

CONTROLLING OFFICER'S REPLY

EEB(F)072

(Question Serial No. 2239)

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 (Donald NG)

Director of Bureau: Secretary for Environment and Ecology

Question:

Regarding the dissemination of food safety, keep clean and green burial messages by the Food and Environmental Hygiene Department through television, radio, social media (such as Facebook, Instagram and YouTube), mobile applications, banners, posters, publicity stickers, pamphlets, leaflets and a publicity vehicle, please advise this Committee of the following:

- (a) What is the expenditure on each of the above publicity channels in the past 5 years? Please provide a breakdown by the type of channels.
- (b) On which of the above publicity channels does the Department spend most of its budget? What are the effectiveness and reasons?
- (c) Will the publicity strategy be adjusted in the future, for example, by increasing the use of digital media or introducing innovative publicity methods in order to enhance the effectiveness and coverage?
- (d) Has the Department assessed the coverage and public feedback of each publicity channel and optimised the allocation of resources in accordance with the assessment results?

Asked by: Hon CHAN Wing-yan, Joephy (LegCo internal reference no.: 37)

Reply:

Public education and publicity plays an indispensable role in continuously enhancing the environmental hygiene of Hong Kong, raising public awareness of food safety and promoting green burial, encouraging active participation and cooperation of members of the public. The Food and Environmental Hygiene Department enhances public education through various channels, including television, radio, social media, mobile apps, publications (such as banners, posters, publicity stickers, pamphlets and leaflets) and a publicity vehicle, as well as cooperation with non-governmental organisations, in order to disseminate to members of the public messages about food safety, keeping the environment clean and green burial. In addition, the Health Education Exhibition and Resource Centre of the Department at Kowloon Park in Tsim Sha Tsui organises various activities for the public, schools as well as centres and homes for the elderly, and releases videos and useful information on maintaining environmental hygiene. Its publicity vehicle also makes visits to schools, housing estates and public parks to strengthen outreaching publicity and mobile education.

In the past 5 years, the expenditures of the Department on various publicity channels are as follows:

Publicity channel	2020-2021 (\$ million)	2021-2022 (\$ million)	2022-2023 (\$ million)	2023-2024 (\$ million)	2024-2025* (\$ million)
Television	3.92	3.56	2.6	2.62	3.22
Radio	4.3	3.45	3.15	5.69	5.85
Social media (such as Facebook, Instagram and YouTube)	5.54	5.94	6.03	3.85	3.74
Newspapers	0.13	0.12	0.28	0.3	0.17
Mobile apps	18.18	27.32	27.06	27.09	30.75
Banners					
Posters					
Stickers					
Pamphlets					
Leaflets					
Publicity vehicle	-	-	0.45	0.66	0.66
Educational activities	1.58	1.23	1.51	2.4	3.12
Total	33.65	41.62	41.08	42.61	47.51

*The estimated expenditure for the 2024-2025 financial year

Each publicity channel targets at different audience. The Department carefully assesses and selects the appropriate and effective channels based on the foci and themes of publicity. It also reviews the resource allocation among various channels and their outcomes on a regular basis according to actual circumstances and changing times, and flexibly adjusts the distribution of resources, revises the proportion of resources allocated to certain channels (including digital media) in a timely manner, or introduces novel publicity means, so as to ensure that the publicity strategy is always in line with the needs of target audiences and market trends.

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