

Introduction

- The Centre for Food Safety (CFS) of the Food and Environmental Hygiene Department is conducting the Second Hong Kong Population-based Food Consumption Survey. This leaflet introduces you to this Survey.

What is a food consumption survey?

- A food consumption survey is a survey to collect food consumption data of the population, i.e. in simple terms, what people are eating and the amount.

How will the results be used?

- We use food consumption data to find out if the public is exposed to any dietary risks from hazards such as contaminants and food additives, and also to understand the level of the risk and which population groups may be most at risk.
- The First Hong Kong Population-based Food Consumption Survey was conducted in 2005-2007. With the data from the First Survey, besides routine risk assessments on food incidents, the CFS has conducted numerous food safety risk assessment studies and Total Diet Study, focusing on a wide range of substances such as metallic contaminants, pesticide residues, dioxins, mycotoxins, minerals, etc.
- Food consumption information is vital to the Government in assessing food safety risk, formulating public policies and targeting education strategies to promote food safety in Hong Kong.

Who will carry out this Survey?

- The CFS has commissioned Policy 21 Limited (Policy 21) to conduct this Survey. Policy 21 is a company with experience in providing evidence-based research services to universities, non-governmental organisations, government bureaux and departments.

Which groups of people are this Survey targeting?

- This Survey aims to cover the Hong Kong population aged 18 and above. Around 5000 eligible people all over the territory will be selected through an anonymous and scientific household address sampling procedure.

When will the Survey be conducted?

- The pilot survey commenced in October 2017, will be followed by the main fieldwork in 2018.

What information will be collected in this Survey?

- Food consumption data will be collected by two interviews with each participant. Other information such as weight, height and demographic information will also be collected.

How long will the interviews take?

- Due to the variety of food consumed by individuals, in order to collect more comprehensive data, the first interview takes about 1 hour whereas the second interview takes about 30 minutes.

Your partnership and collaboration are crucial!!

- Throughout the interviewing fieldwork, the selected households will receive an invitation letter from the CFS explaining the interview arrangement. After receiving the letter, we appreciate your call to the Policy 21 survey office so that we can recruit one participant from your household.
- As participants will be selected following strict sampling procedures, they cannot be replaced such that the reliability of the survey results will not be affected; therefore, your support is extremely important. Your time will be well spent, as your participation will benefit the whole community and enable stronger efforts to protect Hong Kong residents from food safety risks. If you are selected, your information will represent that of many Hong Kong residents.
- As a token of appreciation, supermarket cash coupons will be presented for your participation and precious time spent on the Survey after successful completion of the two interviews.

Will your personal data be disclosed if you participate in the Survey?

- All your data will be kept strictly confidential. Neither the CFS nor any other government agency will have access to information that identifies you. Survey results will be published only in the form of overall population food consumption patterns.

How can you help?

- You can help by
 - cooperating with the interviewers to provide accurate information, and
 - passing information about the Food Consumption Survey to your relatives and friends.
- For further information, please visit the CFS website at http://www.cfs.gov.hk/english/programme/programme_firm/programme_fcs_2nd_Survey.html and contact Policy 21:
Telephone: 6897 5709, 9:00 a.m. to 10:00 p.m., Monday to Sunday
Email: foodconsumptionsurvey2@policy21.org
Or the CFS hotline at 2381 6096 during office hours (Monday to Friday: 8:45 a.m. to 1:00 p.m.; 2:00 p.m. to 5:30 p.m.; Saturdays, Sundays and Public Holidays closed).

THE SECOND HONG KONG POPULATION-BASED FOOD CONSUMPTION SURVEY

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