

本署檔號: FEHD/CFS/RCS 16-15/15/2 (12/13)

貴機構負責人:

「活用營養標籤三部曲」講座暨
「活用營養標籤繽紛購物獎勵計劃 2012/13」簡介會

營養標籤已逐漸成為市民飲食習慣的一部分。為了讓公眾能輕鬆運用營養標籤選擇適合的食物種類及分量，食物安全中心(中心)推出「活用營養標籤三部曲」。由2012年11月起，中心將第二年在香港社會服務聯會的支持下，推出「活用營養標籤繽紛購物獎勵計劃2012/13」(獎勵計劃)。獎勵計劃以「活用營養標籤三部曲」為主題，社會機構可以一種或多種形式成為獎勵計劃的機構參加者，包括協助機構的服務使用者參與中心舉辦的營養標籤推廣活動、在機構內舉辦有關推廣活動及/或提供相關資源材料。中心會按機構的活動性質提供支援如資源材料及講者等。另一方面，機構的服務使用者則可應用「活用營養標籤三部曲」填寫「我的購物日誌」，參與獎勵計劃的個人部分。詳情可參閱夾附的單張。

中心現將於今年**12月6日(星期四)**於尖沙咀衛生教育展覽及資料中心舉行「活用營養標籤三部曲」講座暨獎勵計劃簡介會。我們誠邀貴機構的社工、福利工作人員、活動助理及義工參加。出席者均會獲發資源材料套乙份，當日除了示範使用方案及讓出席者即場實習應用「活用營養標籤三部曲」填寫購物日誌外，中心亦會分享去年獎勵計劃的點滴，以協助各機構計劃及推行有關推廣活動。講座以粵語講授，費用全免，活動流程可參閱附件一。

如有興趣，請提名相關同工並填妥回條(附件二)，於 2012年12月3日或之前以傳真(號碼: 2803 0534) 回覆。查詢請電 3962 2066 陳小姐。要獲取更多有關營養標籤或獎勵計劃的資訊，歡迎登入中心專題網頁(www.nutritionlabel.gov.hk)。

食物安全專員

(陳家茵  代行)

二零一二年十一月十四日

Our Ref: FEHD/CFS/RCS 16-15/15/2 (12/13)

14 November 2012

Dear Sir/Madam,

**Seminar on “Three-step Guide to Use Nutrition Labels” cum
Briefing Session on “Live it, Use it” Nutrition Labelling Fun Shopping Award Scheme 2012/13**

Nutrition labelling has become part and parcel of public’s eating habits. In order to help public making use of the nutrition labels to choose the appropriate type and amount of food easily, the Centre for Food Safety (CFS) launches the “Three-step Guide to Use Nutrition Labels”. Starting from November 2012, the CFS rolls out the **“Live it, Use it” Nutrition Labelling Fun Shopping Award Scheme 2012/13 (Award Scheme)** with the support of the Hong Kong Council of Social Service for the second year carrying the theme on “Three-step Guide to Use Nutrition Labels”. Community organisations can participate in the Award Scheme as Organisation Participants in one or more formats including providing assistance to service users to participate in CFS’s nutrition labelling promotional activities, plan and conduct nutrition labelling promotional activities or providing relevant resources in the community organisations. The CFS will offer support according to the nature of the organisation’s activity such as resource materials and speaker. Service users of community organisations can, on the other hand, join the Award Scheme as individual participants by completing “My Shopping Diary” with the “Three-step Guide to Use Nutrition Labels”. For details, please refer to pamphlet attached.

A seminar on **“Three-step Guide to Use Nutrition Labels” cum briefing session on the Award Scheme** will be held by the CFS on **6 December 2012 (Thursday)** at Health Education Exhibition and Resource Centre in Tsim Sha Tsui. We cordially invite social workers, welfare workers, activity assistants and voluntary workers of your organisations to participate. Each participant will receive a resource package. During the seminar, demonstration of the use of package and practice on applying “Three-step Guide to Use Nutrition Labels” to complete the shopping diary will be conducted whereas highlights of last year’s Award Scheme and details of the upcoming Award Scheme will also be introduced to assist community organisations to plan and conduct nutrition labelling-related promotional activities. The seminar will be conducted in Cantonese and is free of charge. Please refer to Annex I for programme rundown.

If interested, please nominate relevant personnel and complete the reply slip at Annex II. Please return the completed reply slip to us by fax (fax no.: 2803 0534) on or before 3 December 2012. For enquiries, please call Ms. Chan at 3962 2066. To know more about nutrition labelling and the Award Scheme, please visit the CFS dedicated webpage at www.nutritionlabel.gov.hk.

Yours faithfully,



(CHAN Ka-yan)

for Controller, Centre for Food Safety

「活用營養標籤三部曲」講座 暨

「活用營養標籤繽紛購物獎勵計劃 2012/13」簡介會

Seminar on “Three-step Guide to Use Nutrition Labels” cum

Briefing Session on “Live it, Use it” Nutrition Labelling Fun Shopping Award Scheme 2012/13

活動程序 Programme Rundown

時間 Time (p.m.)	內容 Content	詳情 Details
3:00-3:05	登記 Registration	--
3:05-3:25	守護健康 – 由「三低」開始 Safeguard Your Health – Starts with Three-low	即食麵 = 高脂肪? 穀類早餐 = 健康? 淡味食物 = 低鈉? 「睇營養標籤」先由脂肪、糖及鈉開始，了解它們的食物來源及攝入上限有助守護健康。 Instant noodle = high fat? Breakfast cereal = healthy? Light flavoured food = low sodium? Starts with fat, sugars and sodium when you “Read Nutrition Label”. Understand their food sources and intake limits help safeguard your health.
3:25-3:45	標籤解碼 Decoding Food Labels	食用分量是什麼? 100 克食物又有幾多? 無糖不就等於零含量嗎? 要「知我食多少」就要先了解標籤用語。 What is serving size? What does 100g of food stands for? Is sugars-free equal to zero grams of sugars? Decode the information on the label and check out “How Much I Eat”.
3:45-3:55		Break 中場休息
3:55-4:30	活用營養標籤「三部曲」 Three-step Guide to Use Nutrition Labels 實習體驗 Practice with real examples	透過現場實踐，輕鬆運用簡明易用的三個步驟，從營養標籤得知個人的糖、脂肪及鈉等營養素的攝入量有否超標，從而「揀啱我需要」。 Through exercises, participants can practise how to make use of three simple steps to assess whether their own intakes on fat, sugars and sodium exceed their limits and “Make Better Choices”.
4:30-4:55	「活用營養標籤繽紛購物獎勵計劃」 “Live it, Use it” Nutrition Labelling Fun Shopping Award Scheme	講解及示範中心的營養標籤推廣資源，分享去年獎勵計劃的點滴及介紹「活用營養標籤繽紛購物獎勵計劃」2012/13 的內容。 Introduce and demonstrate the use of nutrition labelling resources and share the highlights of the Award Scheme last year and the content of the Award Scheme 2012/13.
4:55-5:00	問答環節 Question and Answers	--

講者: 食物環境衛生署食物安全中心科學主任

Speaker: Scientific Officer of Centre for Food Safety,

Food and Environmental Hygiene Department

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Seminar on “Three-step Guide to Use Nutrition Labels” cum

Briefing Session on “Live it, Use it” Nutrition Labelling Fun Shopping Award Scheme 2012/13

回條 Reply Slip

致：食物安全中心風險傳達組 To：Risk Communication Section, CFS	傳真號碼 Fax Number: 2803 0534 (Attn 致：陳小姐 Ms. Chan)
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本機構的工作人員及/或義工有意出席講座暨簡介會(如有需要，請另紙填寫)。The personnel and/or voluntary worker(s) of our organisation would like to attend the seminar cum briefing session. (Please use additional sheets if necessary)

	工作人員/義工姓名 Name of Personnel/voluntary worker(s)	聯絡電話 Contact phone no.	職位 Title
1.			
2.			
3.			
4.			
5.			

日期及時間 Date and Time	地點 Venue
6.12.2012 (星期四 Thursday) 3:00-5:00 p.m. 下午三時至五時	尖沙咀衛生教育展覽及資料中心演講室 九龍尖沙咀九龍公園 S4 座 (尖沙咀港鐵站 A1 出口) Lecture Room, Health Education Exhibition & Resource Centre Block S4, Kowloon Park, Tsim Sha Tsui, Kowloon (Tsim Sha Tsui MTR Station Exit A1)

機構名稱 Name of Organisation: _____

機構地址 Address of Organisation: _____

主要服務對象 Major service users: _____

聯絡人姓名 Name of contact person: _____

聯絡電話 Contact phone no. : _____

傳真號碼 Fax no. : _____

電郵地址 Email address: _____