manpower involved and a breakdown of the expenditure for each of the above publicity programmes.
3. Please provide the target number of people to be reached in each of the above publicity programmes.

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 40)

Reply:

The Food and Environmental Hygiene Department (the Department) has been making use of different platforms, throughout the year, to strengthen publicity and public education on environmental hygiene (mainly keeping clean and pest control), green burial and food safety to enhance the public's awareness of these issues and promote public participation. Messages are disseminated to the community through broadcast of Announcements in the Public Interest (API) on television and radio, display of posters at main public transport facilities such as MTR stations, bus stops, bus and tram bodies, etc. The Department also makes use of mobile applications and social media to reach out to the public online. The 3 social media applications maintained by the Department include Facebook page and

Instagram of “Hong Kong’s Action on Salt and Sugar Reduction”, Facebook page of “Centre for Food Safety” as well as Facebook page and Instagram of “Keep Clean Ambassador Ah Tak”. In addition, the Department organises talks, seminars and activities for the public as well as outreaching programmes and school talks as a major part of public education. The Department also launched the Green Burial Central Register in January 2019 to encourage the public to register their wish for green burial.

In 2019-20, the estimated expenditure on the publicity campaigns is as follows:

Theme	Estimated expenditure (\$ million)
Environmental Hygiene (keeping clean and pest control)	24.9
Green Burial	11.0
Food Safety	9.4

The Department plans to organise 1 710 seminars and activities for the public, 1 200 school talks as well as 20 outreaching programmes for schools, covering the topics on environmental hygiene, green burial and food safety in 2019-20.

In 2019-20, green burial promotion will be coordinated by a dedicated team, comprising 5 officers and supporting staff. The estimated provision earmarked for promoting green burial is \$17 million, including \$11 million for publicity campaigns. Promotion of environmental hygiene and food safety is carried out by existing staff as part of their day-to-day duties. There is no separate breakdown on the resources so deployed.

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