

Talk 2b – Nutrition 專題 2b – 營養

Project No.: 25110274

Project Title: Health and Food Labelling – Family Promotion Program Project

求知有「營」「籤」- 家庭推廣計劃

Administering Institution: United Christian Nethersole Community Health Service

Project Team Members:

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2. Miss LO Man-sze (Community Dietitian, United Christian Nethersole Community Health Service)
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Project Start Date and End Date:

1 April 2012 to 31 March 2014

Purposes/Objectives:

To increase food-label reading ability of parents, carers, teachers in kindergartens/primary school and increase their capability to select healthier pre-packaged foods/snacks.

Activities/Programmes:

Each participating school would receive two food labelling workshops (workshop 1 and 2), each last for 1.5 hour, where participants were divided into small groups. Workshop 1 was about food labelling theory and simple reading practice workshop. Workshop 2 was an in-depth food labelling reading practice workshop including techniques to compare and choose healthier food/snack options, and this was carried out by either I) a mock supermarket tour at schools or II) a real supermarket tour at nearby supermarket of the participating school. Each participant would receive a self-administered questionnaire to evaluate their changes in knowledge, attitude and behavior changes on nutrition labelling after their attendance to the workshops.

Targets/Recipients:

30-50 parents, carers and teachers of children/students from 40 kindergartens (K1 – K3) and primary schools (P1 – P6) in Hong Kong.

Expected and Actual Participation:

We expected to serve, with an estimation of ~30-50 participants in each participating school, about 1,200-2,000 direct beneficiaries in this program. Upon completion, a total of 1,360 participants joined this program, with an average of 34 participants per school. The attendance rate was 76.2%.

Benefits Derived:

Participants were provided with practical learning experiences for knowledge application and thus participants increased their frequency of reading food-labels after this program. Besides, a small-group real food label reading practice opportunity in this program enhanced a good group discussion and mutual support, so as to build up a supporting environment to empower participants' behavior changes and food label reading habits.

Project Products:

This program had been shared in the Award Presentation Ceremony of "Live it, Use it" Nutrition Labelling Promotion Award Scheme and Fun Shopping Award Scheme 2012-2013 on 8 July 2013 at Hong Kong Central Library, organized by The Centre for Food Safety, FEHD, HKSAR. In addition to other promotion activities organized by our agency with this program, we had received the "Best Presentation Award" and the Gold Prize winner (Community Organization Group) in this nutrition labelling promotion award scheme.

Objectives Achieved:

Average knowledge score of participants' food-label reading ability in this program raised from 34.4% to 85.4%. Average spreading of reading food-labels per person is 1 to 1.8. Also, 48% participants reported with an increase of reading food-labels and the average no. of food-labels participants read raised from 3.4 to 6.0 per 10 pre-packaged foods after the program.

Conclusion:

The program enhanced participants' food labelling reading skills that is conducive to nutritional's health, long term compliance and sustainability to decrease medical costs of diet related chronic diseases in the community.