

**“Live it, Use it”  
Nutrition Labelling Promotion Award Scheme**

**Enrolment Form**

Enrolment No.:

(Completed by organisers)

**Part I: Information of Team**

1. Name of School: \_\_\_\_\_  
Address of School: \_\_\_\_\_
2. Name of Team: \_\_\_\_\_
3. Group:  Junior Group (Form 1 to 3)                       Senior Group (Form 4 or above)
4. Teacher: \_\_\_\_\_ Subject Taught: \_\_\_\_\_  
Tel. No. of School: \_\_\_\_\_ Mobile No.: \_\_\_\_\_  
Fax No.: \_\_\_\_\_ Email: \_\_\_\_\_
5. Student Representative: \_\_\_\_\_ Class: \_\_\_\_\_
6. No. of Team Members : \_\_\_\_\_ (Please provide an approximation. Names of team members should be submitted before the activity stated in Part II begins.)

**Part II: Activity Framework**

(e.g. Content of activities and target groups etc. Please use additional sheets if necessary.)

**Part III: Declaration**

(Please circle the appropriate choices.)

1. We agree / disagree to abide by the rules of “Live it, Use it” Nutrition Labelling Promotion Award Scheme and accept the decision made by the organisers as final.
2. We prefer / do not prefer to take part in video-shooting under the Award Scheme. The tentative month for conducting video-shooting is \_\_\_\_\_ .

Name of Principal: \_\_\_\_\_

Signature of Principal: \_\_\_\_\_

Date: \_\_\_\_\_

Please fax or email the completed form to the Risk Communication Section, Centre for Food Safety.

Fax: 2787 3638

Email: [rc@fehd.gov.hk](mailto:rc@fehd.gov.hk)

Enquiry No.: 2381 6279 (Ms. LAM)

# **“Live it, Use it” Nutrition Labelling Promotion Award Scheme**

## **Guidance Notes**

### **Purpose**

This set of notes provides participating teams with necessary information for effective planning and implementation of a promotion programme. Participating teams may also take reference from the programme pamphlet and other information available at the website ([www.nutritionlabel.gov.hk](http://www.nutritionlabel.gov.hk)).

### **Formation of Team**

2. Participants should be secondary school students and enrol as a school team with guidance from their teachers. A school may form more than one team while each should consist of not more than ten core members. Each team will register as either Junior or Senior Group, based on the grade attended by its most senior team member:
  - i. Junior Group: Form 1 to Form 3 secondary school students
  - ii. Senior Group: Form 4 or above secondary school students

### **Planning**

3. Having set an objective for the programme, participating teams should decide on promotion target group(s) and design the suitable type(s) of promotion activity with a view to meeting the set objective. Although a single promotion activity may sometimes be sufficient to attain a set objective, a combination of activities often make bigger impact on the promotion target group and contribute to better attainment of the set objective.
4. A brief outline of the intended programme should be provided under Part II of the enrolment form. Information such as date/time/location, content of activities, promotion target group(s) and anticipated number of participants etc. may be included.
5. The Centre for Food Safety (CFS) dedicated staff and/or her professional partners will visit the participating teams, provide the teams with a resource package and mentoring.

## **Implementation and Evaluation**

6. Data collection and record keeping at different stages of the programme will facilitate the evaluation process. Examples of information to be collected may include the number of resource materials distributed, the number of promotion target group participating in the activities, satisfaction level of the participants, etc. Pre- and post-intervention questionnaires, interviews and observations are also useful for gauging the immediate achievements of the programme.

7. Participating teams are recommended to make use of contemporary media to record interesting moments during implementation to facilitate experience-sharing. The teams are encouraged to submit selected pictures or video-clips for the organisers to incorporate in a presentation/video to be presented at the Award Presentation Ceremony. Subject to the teams' preference (as indicated in Part III of the enrolment form and returned before 31 October 2011), on-site video-shooting may be arranged. Sample letters for seeking consent from parents will be provided upon request.

## **Reporting**

8. Reporting can provide a chance for the participating teams to reflect on their work, consolidate what they have learnt during the process, and facilitates their sharing of experience and success. The report will also be used for award assessment purposes.

9. For the report, please provide a written one and a PowerPoint version, preferably with photos and/or video clips. In addition, please prepare an A1-size poster for experience-sharing in the Award Presentation Ceremony. Participating teams may additionally submit other reporting formats to demonstrate innovation, effectiveness and scale of participation etc.

10. The report should cover the following main areas whilst a more detailed checklist is provided in Annex 1:

- i. Basic information of the team
- ii. Programme content
- iii. Scale of participation
- iv. Evaluation
- v. Experience-sharing

## **Copyrights and other Issues**

11. Participating teams should pay attention to the copyright issues as follows:

- i. Copyright of entries: Participating teams should agree to grant the organisers free copyright usage of their entry/entries to exhibit, publish such entry/entries, and implement other publicity and promotion activities without seeking prior consent from participating teams or schools.
- ii. Others' copyright: Contents of entries must not infringe the intellectual property rights of others, such as not to use copyrighted works including writing, images, trademarks, songs, music, advertisements, motion pictures or cartoon characters.
- iii. News clipping: Entries containing news reports from newspapers or periodicals should only quote the exact wording from the original source and cite the title of the newspaper or periodical with its publishing date. The original clipping should be kept under reference materials at annex of the report.

## **Schedule**

Enrolment:	First round of intake from 1 September to 31 October; Second round of intake from 1 November to 31 December
Report Submission:	By 30 April in the following year
Award Presentation Ceremony:	July in the following year (details to be released in May or June)

## Report Checklist

### 1. Basic Information

- i. Name of school
- ii. Name of team
- iii. Names of leading teacher and student team members

### 2. Programme Content

- i. Design concept of activities
- ii. Summary of activities
- iii. Details of activities, including
  - Name
  - Date/time/location
  - Promotion target group and number
  - Details of activities (include photos, video clips or other information)
  - Type and quantity of resource materials distributed, and their recipients
- iv. Scale of participation
  - Number of promotion target participants
  - Sharing and response of promotion target participants of the activities, on-site atmosphere, etc.

### 3. Evaluation and experience-sharing

- i. Effectiveness
  - Direct observation
  - Questionnaire (if applicable)
  - Feedback from promotion target participants
- ii. Experience-sharing
  - What have been gained, lesson to learn and for sharing
  - Tools/resources/games for conducting promotion activities for future reference

### 4. Encouragement from Principal/Teachers to participating teams

### 5. Student team members' reflections

### 6. Other information