

Consumer Liaison Group's feedback on the Centre for Food Safety's social media platforms

The Centre for Food Safety (CFS) recently conducted an online survey and focus group discussions to gather feedback from Consumer Liaison Group (CLG) members on its social media platforms, including Facebook, Instagram, YouTube and WhatsApp. To gain a comprehensive understanding of public interests and needs, members across different age demographics, including youth, middle-aged and senior participants, were invited to take part in the evaluation. Below is a summary of the key findings:

Information Sources and Platform Preferences

The survey revealed that members primarily obtained food safety information from mass media, government websites and social media feeds. Regarding platform preferences, the most frequently used and preferred channels were Facebook, YouTube and Instagram. Focus group discussions highlighted an interesting trend: some senior members shared that after coming across informative food safety graphics and videos on Facebook or Instagram, they directly forwarded them to younger family members, actively serving as the "food safety gatekeepers" for their households.

Positive Overall Impact

Feedback collected from members highlights four main points:

- **Clear and Accessible** : Most members found the CFS social media content clear, with graphics and text that were easy to understand.
- **High Level of Trust** : Members expressed strong confidence in the CFS's science-based information and explanations.
- **Positive Behaviour Change** : A majority of the respondents noted that they had improved their day-to-day food safety practices based on recommendations from the social media channels.
- **Most Useful Topics** : Members consistently ranked "High-Risk Foods" as the most useful content, followed by "Safe Food Handling Tips" and "Preventing Food Poisoning."

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Consumer Liaison Group Newsletter

Expectations and Recommendations

Regarding the direction of future content, members across different age groups offered specific suggestions:

- **Youth Group** : Expressed interest in coverage of more novel food safety topics.
- **Middle-Aged Group** : Suggested incorporating practical content tailored to specific audiences, such as home food safety guides for family caregivers.
- **Senior Group** : Recommended further simplifying text and graphics, and providing shareable messages for forwarding via WhatsApp.
- **All Groups** : Jointly expressed a desire for more timely updates on current food safety incidents, along with seasonal tips and advice.

The CFS extends its heartfelt thanks to all members for their valuable and constructive feedback. Your active participation serves as a key driving force in continuously enhancing our risk communication efforts. We will carefully implement these suggestions to optimise our social media content and engagement, bringing you even more thoughtful and practical food safety information.

Join Our Event: Food Label Legibility

The CFS is hosting an event in early 2027. We are looking for members to examine food labels on prepackaged products and share their views on reading label information. Eligible members will be contacted closer to the date. We look forward to seeing you there!

Recruitment of the 8th-term Consumer Liaison Group Members

Thank you for your participation in the Consumer Liaison Group (CLG). It requires a joint effort from all stakeholders to ensure food safety. Your friends and family are also welcome to join the CLG. Please complete and return the attached membership form. It is also available for download from our website:

https://www.cfs.gov.hk/english/committee/committee_clg_recruitment.html

For enquiries, please contact Mr AU YEUNG on 2381 6275. Please return the completed membership form to us by fax (2893 3547), email (clg@fehd.gov.hk) or post (Consumer Liaison Group, 4/F, Food and Environmental Hygiene Department Nam Cheong Offices and Vehicle Depot, 87 Yen Chow Street West, Kowloon).

(Note: Existing members need not reapply)



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