

4 Making it happen

- 4.1 To take forth the proposed intersectoral collaboration as recommended in this Action Plan, consultation with local NGOs and other community stakeholders will be conducted to seek their views on the actions and their interests to participate. In order to ensure that people in all parts of the society will get involved and act together, the implementation of the Action Plan will be publicised through various means.
- 4.2 The current NCD challenge Hong Kong faces is greater than previously realised. In the actual implementation of the Action Plan to promote healthy diet and physical activity participation in Hong Kong, there are many foreseeable barriers that need to be overcome in order to achieve the vision and goal as set out in the NCD prevention and control strategy. Moreover, WGDPA recognises that the active participation by everyone in the community is the key to success.
- 4.3 With a leadership role in combating the challenge of NCD, the Government could provide the people with information on nutrition and physical activity pertaining to healthy living, and work closely with the stakeholders in both the public and private sectors to create a supportive environment for people to make the right choices for themselves and their families. It is time to call for individuals in the society to take their own responsibility for their health, and to make their own choices of health behaviours. Relevant stakeholders also play an important role in health promotion activities, for example, food industry to supply healthier choices of food, and employers to provide a healthy working environment for their staff.
- 4.4 It is time for everyone in the community to act together in combating the NCD battle. By working in partnership, everyone can make Hong Kong a healthier place to live.