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Chapter 6

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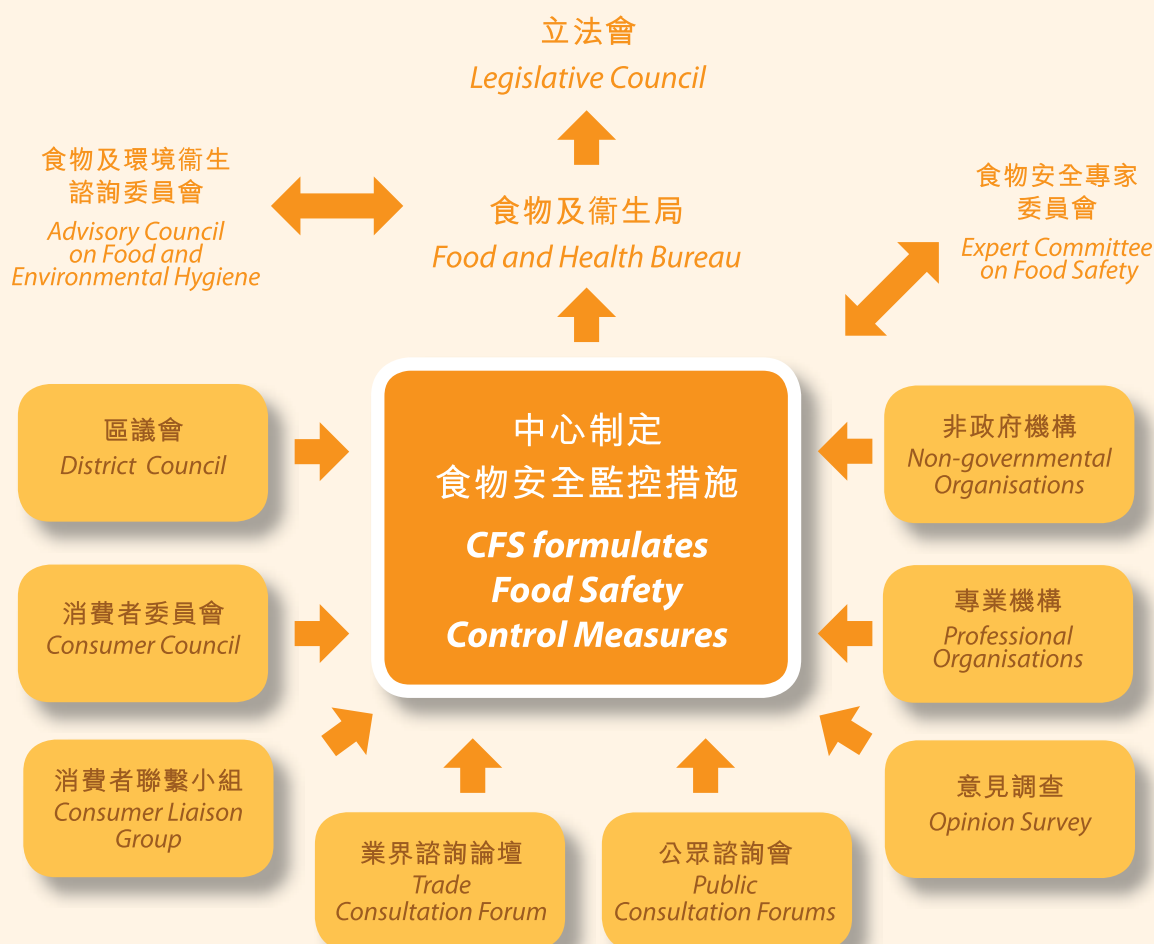




溝通以建立 伙伴關係

在食物安全的範疇，與各持分者有效溝通至為重要。中心必須在適當時坦誠向各持分者發放容易理解的信息，以協助他們保護自己，免受食物風險影響，或減低食物風險。溝通是雙向的，透過彼此互動交流，中心可了解各持分者的看法，而各持分者亦可獲得所需的資訊和表達他們的關注。政府、市民和業界要建立互信和積極的關係，必須先有效地溝通。只有**三方合作**，食物安全才可達到最高水平。

中心致力主動、坦誠和及時與市民和業界溝通。中心重視市民的看法；經常透過適當渠道與各持分者溝通，就市民所關注的事項傳遞清晰的信息。發生食物事故時，及時溝通尤其重要，因可避免出現混亂情況和不必要的恐慌。為繼續加強與各持分者的溝通，中心日益重視檢討其溝通工作的成效。



當局已設有諮詢機制，在制定食物安全政策時徵詢各持分者的意見

Consultation mechanisms are in place to solicit stakeholders' views in formulating food safety policies

Communicate to Build Partnerships

Effective communication with stakeholders is of the utmost importance in the area of food safety. The CFS must disseminate understandable information in a transparent manner and at the appropriate time for the stakeholders to protect themselves against, or to reduce, any food related risks. Communication is a two-way process. Through interactive exchanges, the CFS learns about the views of the stakeholders, and the stakeholders obtain information they need and voice their concerns. Effective communication is a prerequisite for building up a trusting and constructive relationship between the Government, the public and the trade, and it is only with such **tripartite partnership** that the highest standard of food safety can be achieved.

The CFS strives to be proactive, transparent and timely in its communication with the public and the trade. The CFS emphasizes on understanding public perceptions. The CFS communicates with stakeholders regularly through suitable channels with clear messages that go straight to the concerns of the audience; and timely and friendly communication is particularly critical at times of food incidents to avoid confusion and unnecessary panic. To keep enhancing its communications with stakeholders, the CFS is placing increasing stress on evaluating its communication endeavours.



Looking Through the Stakeholders' Eyes

Only when the CFS is cognizant of the interests and expectations of the stakeholders, in particular those of the public and the trade, can it address their concerns properly in its communications. A variety of participatory initiatives have therefore been put up to actively engage different stakeholders in deliberative and interactive dialogues:

- **Capitalize on the Consumer Liaison Group focus group meetings for consumers to express their views on the focus and priorities of the CFS and for the CFS to seek their views on legislative and other proposals to enhance food safety**
- **Conduct opinion surveys to obtain comments of the public on the work of the CFS and on various food safety issues**

從各持分者的角度出發

中心必須明白各持分者(尤其是市民和業界)的利益和期望,才可在溝通的過程中妥為回應他們的關注。因此,中心推行了多項工作,積極讓不同的持分者參與討論,各抒己見:

- 透過**消費者聯繫小組**專題討論會議,讓消費者就中心的工作重點和優先次序發表意見,以及讓中心就為提高食物安全的立法或其他建議徵詢消費者
- 進行**意見調查**,以蒐集市民對中心的工作和各項食物安全事宜的意見
- 舉辦**業界諮詢論壇**,讓中心與業界定期交換意見和討論
- 成立**食物安全專家委員會**,讓專業人士、學者、業界和消費者組織人士一同商議重要的食物安全監控措施
- 與**消費者委員會**聯手就消費者關注的專題進行食物安全研究,例如有關致敏原標籤的研究、反式脂肪的研究

接觸各持分者

雖然傳統的溝通渠道可能已廣為社會接受,但中心仍不斷發展多種溝通途徑來接觸各持分者,以促進更快速信息傳遞和增加交流:

- 利用食物安全電子資料傳送系統的用戶網絡。這個系統以電郵方式向登記用戶傳送簡便易明的最新重要食物安全資訊,例如食物警報
- 透過電視節目及收音機廣播生動地傳達食物安全資訊
- 於本地報章專欄解釋與食物安全有關的概念

中心與持分者有許多資訊交流:

- 處理了**超過4,000**宗查詢
- 發出了**超過100**篇新聞公報
- 進行了**超過40**個記者招待會及**大約40**次傳媒訪問

中心與消費者委員會一同召開記者會,公布聯合進行就食物中致敏原標籤研究的調查結果

The CFS held a press conference with Consumer Council to release results of joint research studies on labelling of allergens in food



- Hold the **Trade Consultation Forum** for regular exchanges and discussions with the trade
- Establish the **Expert Committee on Food Safety** for professionals, academics, members of the trade and consumer groups to deliberate on major food safety control measures
- Collaborate with the **Consumer Council** in conducting food safety research on topics commanding consumer interests, e.g. study on labelling of allergens, trans-fats
- Utilize the **Food Safety Electronic Information Delivery System (FSEIDS)** which delivers by email up-to-date, user-friendly and important food safety information, such as Food Alerts, to registered members
- Deliver food safety information in a lively manner through TV programmes and radio announcements
- Contribute to local newspaper columns to explain important food safety related concepts
- Launch the online newsletter of **Food Safety Focus** to update the trade and the public on recent food incidents and food safety information

Reaching Out to Stakeholders

While traditional communication channels may have been widely accepted, the CFS has been developing multiple communication avenues to extend our reach in promoting speedy and interactive exchanges:

Significant information flow between CFS and stakeholders:

- Handled **over 4,000** enquiries
- Issued **over 100** press releases
- Conducted **over 40** press conferences and **about 40** media interviews

食物安全專員麥倩屏醫生，聯同中心的醫生、食物科學主任及衛生督察與消費者聯繫小組成員在專題討論會議上討論食物安全事宜

Dr SP Mak, Controller of the Centre for Food Safety, discussing food safety issues with members of Consumer Liaison Group at a focus group meeting, together with public health physician, food scientists and health inspector from the CFS

業界代表積極參與定期舉行的業界諮詢論壇

Trade representatives are actively participating at the regularly held Trade Consultation Forum





中心重視與市民和業界面對面的接觸
The CFS values face-to-face communications with the public and the trade

- 推出電子通訊《食物安全焦點》，以讓業界和市民更快獲得近期食物事故和食物安全的最新資訊
- 為市民和業界舉行諮詢論壇和公眾會議，提供與中心人員直接對話的渠道
- 與業界代表舉行討論會議，就擬議的立法修訂細節交換意見

定期和適時 溝通

發生食物事故時，中心主要透過記者會及食物警報，力求盡快向市民和業界提供準確而又易於明白的風險資訊和建議，以免出現資訊真空的情況和引起不必要的恐慌。除此以外，中心亦明白定期和有計劃的溝通對與各持分者建立互信的關係十分重要。因此，中心已制定全面的溝通策略，訂明中心的溝通工作和目標：

- 定期公布食品監察結果，例如每兩個月公布日常食品監察結果一次，其間亦會公布專項食品調查結果和時令食品調查結果
- 定期公布風險評估研究結果，並預告未來的研究議題。已於二零零七年上半年

發布的風險評估研究包括，食物植物含天然毒素研究、預先包裝食物隱藏致敏成分—花生及木本堅果、水果和蔬菜的營養素含量等；而中心亦正積極進行一系列研究，包括本地食品中的反式脂肪（與消費者委員會合作）、不同魚類中汞和甲基汞含量、油條、烘焙和零食食品的鉛含量等

為繼續提高溝通工作的成效，中心一直投放資源監察和制定有系統的溝通工作檢討機制。中心已為個別溝通活動設有以活動為本的檢討機制，例如問卷調查、活動結束後訪問合作機構。此外，中心正籌劃特別設計的意見調查，以了解市民對中心工作的整體意見。中心會分析和應用所得資料，以期不斷提升服務水平。



中心的社會醫學顧問及食物毒理學主任於記者會上公布有關天然毒素的科學研究結果

Consultant in community medicine and food toxicologist from the CFS presenting findings of a scientific study on natural toxins at a press conference

- Conduct consultation forums and public meetings for the public and the trade to engage in direct communications with the CFS
- Hold discussion meetings with trade representatives to exchange views on details of proposed legislative changes

Regular and Timely Communications

At times of food incidents, the CFS strives to provide the public and the trade with accurate, speedy and easy-to-understand risk information and advice through mainly press briefings and food alerts, so as to avoid information vacuums and unnecessary panic. In addition to such communications, the CFS appreciates that regular and planned communications are important in building a trusting relationship with stakeholders. The CFS therefore has formulated a comprehensive communication strategic plan to set out the CFS' communication initiatives and goals:

- Release results of food surveillance on a regular basis, e.g. announce results of the routine food surveillance every two months, supplemented by results from targeted food surveillance and seasonal food surveillance in between
- Announce findings of risk assessment studies on a regular basis, and forthcoming research topics are also announced. Risk assessment studies with findings announced in the first half of 2007 include Natural Toxins in Food Plants, Undeclared Peanut and Tree Nut Allergens in Prepackaged Foods,

Nutrient Values of Fruit and Vegetables, etc.; and the CFS is also working actively on a series of studies, including Transfat in Indigenous Food (collaborate with Consumer Council), Levels of Mercury and Methylmercury in Different Fish Species, Aluminium in Fried Fritters, Bakery and Snacks, etc.

To keep enhancing the effectiveness of our communications, the CFS has been investing in monitoring and establishing systematic evaluation mechanisms for its communication initiatives. Built-in project-based evaluation mechanisms are in place in relation to individual communication activities, e.g. questionnaires, post-event visits to partner organisations. In addition, the CFS is working out specially designed opinion surveys for an understanding of the public's overall views on the work of the CFS. The information gathered will be analyzed and applied to secure continuous improvement of our work.

