

27 September 2010

Dear Principal / Headmaster / Headmistress,

## **Live it, Use it**

### **- Nutrition Labelling Promotion Award Scheme 2010/11-**

We are pleased to inform you the launching of the “Live it, Use it” Nutrition Labelling Promotion Award Scheme in the academic year 2010/11. This Award Scheme is jointly organised by the Centre for Food Safety (CFS) of the Food and Environmental Hygiene Department and the Education Bureau, supported by the Committee on Home-School and aims at encouraging students to work together to promote nutrition labelling in the community and building a healthier Hong Kong. You are cordially invited to form school teams to participate in this Scheme.

Overseas experience shows that implementation of nutrition labelling exerts positive impact on food consumption pattern, helps people stay healthy, and saves health care costs. The introduction of the Nutrition Labelling Scheme in Hong Kong through regulating nutrition labels and claims, aims to facilitate consumers to make informed food choices and encourage food manufacturers to apply sound nutrition principles in the formulation of foods. The Nutrition Labelling Scheme came into force on 1 July 2010. A major publicity and education campaign has been launched by the CFS to drive home the benefits of nutrition labelling and encourage the public to make use of the information on nutrition labels to achieve a healthy diet, in which school students have been one of the key targets.

Nutrition labelling and the related topics on diet and nutrition have been included in local school curriculum in different subjects like Technology and Living (Secondary 4-6) and Home Economics (Secondary 1-3). The above Award Scheme will encourage students to take a more active role in promoting nutrition labelling, consolidating their concept of healthy eating, and recognising its importance through classroom learning and/or life-wide learning.

The “Live it, Use it” Award Scheme provides opportunity for students to learn nutrition labelling and to realise in their daily practices. Schools could incorporate the Award Scheme as part of their Healthy School Policy, health-related co-curricular activities, or as learning elements under life-wide learning or Other Learning Experiences. Details of the Award Scheme are set out in the pamphlet attached for your information.

Schools interested in the Award Scheme are invited to fill in the attached enrolment form and send it by facsimile or email to the Risk Communication Section of the CFS. Upon receipt of the enrolment form, we will liaise with the responsible teacher. For enquires, please contact Mr. Yu on 2381 6513.

Yours faithfully,



(JONG Cheung Hoi)

for Controller, Centre for Food Safety