

Table B30 : Work of Oral Health Education Unit 2007 and 2008

表B30：二零零七年及二零零八年口腔健康教育組的工作

	2007	2008
Oral Health Education / Promotion Events 口腔健康教育／促進活動 Number of talks 講座數目 Number of Brighter Smiles Playland programme sessions 陽光笑容小樂園計劃的節數 Oral health promotion bus service venues 口腔健康促進巴士服務地點 Number of promotion events 口腔健康促進活動的數目 Total number of participants 總參加人數	 31 1 002 173 42 129 813	 26 989 180 37 129 388
Oral Health Education Homepage 口腔健康教育網頁 Number of hits of all pages 各網頁的點擊次數	4 281 712	7 515 076*
Oral Health Education Hotline 口腔健康教育熱線 Number of calls 來電次數	6 228	4 047
Electronic Service Application 電子服務的申請 Number of cases 個案數目	2 854	3 167
Media Coverage 傳媒覆蓋範圍 Number of news coverage 新聞報導的次數 Number of media campaigns 傳媒運動的數目	2 19	3 14
Distribution / Loan of Information Materials 分發／外借資料 Number of occasions 分發/外借資料場合的數目 Number of copies distributed 資料分發數目 Number of attendants to events with materials on loan 提供外借資料的活動的出席人次	606 2 366 814 66 120	1 369 2 302 434 48 004
Programme Evaluation 計劃評估 Number of evaluation 評估次數 Number of subjects involved 涉及的受訪人數	17 11 967	30 13 070

Table B30 : Work of Oral Health Education Unit 2007 and 2008 (Cont'd)**表B30 : 二零零七年及二零零八年口腔健康教育組的工作 (續)**

	2007	2008
Production of Oral Health Education / Promotion Materials		
製作口腔健康教育／促進資料		
Number of printed items (new/revised/reprint)	134	110
(新增／修訂／重印)印刷品數目		
New	34	28
新增		
Revised	30	21
修訂		
Reprint	70	61
重印		
Number of multi-media items (video/VCD/DVD/slide shows/ audio-tapes)	100	55
多媒體物品(錄影帶／視像光碟／數碼影像光碟／幻燈片／ 錄音帶)的數目		
Number of artworks (computer graphics/board designs)	49	51
美術製品(電腦繪圖／展板設計)的數目		
Number of scripts	14	13
劇本數目		
Number of promotion items (souvenirs)	3	6
宣傳品(紀念品)數目		
Number of exhibition items (exhibits/woodwork)	3	11
展覽物品(展覽品／木製品)數目		

*Note: * The increase in number of hits of all pages of the Toothclub Homepage during 2008 was attributed to two main reasons: (i) hyperlinkage of the homepage to the youth.gov.hk website at the end of 2007 resulting in a consistent increase of over 100 000 hits every month throughout the year; and (ii) conduction of the Hong Kong Inter-primary Schools Online Oral Health Q & A Competition over the periods of March to June 2008.*

*註: * 牙齒俱樂部網頁的所有頁面於二零零八年被點擊次數的增加歸因於兩個主要原因: (i) 網頁自二零零七年底被超連結到youth.gov.hk 網站後, 令全年每月有超過十萬點擊次數的固定增長; 及(ii)小學校際網上「口腔健康」常識問答比賽在二零零八年三月至六月期間於網上進行。*