

**全城減鹽減糖Instagram專頁**  
**Centre for Food Safety's Instagram**  
**page for "Hong Kong's Action on**  
**Salt and Sugar Reduction"**

業界諮詢論壇

Trade Consultation Forum

10-08-2018

# 鹽和糖

## Salt and sugar

- 鹽和糖與健康有密切關係
- 從食物中吸取過多的鹽會增加患高血壓、中風及冠心病的風險
- 從食物中吸取過多的糖會導致肥胖和蛀牙
- Salt and sugar are closely related to health
- Excessive dietary salt intakes will increase the risk of developing hypertension, stroke and coronary heart diseases
- Excessive dietary sugar intake will lead to obesity and dental caries

# 「全城減鹽減糖」 Facebook 專頁

## Facebook page on Hong Kong's Action on Salt and Sugar Reduction (1)

- 2015年1月正式啟動「全城減鹽減糖」 Facebook 專頁  
( [www.facebook.com/HongKongsActiononSaltandSugarsReduction](http://www.facebook.com/HongKongsActiononSaltandSugarsReduction) )
- 向市民和業界推廣少鹽及少糖的健康飲食習慣
- Officially launched a dedicated Facebook page on Hong Kong's Action on Salt and Sugar Reduction  
( [www.facebook.com/HongKongsActiononSaltandSugarsReduction](http://www.facebook.com/HongKongsActiononSaltandSugarsReduction) ) in January 2015
- To promote healthy eating with less salt and sugar to the general public and the food trade

# 「全城減鹽減糖」 Facebook 專頁

## Facebook page on Hong Kong's Action on Salt and Sugar Reduction (2)

The screenshot shows the Facebook profile page for the organization. At the top, there is a blue navigation bar with the Facebook logo on the left and login fields for 'Email or Phone' and 'Password' on the right, along with a 'Log In' button and a link for 'Forgotten account?'. Below the navigation bar is the profile header, which includes a green profile picture with the text '全城減鹽減糖 HKASSR' and the page name '全城減鹽減糖 Hong Kong's Action on Salt and Sugar Reduction @HongKongsActiononSalt andSugarsReduction'. The main content area features a large banner image with two glasses of water; one is empty and the other contains a small amount of white powder, with the text '低糖少鹽是一種生活態度' overlaid. Below the banner are interaction buttons for 'Like', 'Share', 'Send Message', and a 'Send Message' button. The 'Posts' section shows a recent post from July 26 at 22:00 with the title '全城減鹽減糖 Hong Kong's Action on Salt and Sugar Reduction' and the text: '【Cooking Norma話你知出街食有幾鹹】 如果十級係最高，究竟茶餐廳炒嘅小菜會有幾多級鹹度呢？一於等Day Day Cook創辦人Norma親自同大家試試味啦！想知道度可以搵到低鹽嘅小菜，記得睇到尾！'. Below the post is a preview of another image with the text '出街食注定鹹？'. On the right side of the page, there is a search bar, a 'Government organisation' category, and statistics for 'Community' (7,708 likes, 7,991 followers) and 'About' (See All).

# 「全城減鹽減糖」 Instagram 專頁

## Instagram page on Hong Kong's Action on Salt and Sugar Reduction (1)

- 2018年7月正式啟動「全城減鹽減糖」Instagram專頁 ([www.instagram.com/hkassr/](http://www.instagram.com/hkassr/))
- 透過不同的社交媒體，向不同層面及年齡層的人士加強推廣減少食物中鹽和糖的信息
- 輸入“HKASSR”以搜尋 Instagram 專頁
- Officially launched a dedicated Instagram page on Hong Kong's Action on Salt and Sugar Reduction ([www.instagram.com/hkassr/](http://www.instagram.com/hkassr/)) in July 2018
- To further promote messages on the reduction of salt and sugar in food to people from different sectors and age groups through different social media
- Key in “HKASSR” to search the Instagram page

# 「全城減鹽減糖」Instagram 專頁

## Instagram page on Hong Kong's Action on Salt and Sugar Reduction (2)

Instagram

搜尋

登入



hkassr

追蹤

19 則帖子

469 位追蹤者

正在追蹤 40 人

全城減鹽減糖 HKASSR

無論有幾忙，都堅持減鹽減糖！

Follow我哋食物安全中心嘅全新Instagram帳號，一齊養成少鹽、少糖嘅飲食習慣啦！

[www.facebook.com/HongKongsActiononSaltandSugarsReduction](http://www.facebook.com/HongKongsActiononSaltandSugarsReduction)

帖子

已標註



邊個  
同你睇戲  
最甜？

焦糖爆谷  
53g 糖 / 100g



# 「全城減鹽減糖」Instagram 專頁

## Instagram page on Hong Kong's Action on Salt and Sugar Reduction (3)



邊個  
同你睇戲  
最甜？

焦糖爆谷  
53g 糖 / 100g

hkassr • 追蹤

hkassr 【戲院嘅空氣都係甜嘅】

唔係因為同鐘意嘅人一齊睇戲，而係入場前總會俾小食部聞到勁香嘅焦糖爆谷味呀！  
唔講可能大家都估到，其實睇戲常備嘅焦糖爆谷糖分超高，每100克就含有超過50克糖，食100克(~1/9細杯裝32oz爆谷)已經超出世衛建議嘅每日糖攝取量上限！唔想糖分爆標，就要記得少食多滋味喇！如果有得揀，亦可以揀原味爆谷，糖分低啲之餘又可以過下口癮！  
#全城減鹽減糖 #舌尖上的危機 #焦糖係好香 #但食得太多糖都好傷 #成人每日嘅糖攝取量應少於50g



917 個讚好

7月24日

登入 以讚好或回應。



hkassr • 追蹤

hkassr 【鹽多？糖多！】做人最緊要有尊嚴，煮餸反而可以少搵鹽，少啲鹽一樣可以咁好味喇！  
#全城減鹽減糖 #鹽和糖的自我修養 #食鹽多過食米 #聽到都覺得鹹 #成人每日嘅鈉攝取量應少於2000mg



26 個讚好

7月9日

登入 以讚好或回應。

# 「全城減鹽減糖」 Instagram 專頁

## Instagram page on Hong Kong's Action on Salt and Sugar Reduction (4)

甜嚟口，不如甜入心



hkassr • 追蹤

hkassr 【方賞味期限嘅甜蜜】

遇到啱嘅人拍一次拖都夠。

#全城減鹽減糖 #鹽和糖的自我修養 #正如雪糕好甜 #食少少就夠喇喇



16 個讚好

6月22日

登入以讚好或回

食粽點邊樣？



hkassr • 追蹤

hkassr 【粽有一隻係左近】

每逢端午節前後，媽咪哋屋企都會不停叫你食粽，返工帶飯又會叫你帶隻粽，每一日都係粽，全部都係粽？

雖然應下節係開心，不過唔少傳統粽都加咗鹹蛋黃同臘肉等高鈉質嘅加工食品，再點埋豉油或糖一齊食，真係隨時食一隻都超額標，嘅咗成日食咁鹹會增加患上高血壓嘅風險！

想食得健康，最好就緊係淺嚐同埋盡量唔加調味料啦！

#全城減鹽減糖 #舌尖上的危機 #點豉油定糖好 #答案係兩個都唔點 #成人每日嘅鈉攝取量應少於2000mg



16 個讚好

6月15日

登入以讚好或回應。

謝謝  
Thank you