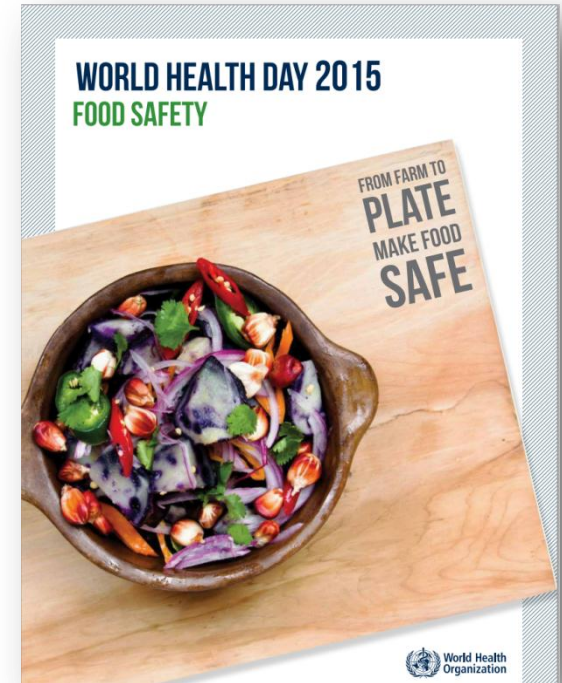


World Health Day 2015: Food Safety



World Health Day 2015

- 7 April, birthday of WHO
- A priority area of global public health concern as the theme
- Topic for WHD2015: Food Safety



Why Food Safety?

- Unsafe food linked to the deaths of an estimated 2 million people annually – including many children
- Unsafe food can lead to a range of health problems: from diarrhoea to cancers
- New threats are constantly emerging
- Travel and trade increases
- Food supply becomes increasingly globalised
- Food safety is a hidden and often overlooked problem



Aim of WHD2015

- To alert governments, manufacturers, retailers and the public to the importance of food safety — and the part each can play in ensuring that the food on peoples' plates is safe to eat
- Provide all people with a safe, healthy and diversified diet



Food Safety – A Shared Responsibility

- Tripartite collaboration among the Government, the food trade and the public is important
- Promotional materials/activities
 - ❑ Designated webpage for WHD2015
 - ❑ CFS Facebook Pages/Youtube
 - ❑ Food safety talks
 - ❑ Food Safety Day 2015
 - ❑ Food Safety Seminar for Trade
 - ❑ “Hong Kong’s Action on Salt and Sugar Reduction” campaign
 - ❑ “Reduce Salt, Sugar, Oil. We do!” programme

