

活用營養標籤

香港已於2010年7月正式實施營養標籤的規管措施。為協助公眾活用食物標籤上的營養資料選擇食物、預防疾病及保持身體健康，食物安全中心聯同相關的政府部門、醫護團體及社會福利界推出一連串的推廣活動。

獎勵計劃

「活用營養繽紛購物獎勵計劃 2012-13」(獎勵計劃)旨在透過社區活動推動公眾活用營養標籤。獎勵計劃由兩個部分組成：

機構參加者：

社會服務機構的同工、小組領袖及義工透過活動推廣營養標籤成為**機構參加者**

個人參加者：

公眾可以個人身份透過已參與獎勵計劃的社會服務機構報名成為**個人參加者**



獎勵計劃的重點如下：

- ❑ 中心為機構參加者提供培訓並派發資源材料套；
- ❑ 機構參加者可透過以下一種或多種方法推廣營養標籤：
 - 協助服務使用者參與食物安全中心舉辦的營養標籤推廣活動；及/或
 - 在機構內提供營養標籤的資源材料；及/或



- 在機構內舉辦營養標籤推廣活動

- ❑ 個人參加者參與營養標籤推廣活動，並應用「活用營養標籤三部曲」填寫「我的購物日記」；

- ❑ 機構參加者填寫活動摘要；並協助獎勵計劃的個人參加者作登記及提交購物日記。



齊參與

獎勵計劃現已接受報名。第一階段的截止報名日期為2012年12月31日；第二階段則為2013年1月31日。報名表可於中心網頁下載。

中心會按機構參加者所舉辦營養標籤推廣活動的性質給予支援，包括提供活動資源及講者等。提交填妥的購物日記的個人參加者可獲贈超市購物禮券。機構及個人獎項得獎者可額外獲頒獎座及超市購物禮券。另外，所有提交購物日記及活動摘要的個人及機構參加者亦可獲發感謝狀。分享會暨頒獎典禮將於2013年7月舉行。

想知更多

網址：<http://www.nutritionlabel.gov.hk>

查詢電話：3962 2066 陳小姐

機構

主辦機構：



支持機構：



營養標籤教育工作小組全力支持及協助獎勵計劃的推行。

食物環境衛生署食物安全中心出版 (10/2012)

Live it, Use it Nutrition Labelling Fun Shopping Award Scheme 2012-2013



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

"Live it, Use it" Nutrition Labelling Fun Shopping Award Scheme 2012-13 (Award Scheme) aims at reaching out to the public via community organisations to promote the use of nutrition labels through community activities. The Award Scheme consists of two components:

Organisation Participation:

Staff members, group leaders and volunteers of the community service organisations are invited to participate as **Organisation Participants** to promote the use of nutrition labels through activities;

Individual Participation:

Public individual can join the Award Scheme via the participating community service organisations as **Individual Participant**.

Main components of the Award Scheme include:

- ✔ The CFS provides training and resource packages to Organisation Participants;
- ✔ Organisation Participants can promote nutrition labelling in one or more of the following ways:
 - Assist service users to enrol in the nutrition labelling promotional activities organised by the

CFS (e.g. roving exhibition or public talks, etc); and/or

- Provide nutrition labelling promotional resource materials in the organisation; and/or
 - Organise nutrition labelling promotional activities in the organisation
- ✔ Individual Participants engage in the nutrition labelling promotional activities; fill in "My Shopping Diary" with the "Three-step Guide to Use Nutrition Labels";
- ✔ Organisation Participant provides an activity summary; assist Individual Participant to register for the Award Scheme and to submit the shopping diary.

Share the Fun

The Scheme is now open for enrolment. The first intake closes on 31 December 2012 whereas the second intake closes on 31 January 2013.

The CFS will, according to nature of promotional activities of the Organisation Participant, provide support including the supply of resource materials and speaker. Individual participant who submit duly completed shopping diary will be awarded with supermarket voucher. Organisation Award and Individual Award winners will also receive trophy and supermarket vouchers. In addition, appreciation certificates will be awarded to all Organisation and Individual Participants who have submitted the summary and shopping diary respectively. A sharing session cum award presentation ceremony will be held in July 2013.

Know More

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

Enquiries: 3962 2066 (Ms. Chan)

Organisers

Organiser :



Supporting Organisation:



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

活用 營養標籤

繽紛購物
獎勵計劃
2012-2013

