

**“Live it, Use it”
Nutrition Labelling Promotion Award Scheme 2012/13**

Enrolment Form

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 : _____ (Maximum no. of teammates: 10)

Part II: Activity Framework

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

Part III: Declaration

1. We agree 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 _____. (Please circle the appropriate choices.)

Name of Principal: _____

Signature of Principal: _____

Date: _____

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

Fax: 2803 0534

Email: rc@fehd.gov.hk

Enquiry No.: 3962 2066 (Ms. CHAN)

“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).

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 students
 - ii. Senior Group: Form 4 or above 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 will provide training for students, distribute resource package and provide resource materials (Please refer to Annex II) depending on the nature of the activities. Professional partners will also be invited to visit the participating teams, to exchange ideas.

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, understanding of the content, etc. Pre- and post-event questionnaires, interviews and observations are also useful for gauging the 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 Sharing Session/Award Presentation Ceremony. Subject to the teams' preference, 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. Please ensure all the activities to be conducted before the deadline of report submission date (i.e. 30 April 2013). Activities held afterwards will not be used for award assessment purposes.

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

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

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

Copyrights and other Issues

12. 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.

Assessment Criteria

13. The following items will be taken into consideration during assessment:

- Relevant to daily life
- Encourage the use of nutrition labelling
- Accurate and effective message delivery
- Adoption of objective evaluation methods for improving future activities
- Innovative
- Promotion coverage and participation of promotion targets

Schedule

Enrolment:	First round of intake from 3 October to 30 November 2012; Second round of intake till 31 December 2012
Report Submission:	By 30 April 2013
Award Presentation Ceremony:	July 2013 (details to be released in May or June)

Live it, Use it - Use Nutrition Labelling

資源材料目錄 Resource Material Catalogue

(於 2012 年 2 月更新 Updated in February 2012)



用營養標籤，挑選適合自己的食物和分量，吃得更好更健康！為配合新一輪的營養標籤推廣運動口號「營養知多少 揀啱我需要」，中心推出更多實用資源供社區中心、工作地點、機構、學校及商戶展示及派發。中心亦會向有意舉辦相關活動如講座、大型活動的機構提供技術支援。

如有興趣，請填妥背頁回條選擇所需資源材料並傳真至傳達資源小組(2787 3638)。除個別說明，資源材料均以中英文雙語印刷。你亦可登入中心專題網頁(www.nutritionlabel.gov.hk)瀏覽已更新的資訊及資源(附相片)

(http://www.cfs.gov.hk/tc_chi/programme/programme_nifl/programme_nifl_public_Resources.html)

查詢請電 2381 6096。

Use nutrition labels to choose the type and amount of food that meets individual needs. Enjoy healthy eating! To echo the slogan of the new publicity campaign on nutrition labelling, “Make Better Choices Use Nutrition Labels”, Centre for Food Safety (CFS) has prepared more useful resource materials which are suitable for display or dissemination by community centres, workplace, organizations, schools and retail outlets. CFS also provides technical support for those who wish to organize activities such as seminars or events.

If you are interested, please complete the reply slip indicating your selected resource materials listed overleaf, and return by fax at 2787 3638 to the Communication Resource Unit. These resource materials are bilingual unless otherwise specified. You may also visit the dedicated website www.nutritionlabel.gov.hk for updated information and resource materials (with photos)

(http://www.cfs.gov.hk/english/programme/programme_nifl/programme_nifl_public_Resources.html)

For enquiries, please call 2381 6096.

回條 Reply Slip

致食物安全中心 To: Centre for Food Safety

1. 我希望索取背頁所選的資源材料以非牟利形式推廣營養標籤。I would like to obtain the resource materials as indicated overleaf for promotion of nutrition labeling in a not-for-profit approach.

於日常活動派發及展示 For distribution and display during our regular activities/functions

舉辦營養標籤推廣活動資料如下: For organising functions/events to promote use of nutrition labeling with details below:

活動形式 Format: 講座 Talk / 展覽 Exhibition / 其他 Others: _____

對象 Target audience:

活動舉辦日期 Date of activity: _____ 預計出席人數 Estimated no. of participants: _____

2. 我明白食物安全中心保留一切權利決定批核的數量及提供的服務。I understand that the CFS reserves the rights for the quantity of the resource materials and nature of services provided.

姓名 Name (中文)

(English)

職位 Post Title:

電郵 Email:

電話 Phone Number:

傳真 Fax:

商戶/機構/學校名稱 Name of Organisation

負責人簽署及機構印章 Signature of Person in Charge and Chop of Organisation:

I. 海報及陳列品 Posters and Display item

數量 Quantity	大小 size	簡介 Description
	A2/A3	營養知多少 揀啱我需要(糖) Make Better Choices Use Nutrition Labels (Sugars)
	A2/A3	營養知多少 揀啱我需要(脂肪) Make Better Choices Use Nutrition Labels (Fat)
	A2/A3	營養知多少 揀啱我需要(鈉) Make Better Choices Use Nutrition Labels (Sodium)
	A1/A2/A3	糖真相 The Truth About Sugars
	A1/A2/A3	鈉真相 The Truth About Sodium
	A1/A2/A3	脂肪真相 The Truth About Fats
	A1/A2/A3	塗黑的營養聲稱 Black-out Nutrition Claims
	--	糖、鈉、脂肪搖晃標貼 Sugars, sodium, and fat wobblers (一套3款 3 in 1 set)

II. 「營之訊」系列 “NutriGet” Factsheet Series

數量 Quantity	簡介 Description
	「營之訊」系列由2010年7月起一共4期，首三期為「簡介營養資料標籤制度」、「1+7」與健康、營養標籤「麵」「面」觀、精選冷吃穀類早餐新，供訂閱。“NutriGet” is a quarterly publication produced since Jul 2010. The first three issues are Introducing Nutrition Labelling Scheme (July 2010), 1+7 and Health (Nov 2010), Get to Know Nutrition Labels of Instant Noodles (Mar 2011) and Smart Choice of Cold-served Breakfast Cereals New . For subscription.

III. 單張 Pamphlets

數量 Quantity	題目 Title
	活用營養標籤三部曲 新New Three-step Guide to Use Nutrition Labels
	預先包裝食物標籤知多點 Know More About the Label of Prepackaged Food, 中英文 Bilingual
	預先包裝食物標籤知多點 Know More About the Label of Prepackaged Food 多種語言 Multilingual

IV. 資訊卡 Info Cards

數量 Quantity	產品 Item	簡介 Description
	百摺卡 Folded Card	1+7與健康 Information on 1+7 nutrients
	購物卡	營養素攝入上限及水平等, 中文
	Shopping Cards	Intake limits and levels of nutrients, English only
	聲稱卡 Claim Card	營養聲稱的法定條件 Legal definitions for selected nutrition claims

V. 小冊子 Booklets

數量 Quantity	題目 Title	頁數 Pages
	認識新的營養資料標籤制度	8
	Get to Know the New Nutrition Labelling	8
	了解營養聲稱	8
	Understanding Nutrition Claims	8
	能量及營養素	8
	Energy and Nutrients	8
	善用營養標籤選擇“三低”的食物	8
	Use Nutrition Labels to Choose “3 Low” Food	8

VI. 借用展板 Exhibition Boards On-loan Service

展覽日期 Date of Display	大小 size	簡介 Description
	營養知多少 揀啱我需要 1套15塊, 中英文 15 in 1 set, Bilingual	42厘米 (cm) x 60厘米 (cm)
	營養標籤多面睇 1套30塊, 中文 30 in 1 set, Chinese only	79厘米 (cm) x 99厘米 (cm)
		42厘米 (cm) x 60厘米 (cm)

領取地點 Address for Collection：傳達資源小組
Communication Resource Unit (九龍旺角花園街123號A花園街市政大廈8樓 8/F., Fa Yuen Street Municipal Services Building, 123A Fa Yuen Street, Mong Kok, Kowloon)

時間 Time：逢星期一至五上午8時45分至中午1時；下午2時至5時30分(公眾假期除外) Mon. to Fri. 8:45 a.m. to 1 p.m.; 2 p.m. to 5:30 p.m. (Except Public Holidays)
(中心會通知聯絡人前來領取 Contact person will be informed of the collection)

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**
 - **The way how the activities promote the use of nutrition labelling**
 - **Details of activities (e.g, instructions of the game, content of teaching resources, plot of the drama, etc) (include photos of activities and props, video clips or other information)**
 - **Type and quantity of resource materials distributed, and their recipients (if applicable)**
 - 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 on programme

6. Other information