

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

FHB091

Question Serial No.

Head : 49 Food and Environmental Hygiene Department

1035

Subhead (No. & title) :

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 estimated number of outreaching programmes targeted at schools to be organised in 2009 will remain unchanged, while the number of school talks, TV Announcements in the Public Interest and Radio Announcements in the Public Interest will be reduced. In this regard, how will the Department strengthen health promotional activities on nutrition labelling? Please advise on the plan, manpower arrangement and expenditure involved.

Asked by : Hon. LEE Kok-long, Joseph

Reply :

The Department will strengthen health promotion on nutrition labelling with an array of publicity and education activities to reach a wider audience and achieve a bigger impact. In addition to outreaching programmes targeting at schools, TV and Radio Announcements in the Public Interest, other major activities include the annual function "Food Safety Day 2009" featuring road show, game booths, exhibitions and radio broadcasting, radio/TV programmes, advertising campaign at MTR stations and bus shelters etc. A series of train-the-trainer workshops for stakeholders in the medical and education sectors will be conducted to enlist community support in promoting nutrition labelling. The promotion work is undertaken by existing staff and the expenditure cannot be separately identified.

Signature _____

Name in block letters _____ **W H CHEUK**

Post Title _____ Director of
Food and Environmental Hygiene

Date _____ 17.3.2009