

CONTROLLING OFFICER'S REPLY

FHB(FE) 399

(Question Serial No. 5252)

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 connection, please advise this Committee on:

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 (LegCo internal reference no.: 314)

Reply:

The Food and Environmental Hygiene Department (the Department) has been making use of social media for strengthening the dissemination of environmental hygiene and food safety messages to the public with the aim of increasing their awareness and soliciting their support.

At present, the Department runs a Facebook page and an Instagram page for the “Keep Clean Ambassador Ah Tak” to disseminate messages on environmental hygiene. The Department also maintains a Facebook page on the Centre for Food Safety (CFS), and a Facebook page and an Instagram page on “Hong Kong's Action on Salt and Sugar Reduction” to promote food safety and healthy eating with less salt and sugar by posting useful information and advice for the public. In addition, the Department arranges broadcast of related Announcements in the Public Interest on social media platforms such as YouTube to enhance online publicity.

The Facebook and Instagram pages on “Keep Clean Ambassador Ah Tak” and “Hong Kong's Action on Salt and Sugar Reduction” are maintained by contract service providers under supervision of the Department while the CFS Facebook page is managed by in-house staff. The Department plans to contract out the maintenance of the CFS Facebook page

and the setting up of a CFS Instagram page through a professional service provider in 2019.

The estimated expenditure on relevant service contracts in 2019-20 is about \$3.9 million. In-house staff involved in the above publicity work are also tasked with other duties. There is no separate breakdown on the manpower so deployed.

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