

15 August 2011

Dear Principal / Headmaster / Headmistress,

**“Live it, Use it”
Nutrition Labelling Promotion Award Scheme 2011/12**

We write to invite you to enrol for the “Live it, Use it” Nutrition Labelling Promotion Award Scheme (the Award Scheme) 2011/12 and share the fun with other participating schools.

To support the implementation of Nutrition Labelling Scheme in Hong Kong since July 2010, the Centre for Food Safety (CFS) of the Food and Environmental Hygiene Department has been dedicated to promoting the use of nutrition labelling among the public, food trade and students. Apart from introducing nutrition labelling into curriculum, since last year, we have introduced the above Award Scheme to provide a platform for students not only to develop the habit of using nutrition labels but also to share the use with schoolmates or the community. First launched in September 2010, the Award Scheme is jointly organised by the CFS and the Education Bureau, and supported by the Committee on Home-School Co-operation. It encourages students to take an active role in promoting nutrition labelling, consolidating their concept of healthy eating, and recognising its importance through classroom learning and/or life-wide learning.

In relation to students’ learning experience, the Education Bureau has included nutrition labelling and the related topics on diet and nutrition in local school curriculum in different subjects like Technology and Living (Secondary 4-6) and Home Economics (Secondary 1-3). The Award Scheme provides an opportunity for students to learn nutrition labelling and to realise in their daily practices. You could incorporate the Award Scheme as part of the Healthy School Policy, health-related co-curricular activities, or as learning elements under life-wide learning or Other Learning Experiences. Further information of the Award Scheme is set out in the publicity pamphlet attached for your information.

If you are interested in joining the Award Scheme and sharing the mission and the fun, please fill in the attached enrolment form and send it by facsimile or email to the Risk Communication Section of the CFS. Upon receipt of the enrolment form, we will liaise with the responsible teacher. For enquiries, please contact Ms. LAM on 2381 6279.

Yours faithfully,



(JONG Cheung Hoi)

for Controller, Centre for Food Safety