

The 'HealthyHK' website, which was launched since February 2005, continues to serve as a platform which allows information sharing with a view to promote public health. Members of the public can access aggregated data through the 'HealthyHK' website.

於二零零五年二月設立的「香港健康寶庫」網站繼續以多元化的內容，實踐促進公眾健康為目標。公眾人士能透過「香港健康寶庫」網頁獲得統計數據。



The Surveillance and Epidemiology Branch is also responsible for the daily operation the Public Health Information System (PHIS). The aim of PHIS is to enhance the ability to collect, analyse and disseminate health information to contribute towards making evidence-based decisions on health and health-related policies, resource allocation, and the planning, implementation and evaluation of health services. PHIS continues to serve colleagues in the Department of Health and various Government agencies in health data sharing.

此外，監測及流行病學處亦負責管理公共衛生資訊系統之日常運作，公共衛生資訊系統目的在於提高搜集、分析和發布健康資訊的能力，從而為健康事務和政策的決定、資源分配，以至健康服務的計劃、實施及評估，提供實證支持。公共衛生資訊系統繼續為衛生署及其他政府部門及機構的同事提供一個分享健康數據的平台。

Central Health Education Unit

中央健康教育組

Central Health Education Unit (CHEU) discharges its expanded roles and functions in health promotion through the advocacy of knowledge-based, needs-driven and effective health promotion actions within and beyond the Department. Through a multidisciplinary workforce, CHEU provides steer and leadership, information support and resources to partners in health promotion. The priority areas for action include prevention of communicable

中央健康教育組透過於衛生署內外推廣以知識為本、需求為導、饒具效益的健康促進活動，以擴展其促進健康的角色及職能。該組透過跨專業的團隊，引領各健康促進伙伴，也為他們提供資料性支援及資源。該組的工作重點包括傳染病預防、營養、體能活動及推廣器官捐贈。

diseases, nutrition, physical activity and promotion of organ donation.

To raise the public's awareness, change their attitudes and sustain their motivation to reduce health risks, the Unit takes a proactive approach and adopts social marketing strategies to inform and influence the public on options that enhance health. Media interviews are arranged regularly to communicate with the public on the most updated health information. On important local health issues, for instance influenza and dengue fever, updated messages will be disseminated to the public and various stakeholders.

In tackling obesity, CHEU launched a series of programmes, in collaboration with other Government departments and organisations to promote healthy eating. Under the 'EatSmart@school.hk' Campaign, which entered its fourth school year, a range of programmes and activities were implemented adopting comprehensive strategies which included education and empowerment, publicity and advocacy, and creating conducive environment to help children adopt a healthy eating habit. Under the 'EatSmart@restaurant.hk' Campaign in collaboration with the catering industry and various stakeholders, which entered its second year, restaurants continued to provide healthy options to their customers so as to help the general public observe healthy eating principles when dining out.

In response to the human swine influenza pandemic in mid 2009, CHEU, in collaboration with relevant stakeholders, organised territory-wide health promotion activities to keep the general public (including ethnic minority groups) updated of the latest situation and advice on this disease.

為增進公眾的知識，影響他們的態度，並維持公眾對減低健康風險的動力，該組採取主動的手法並運用社會市場學的策略，教育並影響公眾作出改善健康的選擇。透過定期安排傳媒訪問，向公眾傳達最新健康資訊，並就流行性感冒、登革熱等本地重要的健康課題，向公眾及各持份者發放最新健康訊息。

為對付肥胖問題，中央健康教育組與各政府部門及機構緊密合作，推出一系列推廣健康飲食的運動。踏入第四年的「健康飲食在校園」運動，運用全面性的策略如建立夥伴、宣傳鼓勵、教育及創造支援環境等，展開多種項目及活動，協助兒童建立健康飲食習慣。至於踏入第二年的「有『營』食肆」運動，則透過與飲食業界及各持份者建立緊密的合作，協助食肆為顧客提供健康的選擇，幫助市民在出外用膳時能夠貫徹健康飲食的原則。

因應二零零九年中人類豬型流感大流行，中央健康教育組與有關持份者協作，籌劃了全港性的健康促進活動，持續為公眾(包括少數族裔人士)提供有關這疾病的最新情況和建議。

CHEU continues to provide support for the promotion of organ donation. A series of publicity campaigns, including TV and radio announcements of public interest, thematic Organ Donation website and posters, were launched with support from the Hospital Authority and non-governmental organisations (NGOs) to increase public awareness and facilitate donor registration online.

CHEU built upon its strength in health education resource production and developed a wide variety of audio-visual and printed materials, such as VCD, CD-ROM, exhibits, posters and leaflets. Health education materials were also produced in collaboration with relevant professional associations and NGOs for maximal synergy.

In training of personnel, CHEU organised training programmes for health promotion practitioners both within and beyond the Department. Training courses which covered a variety of topics including 'Introduction to Health Promotion' and 'Nutritional Training on Healthy Eating' were conducted, which served more than 1 000 health promotion practitioners.

CHEU conducted various research projects in order to evaluate the effectiveness of ongoing programmes and to explore new approaches in health promotion. Examples included the Evaluation of the Publicity of Human Swine Influenza Vaccination Programme and Formative Evaluation of the Planning of 'Startsmart@school.hk' Pilot Project.

In addition, CHEU provided secretarial support to the Risk Communication Advisory Group. Group members comprised experts from different sectors to advise on the formulation of risk communication

該組繼續參與推廣器官捐贈的工作，並在醫管局及非政府組織的支持下，展開一連串推廣活動，包括電視及電台廣播，器官捐贈專題網頁及宣傳海報等，以增強公眾對器官捐贈的認識和方便市民網上登記。

該組更充分發揮其製作健康教材的長處，於年內製作了多項視聽與印刷教材，如視像光碟、電腦光碟、展板、海報及單張等。在製作過程中又與不同專業團體及非政府組織合作，發揮最大的協同效應。

在人才培訓方面，該組為衛生署內外的健康促進人員舉辦了各式培訓課程，涵蓋不同的主題，包括「健康推廣入門」及「健康飲食的營養培訓」，參與的健康促進人員人數逾千。

該組進行多項研究，以評估現行計劃的效益及探索健康推廣的新方向，包括「人類豬型流感疫苗接種計劃宣傳工作評估」，以及「幼營喜動校園先導計劃製作評估」。

同時，中央健康教育組為風險傳達顧問小組提供秘書工作。該組成員包括來自不同界別的專家，為衛生防護中心制定風險傳達策略和行動方案提供意見。《衛生防護中心通

strategies and action plans for the Centre for Health Protection (CHP). The CHP Newsletter was published regularly to keep our partners updated of CHP developments.

The strategic directions for CHEU over the next few years are as follows:

- developing, monitoring and reviewing the strategy for promoting health in Hong Kong;
- coordinating and strengthening cohesiveness of actions across the health promoting community;
- building, collecting and disseminating evidence for good practices in health promotion;
- developing and enhancing workforce capacity;
- communicating and campaigning for health promotion; and
- involving the community in all aspects of health promotion.

Community Liaison Division

The Community Liaison Division is responsible for district health promotion and District Councils liaison. The Division establishes and enhances closer partnerships with community groups and the general public to promulgate departmental policy and promote population health. It serves as a focal point for community liaison on matters related to the Department and public health.

To promote public health at the community level, the Community Liaison Division liaised with different NGOs and community groups and supported their health promotion activities in different formats,

訊》定期出版，讓我們的伙伴更能掌握中心的動態。

中央健康教育組在未來數年的策略性方向如下：

- 發展、監察及檢討本港的健康促進策略；
- 在跨健康促進社群當中統籌及加強行動的凝聚力；
- 建立、蒐集及發放健康促進優質方法實證；
- 開發及提升人員的技能；
- 交流及宣傳健康促進活動；以及
- 推動社會人士參與各個範疇的健康促進活動。

社區聯絡部

社區聯絡部主要是負責地區的健康促進及聯繫區議會。該部與社區團體及社會人士建立和加強更緊密的合作伙伴關係，以宣揚部門政策及促進人口健康。該部在有關衛生署及公共衛生事宜上作為社區聯絡的中心點。

社區聯絡部在社會不同層面上，與不同的非政府機構及社區團體聯絡及支援他們不同形式的健康促進活動以推廣公共衛生：例如支援區議會舉辦的健康嘉年華、健康講座/