

“Live it, Use it” Nutrition Labelling Promotion Award Scheme

Programme Details

Background

Overseas experience shows that nutrition labelling can have positive impact on food consumption pattern, prevent chronic diseases, help people stay healthy, and save health care costs.

2. The introduction of the Nutrition Labelling Scheme in Hong Kong aims to, through regulating nutrition labels and claims, facilitate consumers to make informed food choices and encourage food manufacturers to apply sound nutrition principles in the formulation of foods. Through the work of the Task Force on Nutrition Labelling Education and active co-operation of the Curriculum Development Institute of the Education Bureau, nutrition labelling and the related themes have been included in the curriculum of various grades, such as Technology and Living in the New Senior Secondary Curriculum and Home Economics in the Secondary Curriculum.

3. With the Nutrition Labelling Scheme coming into force on 1 July 2010, the Centre for Food Safety is now rolling out the “Live it, Use it” Nutrition Labelling Promotion Award Scheme, in collaboration with the Education Bureau, to encourage students to more actively promote nutrition labelling for developing and consolidating healthy eating habits through the use of nutrition information.

Purpose

4. Through the organisation of promotional activities in school and community settings, students and their selected target groups, such as their peers, teachers, parents or other members of the community, can have a better understanding of nutrition labelling for using it in their daily food choices.

Programme Outline

5. Under the guidance of teachers, participants will decide on the promotional function and target groups, plan and implement the activities, conduct the relevant evaluation, and prepare a report with the relevant information. The participants will take these

opportunities to demonstrate and develop their creativity, analytical and organisation abilities and potentials.

6. Emphases of the Award Scheme include:
- Promotional activities should be relevant to daily life, credits will be given to innovative ones;
 - Promotional activities should aim at cultivating the habit of using nutrition labelling in practical setting;
 - Importance will be attached to the accuracy and effectiveness of the message;
 - Effective use of the various modes of activity; and
 - Emphasis will be put on team spirit and scale of participation, etc.

7. The Award Scheme will be rolled out in 2010-11 school year, aiming at providing a platform for students to learn and to put into real practice. 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.

Enrolment

8. The enrolment form is available on the website of the CFS. Completed forms should be returned to the Risk Communication Section of the CFS. The CFS will arrange distribution of resource package by phases to enrolled teams according to their enrolment time and results of preliminary screening. The CFS will also have dedicated staff to follow up the relevant activities and provide support. The first round of intake is now open and closes on 30 October, 2010, to be followed by the second round of intake which closes on 15 January, 2011.

Entry Requirements

9. Participants must be full-time secondary school students and shall enrol as a school team with guidance from their teachers. A school may form more than one team while each should consist of not more than ten core members. Each team will register as either Junior or Senior Group, based on the grade attended by its most senior team members:
- Junior Group: Form 1 to Form 3 full-time secondary school students
 - Senior Group: Form 4 to From 7 full-time secondary school students

Follow up and Support

10. The Organiser will assign dedicated staff to follow up and provide the necessary support, such as to advise on planning and implementation, arrange for resource materials or speakers. The Organiser will also conduct workshops and briefings for schools and participants to cover issues relevant for conducting promotional activities on nutrition labelling.

Report

11. Participating teams are required to submit a report of their promotional activity for Award assessment purposes. The report can be in writing or in other format or media, like PowerPoint slides, video, graphic presentation, webpage, etc. to introduce their work. The reports submitted may be included in the relevant exhibition, publication, or reporting session.

Award Presentation Ceremony

12. All participating teams will be invited to an award presentation ceremony scheduled for July 2011. Meritorious and outstanding promotional projects will be awarded. Assessment criteria cover creativity, team work, effectiveness, scale of participation, etc. All participants who submitted their reports will be given a certificate of attendance to recognise their efforts. The Assessment Panel comprises members of the Task Force on Nutrition Labelling Education.

Copyrights

13. Participants should pay attention to the copyright issues as follows:
- Copyright of entries: Participants should agree to grant the organiser free copyright usage of their entry/entries to exhibit, publish such entry/entries and implement such promotional activities without seeking prior consent from participating teams or schools.
 - Others' copyright: Contents of entries must not infringe the intellectual property rights of others, such as not to use copyrighted works including writing, images, trademarks, songs, music, advertisements, motion pictures or cartoon characters.
 - News clipping: Entries containing news reports from newspapers or periodicals should only quote the exact wording from the original source and

cite the title of the newspaper or periodical with its publishing date. The original clipping should be kept under reference materials at annex of the report.

Schedule

Enrolment: First round of intake opens now and closes on 30 October, 2010;
Second round of intake opens thereafter until 15 January, 2011

Report Submission: By 29 April, 2011

Award Presentation Ceremony: July 2011 (details to be released in May or June, 2011)

Further Information or Enquiry

Website of the CFS: <http://www.nutritionlabel.gov.hk>
Mr. YU of the Risk Communication Section, CFS on 2381 6513

Organiser

Jointly co-organised by the Centre for Food Safety of the Food and Environmental Hygiene Department and Education Bureau

Supporting Organisation

Committee on Home-School Co-operation