

# “Live it, Use it” Nutrition Labelling Fun Shopping Award Scheme

- Programme Details -

## **Live it, Use it: Use Nutrition Labels**

Hong Kong has implemented nutrition labelling regulatory control since July 2010. To help members of the public to better use the nutrition information on food labels for making food choices, preventing diseases and staying healthy, the Centre for Food Safety (CFS), together with relevant government departments, health professional bodies and social welfare sector, has been developing a series of promotional initiatives.

## **The Award Scheme**

### **Aim**

To reach out to the public via community organisations in promoting the use of nutrition labels through interesting community activities.

### **Target**

The Award Scheme consists of two components:

**Organisation Section: Staff members, group leaders and volunteers** of the community service organisations are invited to participate in promoting the use of nutrition labels through organisation’s activities;

**Open Section: Public individual** can join the Award Scheme via the participating community service organisations.

### **Requirements**

#### **Organisation Section:**

- Enrol in the Award Scheme via your community service organisation as Organisation Participant;
- Attend the seminar cum briefing session held by the CFS;
- Make available the nutrition labelling resource materials at your organisation and/or organise promotional activities on nutrition labelling for your users;
- Compile a summary on participation of your organisation and compete for the Organisation Award;

If necessary,

- Assist your service users to enrol in the Award Scheme as Individual Participants;
- Nominate Individual Participants of your service organisation for Individual Awards; each organisation can nominate at a maximum of 20 Individual Participants.

### **Open Section:**

- Ask your community service organisation if they are Organisation Participants of the Award Scheme, if not, find out any other organisation that has signed up for the Scheme from the CFS;
- Register at the relevant organisation as Individual Participant of the Award Scheme;
- Participate in the activities held by the organisation;
- Submit the shopping diary via the organisation and compete for Individual Award.

### **Awards**

- All Organisation and Individual Participants who have completed the returns will be awarded appreciation certificates;
- Individual Participants nominated by the community service organisations for Individual Awards will receive supermarket vouchers as encouragement;
- Organisation and Individual Award winners will receive trophy and supermarket vouchers for recognition;
- All Organisation and Individual Participants will be eligible to attend a sharing cum award presentation ceremony to be held in July 2012.

### **Enrolment**

For staff members, group leaders and volunteers of the community service organizations, please sign up immediately via your organisation to attend the CFS seminar cum briefing session for becoming eligible as the Organisation Participants. Details are as follows:

<b>Date &amp; Time</b>	<b>Venue</b>
<b>20.12.2011</b> 3:00-5:00 p.m.	Lecture Room, Tuen Mun Town Hall 3 Tuen Hi Road, Tuen Mun, N.T.
<b>4.1.2012</b> 3:00-5:00 p.m.	Committee Room, Queen Elizabeth Stadium 18 Oi Kwan Road, Wan Chai, HK
<b>11.1.2012</b> 3:00-5:00 p.m.	Lecture Hall, Hong Kong Museum of History 100 Chatham Road South, Tsim Sha Tsui, KLN

If you prefer to enrol as Individual Participant, please check out with your organisation about its participation for the Award Scheme or contact us for the eligible organisation.

Enrolment period: First round of intake from 20 December 2011 to 31 January 2012

Second round of intake from 1 February to 29 February 2012

Shopping diary submission to respective organisations: By 30 April 2012

Report, list of nominees and shopping diary submission to CFS: By 18 May 2012

## **Organisers**

Organiser : The Centre for Food Safety

Supporting Organisation: The Hong Kong Council of Social Service

The Task Force of Nutrition Labelling Education fully supports and facilitates the implementation of the Award Scheme.

## **Know More**

Website: <http://www.nutritionlabel.gov.hk>

Enquiries: 3962 2063 (Ms. Ho)