

## Personal Health Services

### Central Health Education Unit

The Central Health Education Unit is an advisory body on health education and a resource centre of health education materials. Its four main areas of activities include providing advice on health education, production of health education materials, training of health ambassadors and organising health education activities.

The Central Health Education Unit advises the community and Government departments on health education policy through representation in 15 committees and working groups. It maintains a close working relationship with health professionals and other health promotion bodies.

As the largest resource centre of health education materials in Hong Kong, the Unit produces a wide variety of audio-visual and printed materials such as video tapes, VCD, CD-ROM, slides, exhibits, posters and leaflets. A total of 5 800 000 copies of printed materials on various health topics were distributed free to the public in the year 2000 and about 7 000 video tapes were sold.

## 個人衛生事務

### 中央健康教育組

中央健康教育組是健康教育顧問，亦是健康教育教材資源中心。這個組別的工作主要分四部分：就健康教育提供意見，製作健康教材，訓練健康大使，並舉辦健康教育活動。

中央健康教育組透過出席15個委員會及工作小組的會議，為社區團體及政府部門提供有關健康教育的意見。該組與專業人員及其他提倡健康教育的團體保持緊密聯繫。

該組是全港健康教育教材最豐富的資源中心，負責製作錄影帶、視像及電腦光碟、幻燈片、展品、海報、單張等各式視聽教材及印刷品。二零零零年，中央健康教育組免費派發總共5 800 000份印刷品，並售出約7 000盒錄影帶。

In the training of personnel, the Unit organises training courses for students, teachers, school social workers, women and the elderly to help them to become health ambassadors, who will in turn organise health promotion activities in their respective circles. In 2000, more than 1 000 health ambassadors successfully completed training. A total of 1 503 health education activities were organised by health ambassadors with an attendance of 344 402 from the community.

At the community level, the Unit organises exhibitions, health talks and runs a popular 24-hour pre-recorded telephone hotline service. During the year, the Unit continued to organise health promotion functions either by itself or in collaboration with other agencies. Sharing sessions on 'Healthy Eating Movement' for kindergartens/nurseries and 'Healthy Tuckshop Movement' for primary schools were held to promote healthy eating in the young. To promote physical activities, the Unit also collaborated with the Leisure and Cultural Services Department in organising the 'Healthy Exercise for All' Campaign and encouraged organisations representing various sectors of the community to sign the 'Active Living Charter'. As an annual project, the 'New Life Campaign' was held to arouse public's awareness of and support in organ donation.

在訓練健康大使方面，中央健康教育組為學生、教師、學校社工、婦女和長者舉辦培訓課程，協助他們在各人所屬的圈子內推行促進健康的活動。在二零零零年，該項計劃成功培訓超過1 000名健康大使，並舉辦了1 503項健康教育活動，曾經參與活動的市民多達344 402人次。

在社區層面方面，教育組舉辦展覽會、健康講座，並設立24小時錄音資料電話熱線服務，廣受歡迎。於年內，該組繼續主辦或與其他機構合辦健康教育活動。該組為幼稚園／幼兒園舉辦「健康飲食運動」分享會及為小學舉辦「健康小食部運動」分享會，向年輕人推廣健康飲食的訊息。該組亦與康樂及文化事務署合辦了「普及健體」運動和鼓勵來自社會各界的團體簽署「生活動感約章」，以推廣運動。該組亦舉辦一年一度的「愛心獻再生」器官捐贈運動，藉以引起公眾對器官捐贈的關注和支持。

