

Nutrition Labelling Teaching Kit 2009

Guidelines for Use

Content

- 1. Goal and Objectives of the Teaching Kit**
- 2. Components of the Teaching Kit**
- 3. Using the Teaching Kit**
 - **Who should use the Teaching Kit**
 - **Who may benefit from the Teaching Kit**
- 4. Presentation Slides**
 - **Format**
 - **Core Unit**
 - **Supplementary Unit**
 - **Activity Unit**
- 5. Reference Materials**
- 6. Publicity/Resource Materials**
- 7. Links to Other Resources**
- 8. Notes to Users**
- 9. Comment Form**

1. Goal and Objectives of the Teaching Kit

Goal

To educate consumers about the nutrition information on food labels so that they can use this information to make informed food choices.

Objectives

1. To build awareness about the new Nutrition Labelling Scheme;
2. To assist consumers in understanding how to use nutrition labels and nutrition claims to make informed food choices;
3. To provide trainers with a tool that facilitates nutrition labelling education for consumers.

2. Components of the Teaching Kit

The Teaching Kit comprises the following key elements:

- Guidelines for Use

- Presentation slides divided into Core Unit and Supplementary Unit, as well as an Activity Unit
- Reference materials
- Publicity/Resource materials

3. Using the Teaching Kit

Who should use the Teaching Kit

The Teaching Kit is developed for anyone who is in a position to educate consumers on the new Nutrition Labelling Scheme. Trainers may include but not limited to the following:

- dietitians/nutritionists
- doctors
- nurses
- teachers
- health promotion personnel
- community volunteers
- consumer groups

Who may benefit from the Teaching Kit

The Teaching Kit is developed as a tool for further information dissemination to consumers. Target audiences may include but not limited to the following:

- students particularly those in secondary schools or tertiary education institutes
- parents
- community groups (e.g. at recreation centres or community centres)
- groups participating in health promotion programmes
- work site employees
- elderly and their carers
- groups participating in chronic disease prevention/intervention programmes (e.g. heart health or diabetes education)

4. Presentation Slides

Format

The entire presentation package consists of three units:

1. Core Unit (in the form of presentation slides) which is composed of Part I, Part II and Part III, and an abridged version;
2. Supplementary Unit (in the form of presentation slides) with emphases on particular age groups and different health conditions; and
3. Activity Unit (in the form of worksheets)

Some of the presentation slides in the Core Unit and Supplementary Unit are accompanied with “Additional Information for Trainers”. These notes are developed to make it easier to deliver the presentation, and to expand on the information on the slide.

It is recommended that the Core Unit is included in presentation to all target audiences. The Core Unit, additionally, can be expanded and/or customised to suit a variety of needs by using slides from the Supplementary Unit or worksheets from the Activity Unit.

Core Unit

The main objective of the Core Unit is to give an overview of the Scheme, to enhance consumers’ understanding of nutrition labelling, and facilitate the incorporation of nutrition labelling into daily routine when making food choices. The Core Unit consists of three parts namely:

Part I - Get to Know the New Nutrition Labelling Scheme;

Part II - Read and Use Nutrition Labels; and

Part III - Understand and Use Nutrition Claims.

An **abridged version** covering the key points above-mentioned has also been prepared to facilitate the delivery of a brief presentation which may last only for 10 to 15 minutes.

Supplementary Unit

The presentation slides in this unit can be added to the Core Unit to provide more information that may be relevant to a specific target group. The individual presentations include:

- Nutrition Labelling and Children & Adolescents;
- Nutrition Labelling and the Elderly; and

- Nutrition Labelling and Weight Maintenance.

The following three presentation slides on chronic diseases, on the other hand, are intended for use by healthcare professionals (such as dietitians/nutritionists, doctors and nurses) only:

- Nutrition Labelling and Prevention of Heart Diseases;
- Nutrition Labelling and Prevention of High Blood Pressure; and
- Nutrition Labelling and Management of Diabetes Mellitus.

Activity Unit

This is a collection of six activities on using the nutrition information on food labels to help make informed food choices. These worksheets provide an interactive component to the presentation. The activity worksheets can be used as they are, or supplemented with real food packages that have nutrition labels and/or nutrition claims on them as examples.

5. Reference Materials

With a view to facilitating trainers to learn more about the Nutrition Labelling Scheme, the following reference materials have been developed:

- Factsheet on Development of the Scheme on Nutrition Labelling and Nutrition Claim (enclosed with the Teaching Kit);
- Technical Guidance Notes on Nutrition Labelling and Nutrition Claims (available from the website of the Centre for Food Safety: http://www.cfs.gov.hk/english/food_leg/files/nl_technical_guidance_e_e.pdf); and
- A set of Frequently Asked Questions for general public (available from the website of the Centre for Food Safety: http://www.cfs.gov.hk/english/faq/faq_14.html).

6. Publicity/Resource Materials

With a view to facilitating trainers in teaching nutrition labelling, a range of publicity/resource materials on nutrition labelling have been developed:

- Thematic video DVD: “Be Smart Be Nutrient Conscious”
- Booklets: Series on “A closer look at Nutrition Labelling”
- Posters
- Pocket card: “Conditions for Nutrient Content Claims”
- Exhibition boards

Trainers are encouraged to complete the Order Form enclosed (**Annex 1**) and request additional copies of these publicity/resource materials for further dissemination.

7. Links to Other Resources

- Website of Centre for Food Safety, Food and Environmental Hygiene Department:
<http://www.cfs.gov.hk>
- Website of the Department of Health:
 - Central Health Education Unit
<http://www.chedu.gov.hk>
 - Elderly Health Service
<http://www.info.gov.hk/elderly>
 - Student Health Service
<http://www.studenthealth.gov.hk>
- Website of Hospital Authority:
<http://www21.ha.org.hk/smartpatient/en/home.html>

8. Notes to Users

The Nutrition Labelling Teaching Kit 2009 should be used for education and promotion purposes only and not for commercial use. The Teaching Kit can be reproduced in part or in whole but cannot be altered. Please give due acknowledgement to the Centre for Food Safety, Food and Environmental Hygiene Department when any content of the Teaching Kit is cited.

9. Comment Form

In order to evaluate and improve the Teaching Kit, trainers are invited to fill in the Comment Form enclosed (**Annex 2**) and return it to the Centre for Food Safety (CFS) after having a chance to review and use it. Completed comment forms can be posted or faxed to the CFS. The postal address is Risk Communication Section, 43/F Queensway Government Offices, 66 Queensway, Hong Kong, and fax number is 2893 3547.

Centre for Food Safety
Publicity/Resource Materials on Nutrition Labelling
Order Form

The table below is the inventory of publicity/resource materials on nutrition labelling currently available for ordering from the Centre for Food Safety (CFS) of the Food and Environmental Hygiene Department. Please indicate the number of copies for each of the items you wish to receive/borrow from us, and return the completed form to our Communication Resource Unit via fax at 2787 3638 (Address: 8/F, Fa Yuen Street Municipal Services Building, 123A Fa Yuen Street, Mongkok, Kowloon; telephone enquiry no.: 2381 6096).

Code	Description	No. of copies requested
Booklets: Series on “A closer look at Nutrition Labelling”		
小冊子：“營養標籤多面睇”系列		
FKL 43	認識新的營養資料標籤制度 (中文)	
FKL 44	Get to Know the New Nutrition Labelling Scheme (English)	
FKL 47	能量及營養素 (中文)	
FKL 48	Energy and Nutrients (English)	
FKL 41	如何閱讀營養標籤 (中文)	
FKL 42	How to Read Nutrition Labelling (English)	
FKL 45	了解營養聲稱 (中文)	
FKL 46	Understanding Nutrition Claims (English)	
FKL 49	善用營養標籤 選擇“三低”的食物 (中文)	
FKL 50	Use Nutrition Labels to Choose “3 Low” Food (English)	
FKL 51	維持適當體重與能量 (中文)	
FKL 52	Weight Maintenance and Energy (English)	
FKL 53	兒童肥胖症與營養標籤 (中文)	
FKL 54	Childhood Obesity and Nutrition Labelling (English)	
FKL 55	糖尿病與碳水化合物 (中文)	
FKL 56	Diabetes Mellitus and Carbohydrates (English)	
FKL 57	心臟病與脂肪 (中文)	
FKL 58	Heart Diseases and Fats (English)	
FKL 59	高血壓與鈉 (中文)	
FKL 60	High Blood Pressure and Sodium (English)	
Leaflets / 單張		
FKL 37	認識反式脂肪 (雙語) Understanding Trans Fats (Bilingual)	

Code	Description	No. of copies requested
Posters / 海報		
FSP 24	轉轉看看 食得更健康 (雙語) Turn and Look for Healthier Food Choices (Bilingual)	A3 size: _____ A2 size: _____
FSP 27	“1+7”你要參考 (雙語) Read the “1+7” (Bilingual)	A3 size: _____ A2 size: _____
FSP 25	食得健康好處多 (雙語) Reap the Fruits of Healthy Eating (Bilingual)	A3 size: _____ A2 size: _____
FSP 28	健康飲食選“三低” (雙語) Choose Food Lower in Fat, Sodium and Sugars (Bilingual)	A3 size: _____ A2 size: _____
FSP 26	計算營養攝取量 (雙語) Calculate the Nutritional Intake (Bilingual)	A3 size: _____ A2 size: _____
FSP16	認識反式脂肪 (雙語) Understanding Trans Fats (Bilingual)	A2 size: _____ A1 size: _____
Teaching Kit / 教材套		
FSM 1	營養標籤教材套 2009 Nutrition Labelling Teaching Kit 2009	
Miscellaneous / 其他		
FSV 8	教育短片:「營」得有智慧 (DVD) Thematic video: “Be Smart Be Nutrient Conscious” (DVD)	
FSM 2	袋裝卡:“營養素含量聲稱的條件” Pocket card: “Conditions for Nutrient Content Claims”	
On-loan Exhibition Boards / 外借展板		
CRU/FK5	營養標籤多面睇 (中文) (A set of 30 boards)	On-loan period: _____ <input type="checkbox"/> 79cm x 99cm <input type="checkbox"/> 42cm x 60cm

Note: The latest release of publicity/resource materials on nutrition labelling can be accessed from the website of the CFS:

http://www.cfs.gov.hk/english/programme/programme_nifl/programme_nifl_public.html

Name of Applicant: _____

Unit/Organisation : _____

Contact Telephone No. : _____

Email Address: _____

Notes to Applicant:

1. All applied publicity/resource materials can only be used for non-profit making purpose.
2. The CFS reserves the right for the quantity of publicity/resource material distribution.
3. The CFS will contact the applicant for dispatch arrangement.

Nutrition Labelling Teaching Kit 2009 Comment Form

Thank you for reviewing and/or using the Nutrition Labelling Teaching Kit 2009. Grateful if you can give us your valuable feedback so that we can evaluate and improve it. Completed comment form can be posted or faxed to us. Our postal address is Risk Communication Section, 43/F Queensway Government Offices, 66 Queensway, Hong Kong, and our fax number is 2893 3547.

About You:		
1. What is your profession/occupation?		
2. How did you obtain the Teaching Kit?		
<i>Please choose the appropriate responses and put a “✓” in the boxes:</i>		
3. I have used the Teaching Kit to find out more about nutrition labelling. <input type="checkbox"/> Yes <input type="checkbox"/> No		
4. I have used the Teaching Kit to teach others about nutrition labelling. <input type="checkbox"/> Yes (Please specify audience: _____) <input type="checkbox"/> No		
5. Please give us your comments on individual parts of the Teaching Kit (if the answers for both Q.3 and Q.4 are “No”, then please skip this question):		
	I have used this part(s) (please put a tick at the appropriate box)	Please provide a score according to the usefulness of the individual part (5 being most useful and 1 least useful)
Core Unit		
● Part I: Get to Know the New Nutrition Labelling Scheme		
● Part II: Read and Use Nutrition Labels		
● Part III: Understand and Use Nutrition Claims		
● Abridged Version: Use Nutrition Labelling to Choose Healthy Food		
Supplementary Unit		
● Nutrition Labelling and Children & Adolescents		
● Nutrition Labelling and the Elderly		
● Nutrition Labelling and Weight Maintenance		
● Nutrition Labelling and Prevention of Heart Diseases		
● Nutrition Labelling and Prevention of High Blood Pressure		

