

低鹽 低糖 我識揀 標語創作暨海報設計比賽

Smart Choices for Low-Salt and Low-Sugar Slogan Writing cum Poster Design Competition



主辦機構 Organisers

降低食物中鹽和糖委員會
Committee on Reduction of
Salt and Sugar in Food



食物及衛生局
Food and Health Bureau



食物環境衛生署
Food and Environmental
Hygiene Department

支持機構 Supporting Organisation



家庭與學校合作事宜委員會



食物安全中心
Centre for Food Safety



教育局
Education Bureau



衛生署
Department of Health

簡介



鹽(鈉)和糖的攝取量與健康有密切關係。膳食中吸取過多的鹽會增加患高血壓的機會，亦會增加患上致命性中風及冠心病的風險；而膳食中糖的攝取量是體重和蛀牙的決定性因素。因此，大家要注意膳食中的鹽和糖的分量，並控制攝取量。

「低鹽低糖我識揀標語創作暨海報設計比賽」由降低食物中鹽和糖委員會、食物及衛生局、食物環境衛生署食物安全中心(中心)、衛生署和教育局合辦，家庭與學校合作事宜委員會協辦。比賽的目的是推廣健康飲食，提醒大家注意減少食物中的鹽和糖，以及利用營養標籤減少攝取鹽和糖。

參賽組別及主題



海報設計比賽的參賽學生按級別分為四個組別。標語創作比賽的參賽學生除按級別劃分外，再分為中文標語組和英文標語組，即共分為八個比賽組別。

不同組別的比赛主題如下：

標語創作比賽

組別	級別	中文標語組	英文標語組
初小組	小一至小三	學生須創作標語以表達自己或家長減少在膳食中攝取鹽和糖的主意。	
高小組	小四至小六		
初中組	中一至中三	學生須創作標語以表達善用營養標籤減少在膳食中攝取鹽和糖的主意。	
高中組	中四至中六		

海報設計比賽

組別	級別	
初小組	小一至小三	學生須以標語為題設計一幅海報，表達自己或家長減少在膳食中攝取鹽和糖的主意。
高小組	小四至小六	
初中組	中一至中三	學生須以標語為題設計一幅海報，表達善用營養標籤減少在膳食中攝取鹽和糖的主意。
高中組	中四至中六	

*每間學校於每個組別只限提交不多於10份作品。

有關減鹽減糖和營養標籤的參考資料，可瀏覽以下網頁：



減糖專頁

<https://goo.gl/KZwuZv>



減鹽(鈉)專頁

<https://goo.gl/MvvhIE>



營養標籤專頁

<https://goo.gl/z0JIs3>



全城減鹽減糖
Facebook專頁

<https://goo.gl/Z6RK9f>

作品要求

標語創作比賽

- 中文或英文標語的字數限於30字以內。
- 參賽者可以只提交中文或英文標語，亦可同時參與中文標語組及英文標語組的比賽。

海報設計比賽

- 參賽者須遞交A3尺寸(297 x 420 毫米)的手稿原件或列印彩稿。作品必須屬原創，並配合比賽主題。
- 繪畫工具不限，參賽者亦可利用電腦輔助設計繪圖參賽，惟不得使用電腦軟件上的圖案(Clip Art)。利用電腦輔助設計的參賽作品，格式須為“jpg”或“png”，解析度為300 dpi或以上。
- 標語應配合海報所表達的主題訊息。
- 若提交以電腦輔助設計繪圖的作品，除列印彩稿外，參賽者還須一併遞交儲存了作品檔案的光碟(CD 或DVD)。

評選準則

標語創作比賽

評審團會按以下準則評審標語：

- 主題表達及適切性：**40%**
- 標語結構、用字、修辭、押韻：**30%**
- 創意表現與原創性：**30%**

海報設計比賽

評審團會按以下準則評審作品及挑選作品角逐「網上最具人氣獎」：

- 主題表達及適切性：**40%**
- 吸引力及設計美感：**30%**
- 創意表現與原創性：**30%**

評選方法及獎項

- 評審團會在標語創作比賽的每個組別中選出「最佳標語獎」乙名。
- 評審團會在海報設計比賽的每個組別中選出冠、亞及季軍乙名及另外三個作品角逐「網上最具人氣獎」。每個組別有六個海報作品會上載至全城減鹽減糖Facebook專頁或特定的網頁作公開投票。各組別得票最高的作品將獲選為「網上最具人氣獎」。
- 另外，海報設計比賽的冠、亞及季軍得獎者須在決賽匯報得獎海報的主題及其設計意念。評審團會在每個組別中選出「最佳匯報獎」。
- 「最佳標語獎」的得獎者和海報設計比賽每個組別的最後六強將會在**2017年9月15日(星期五)**後接獲個別通知。
- 每個組別的最後六強將會獲頒發禮品及獎狀：



標語創作比賽 (每個組別二名)

獎項	禮品(書籍禮券)
最佳標語獎	價值港幣 600 元

海報設計比賽 (每個組別二名)

獎項	禮品(書籍禮券)
冠軍	價值港幣 2,400 元
亞軍	價值港幣 1,800 元
季軍	價值港幣 1,500 元
網上最具人氣獎	價值港幣 1,000 元
最佳匯報獎	價值港幣 1,000 元

- 中心會考慮在其2018年的月曆內介紹是次比賽的得獎標語、海報及得獎者等。

日程

事項	日期
報名及遞交作品	2017年5月2日(星期二)至7月7日(星期五)
甄選入圍決賽作品	2017年9月15日(星期五)或之前
網上投票(只限入圍決賽作品)	2017年9月18日(星期一)至10月9日(星期一)中午
頒獎典禮	2017年10月

參賽細則及條款

- 每位參賽者只限遞交一份報名表、中英標語各一句及一份海報作品。
- 參賽者必須清楚並同意所有遞交的作品版權將歸於主辦機構所有。主辦機構有權將作品及參賽者資料以任何媒體形式示範、出版、展覽、宣傳或作非牟利用途。主辦機構亦有權將有關作品作出修改、翻譯、改編、使用、複製及派發全部或部分內容而毋須事先取得參賽者同意或繳付任何費用。
- 所有評審結果以評審團的最後決定為準。如有任何爭議，主辦機構擁有最終決定權。
- 主辦機構將保留一切比賽活動中的最終決定權，包括演繹、更改、取消或暫停此活動的細則及條款、獎項及其他安排，而不需另行通知。

有關所有參賽細則及條款，請參閱中心網頁和報名表。

報名及查詢



- 參加者請填妥報名表格，連同作品於2017年7月7日(星期五)或之前的辦公時間(星期一至五上午9時至下午1時及下午2時至5時30分)送交或郵寄(以郵戳為準)至路訊通(地址：香港九龍長沙灣道760-762號香港紗廠工業大廈5期2D室)，信封面註明「低鹽低糖我識揀標語創作暨海報設計比賽」。
- 如有任何查詢，歡迎以下列方法聯絡我們：
 - 電郵：cfs2017@roadshow.com.hk
 - 電話：2746 5233

下載報名表格



<https://goo.gl/ZjRMOe>



有關比賽的最新資訊，請密切留意食物安全中心網頁：www.cfs.gov.hk

及

Facebook專頁：www.facebook.com/HongKongsActiononSaltandSugarsReduction
www.facebook.com/CentreforFoodSafetyforStudents
www.facebook.com/CentreforFoodSafety

Introduction



Dietary salt (sodium) and sugar intakes are closely related to health. Excessive salt intake will increase the risk of developing hypertension, fatal stroke and coronary heart disease. Dietary sugar intake is a determinant of body weight and dental caries. All of us should be mindful of the amount of salt and sugar in their diet and control the intake amounts accordingly.

The Committee on Reduction of Salt and Sugar in Food, the Food and Health Bureau, the Centre for Food Safety (CFS) of the Food and Environmental Hygiene Department, the Department of Health and the Education Bureau, in collaboration with the Committee on Home-School Co-operation, jointly launch the Smart Choices for Low-Salt and Low-Sugar Slogan Writing cum Poster Design Competition (the Competition). The Competition aims to promote healthy eating through raising public awareness on reduction of salt and sugar in food, and the use of nutrition labelling to reduce dietary intake of salt and sugar.

Entry Categories and Themes



There will be four student categories classified by class level for the Poster Design Competition. For the Slogan Writing Competition, students will be further divided into Chinese Slogan group and English Slogan group, i.e. eight student categories in total.

The themes of the entries for different categories are as follows:

Slogan Writing Competition

Categories	Class Level	Chinese Slogan Group	English Slogan Group
Junior Primary	Primary 1 to 3	Students have to write a slogan to express the ideas on how to reduce dietary intake of salt and sugar for themselves or their parents.	
Senior Primary	Primary 4 to 6		
Junior Secondary	Form 1 to 3	Students have to write a slogan to express the ideas on how to reduce the dietary intake of salt and sugar through the use of nutrition labels.	
Senior Secondary	Form 4 to 6		

Poster Design Competition

Categories	Class Level	
Junior Primary	Primary 1 to 3	Students have to draw a poster with a slogan as title to express the ideas on how to reduce dietary intake of salt and sugar for themselves or their parents.
Senior Primary	Primary 4 to 6	
Junior Secondary	Form 1 to 3	Students have to draw a poster with a slogan as title to express the ideas on how to reduce the dietary intake of salt and sugar through the use of nutrition labels.
Senior Secondary	Form 4 to 6	

* Each school can nominate up to 10 entries for each category.

Reference information on the reduction of salt and sugar as well as the use of nutrition labelling can be referred to the webpages below:



Sugar reduction page

<https://goo.gl/ti20CU>



Salt (sodium)
reduction page

<https://goo.gl/O6RgmG>



Nutrition labelling page

<https://goo.gl/Vi8msR>



Hong Kong's Action on
Salt and Sugar Reduction
Facebook page

<https://goo.gl/Z6RK9f>

Entry Requirements

Slogan Writing Competition

- Number of words : within 30 (in Chinese or English)
- Participants may submit either Chinese or English slogan, or both.

Poster Design Competition

- Original manuscripts or colour printouts in A3 size (297 x 420 mm) are required . All entries must be original and match the theme of the competition.
- There is no restriction on drawing tool. Computer-aided design is welcomed but the use of Clip Art is not allowed. For computer-aided design, the entry should be submitted in “jpg” or “png” format of at least 300 dpi.
- A slogan should tie in with the poster to illustrate the message.
- For computer-aided design, a CD or DVD containing the file should be submitted together with a colour printout.

Judging Criteria

Slogan Writing Competition

A judging panel will judge the entries according to the criteria below:

- Message presentation and appropriateness: **40%**
- Use of language (structure, wording, rhetoric, rhyme): **30%**
- Creativity and originality: **30%**

Poster Design Competition

A judging panel will judge the entries and select entries for online voting of the “Most Liked Award” according to the criteria below:

- Message presentation and appropriateness: **40%**
- Attractiveness and esthetics: **30%**
- Creativity and originality: **30%**



Judging Process and Awards

- A “Best Slogan Award” in each category for the Slogan Writing Competition will be selected by a judging panel.
- A champion, a first runner-up, a second runner-up and three merit awardees in each category of the Poster Design Competition will be selected by the judging panel for online voting of the “Most Liked Award” Six entries in each category will be uploaded to the Hong Kong’s Action on Salt and Sugar Reduction page or a specific website for public voting. The entry with the highest number of votes in each category will be awarded the “Most Liked Award”.
- The champion, the first runner-up and the second runner-up of the Poster Design Competition will have to give a presentation on the theme and design concept of their entries in the final round. The judging panel will select a winner in each category for the “Best Presentation Award”.

Winners of the “Best Slogan Award” and the six finalist entries in each category of the Poster Design

- Competition will be informed individually **after 15 September 2017 (Friday)**.
- All winners in each category will be awarded prizes and certificates.

Slogan Writing Competition (one for each group)

Award	Prize (Book gift voucher)
Best Slogan Award	Worth HK\$600

Poster Design Competition (one for each category)

Award	Prize (Book gift voucher)
Champion	Worth HK\$2,400
First Runner-up	Worth HK\$1,800
Second Runner-up	Worth HK\$1,500
Most Liked Award	Worth HK\$1,000
Best Presentation Award	Worth HK\$1,000

- The winning slogans, posters and prize winners, etc. will be considered to be featured in the 2018 calendar produced by CFS.

Important Dates



Item	Date
Application and Submission of Entry	2 May (Tuesday) to 7 July 2017 (Friday)
Selection of Finalist Entries	On or before 15 September 2017 (Friday)
Online Voting (finalist entries only)	18 September (Monday) to 9 October (Monday) 2017 noon
Award Presentation Ceremony	October 2017

Terms and Conditions



- Each entrant should only submit one entry form, one slogan for each Chinese or English group and one poster entry.
- Entrants shall understand and agree to grant and assign exclusively to the Organiser all the intellectual property rights of the submitted entries. The Organiser has the right to display the entry and entrants' information in any form of media for demonstration, publication, exhibition, promotion or any non-commercial activities. The Organiser also has the authority to edit, translate, adapt, use, copy and distribute, in whole or in part of the entries without any need for prior consent of or payment of fees to the entrants.
- The decisions of the judging panel on the Competition results shall be final. In case of dispute, the Organiser's decision is final.
- Entrants are to abide by the Organiser's decision on all matters relating to the Competition, which shall be final. This includes the right to interpret, amend, cancel or suspend the terms and conditions, prizes and other arrangements of the Competition without prior notice.

Please refer to CFS website and Entry Form for all terms and conditions.

Application and Enquiries



- Please complete the entry form and return it together with the entry to **RoadShow Productions Limited** (Address: Flat D, 2/F, HK Spinners Industrial Building, Phase 5, 760-762 Cheung Sha Wan Rd, Kowloon, Hong Kong.) by post (postage day) or by delivery to the same address during office hours (Monday to Friday: 9:00 a.m.-1:00 p.m. and 2:00 p.m.-5:30 p.m.) on or before 7 July 2017 (Friday). Please print "Smart Choices for Low-Salt and Low-Sugar Slogan Writing cum Poster Design Competition" on the envelope.
- For any enquiries, please feel free to contact us by:
 - **E-mail: cfs2017@roadshow.com.hk**
 - **Phone: 2746 5233**

Download Entry Form



<https://goo.gl/ZjRMOe>



For regular updates on the Competition, please stay in touch with us on CFS website:

www.cfs.gov.hk

and

our Facebook pages: www.facebook.com/HongKongsActiononSaltandSugarsReduction

www.facebook.com/CentreforFoodSafetyforStudents

www.facebook.com/CentreforFoodSafety