

活用營養標籤

香港已於2010年7月正式實施營養標籤的規管措施。為協助公眾活用食物標籤上的營養資料選擇食物、預防疾病及保持身體健康，食物安全中心聯同相關的政府部門、醫護團體及社會福利界推出一連串的推廣活動。



獎勵計劃

「活用營養標籤繽紛購物獎勵計劃」(獎勵計劃)旨在透過社會服務機構舉辦生動有趣的社區活動推動公眾活用營養標籤。獎勵計劃由兩個部分組成：

機構參與: 社會服務機構的同工、小組領袖及義工透過機構活動推廣營養標籤成為**機構參加者**

個人參與: 公眾可以個人身份透過已參與獎勵計劃的社會服務機構報名成為**個人參加者**



獎勵計劃的重點如下：

- ❑ 中心為機構參加者提供培訓講座並派發資源材料套；
- ❑ 機構參加者為服務使用者提供營養標籤的資源材料及/或舉辦營養標籤推廣活動；
- ❑ 個人參加者參與機構舉辦的營養標籤推廣活動，並以「活用營養標籤三部曲」填寫購物日誌；
- ❑ 機構參加者監察獎勵計劃的推行情況，提供活動摘要；並協助獎勵計劃的個人參加者作登記及提交購物日誌。

齊參與

獎勵計劃分兩階段接受報名。第一階段由2011年12月20日至2012年2月29日；第二階段由2012年3月1日至3月30日。報名表可於中心網頁下載。

中心會為機構參加者提供技術及後勤支援，包括舉辦講座及獎勵計劃的簡介會，詳情請參閱中心網頁。獎勵計劃設立機構及個人獎項，得獎者可獲頒獎座及超市購物禮券。另外，所有提交購物日誌及活動摘要的個人及機構參加者亦可獲發感謝狀。分享會暨頒獎典禮將於2012年7月舉行。

想知更多

網址：<http://www.nutritionlabel.gov.hk>

查詢電話：3962 2063 何小姐

機構

主辦機構：



支持機構：



營養標籤教育工作小組全力支持及協助獎勵計劃的推行。

食物環境衛生署食物安全中心出版 (01/2012)

Live it, Use it Nutrition Labelling Fun Shopping Award Scheme



Live it, Use it: Use Nutrition Labels

Hong Kong has implemented nutrition labelling regulatory control since July 2010. To help members of the public to better use the nutrition information on food labels for making food choices, preventing diseases and staying healthy, the Centre for Food Safety (CFS), together with relevant government departments, health professional bodies and social welfare sector, has been developing a series of promotional initiatives.



The Award Scheme

“Live it, Use it” Nutrition Labelling Fun Shopping Award Scheme (Award Scheme) aims at reaching out to the public via community organisations in promoting the use of nutrition labels through interesting community activities. The Award Scheme consists of two components:

Organisation Participation: Staff members, group leaders and volunteers of the community service organisations are invited to participate as **Organisation Participants** to promote the use of nutrition labels through organisation’s activities;

Individual Participation: Public individual can join the Award Scheme via the participating community service organisations as **Individual Participant**.

Main components of the Award Scheme include:

- ✔ The CFS provides training seminars and resource packages to Organisation Participants;

- ✔ Organisation Participants make available the nutrition labelling resource materials at their organisations and/or conduct promotional activities on nutrition labelling for their service users;
- ✔ Individual Participants engage in the activities held by the organisation; fill in the shopping diary by adopting the “Three-step Guide to Use Nutrition Labels”;
- ✔ Organisation Participants oversee and provide a summary of participation; assist Individual Participants to register for the Award Scheme and to submit the shopping diary.

Share the Fun

Enrolment is accepted in two phases. The first intake starts from 20 December 2011 until 29 February 2012 whereas the second intake closes on 30 March 2012.

The CFS will provide technical and logistic support including organising the seminar cum briefing session on the Award Scheme. Please refer to the CFS’s website for details. Organisation Award and Individual Award are set up under the Award Scheme. Winners will receive trophy and supermarket vouchers. In addition, appreciation certificates will be presented to all Organisation and Individual Participants who have submitted the summary and shopping diary respectively. A sharing cum award presentation ceremony will be held in July 2012.

Know More

Website: <http://www.nutritionlabel.gov.hk>
Enquiries: 3962 2063 (Ms. Ho)

Organisers

Organiser :



Supporting Organisation:



The Task Force of Nutrition Labelling Education fully supports and facilitates the implementation of the Award Scheme.

活用 營養標籤

繽紛購物 獎勵計劃

