

Programme Management and Professional Development Branch

The Programme Management and Professional Development Branch encompasses the Central Health Education Unit, the Community Liaison Division, the Programme Management Division and the Administrative Support Division.

Central Health Education Unit

Since the restructuring of the Central Health Education Unit in 2002, the Unit has been discharging 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, the Unit provides steer and leadership, information support and resources to partners in health promotion. So far, six priority areas, including prevention of communicable diseases, nutrition, physical activity, injury prevention, mental health and tobacco control, have been identified by the Unit for further actions.

To enhance public awareness, influence attitudes and sustain public motivation to reduce health risks, the Unit adopted social marketing strategies and arranged regular media interviews to communicate the most updated health information to the public. On important local health issues, for instance dengue fever and avian influenza, as well as international health initiatives, such as the “World Health Day”, the “World Breastfeeding Week”, the “World Diabetes Mellitus Day” and the “World Chronic Obstructive Pulmonary Disease Day”, health campaigns were launched to disseminate the messages to the public and various stakeholders.

項目管理及專業發展處

項目管理及專業發展處包括中央健康教育組、社區聯絡部、項目管理部及行政支援部。

中央健康教育組

中央健康教育組於二零零二年重組後，一直透過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，以發揮促進健康的已擴展的角色及職能。該組透過跨專業的團隊，引領各健康促進伙伴，與及為他們提供資料性支援及資源。該組已確立六大工作重點，包括傳染病預防、均衡飲食、體能活動、意外預防、心理健康及煙草管制。

為增進公眾的認知，影響他們的態度，及維持公眾對減低健康風險的動力，該組運用社會市場學的策略，安排定期傳媒訪問，向公眾傳達最新健康資訊。並就重要的本地健康議題如登革熱及禽流感，與及國際倡議健康的行動例如「世界衛生日」、「國際母乳餵哺週」、「世界糖尿病日」及「世界慢性阻塞性肺病日」，舉辦健康推廣活動，向公眾及各持分者發放健康訊息。

To promote consumption of fruits and vegetables, the unit initiated a territory-wide campaign named “2 Plus 3 A Day”. Through education, publicity and advocacy, the public is advised to consume at least two servings of fruits and three servings of vegetables a day for preventing diseases.

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

In training of personnel, the Unit organised training for health promotion practitioners both within and beyond the Department. Training courses which covered a variety of topics such as “Introduction to Health Promotion” and “Social Marketing as Applied in Health Promotion” were conducted, which benefited more than 1 000 health promotion practitioners.

In February, a Seminar on Health Promotion for NGOs and the Advanced Workshop on Health Promotion for staff of DH were organised.

為鼓勵市民多進食水果及蔬菜，該組倡議名為「日日二加三」的全港性推廣運動。透過教育、宣傳和倡導，建議市民每天進食最少兩份水果和三份蔬菜，以預防疾病。

該組憑其製作健康教材的長處，於年內製作了多種視聽與印刷教材，如視像光碟、電腦光碟、展板、海報及單張等。又與有關的專業團體及非政府組織合作，發揮協同的果效，去製作健康教育材料。

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培訓課程。培訓課程涵蓋各類主題，如「健康推廣入門」及「社會市場學——健康促進活動之應用」等，惠及過千名健康推廣的從業員。

在二月，為非政府組織舉辦健康促進研討會及為衛生署職員舉辦健康促進(深造)工作坊。



In addition, the Unit also conducted various research projects in order to evaluate the effectiveness of ongoing programmes and to explore new approaches in health promotion. Examples are the “Personal, Food and Environmental Hygiene Survey 2005” and a focus group study for “Dietary and Exercise Practices of People in Hong Kong”.

此外，該組亦進行多項研究，以評估現行計劃的效益及探索健康推廣的新方向。例如「個人、食物及環境衛生(二零零五)調查」，與及有關「香港人的飲食和運動習慣」的聚焦小組研究。



The strategic directions for the Central Health Education Unit over the next few years are as follows:

中央健康教育組在未來數年的策略性方向如下：

- 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.
- 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。

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 members of the 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.

Community Liaison Activities

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, e.g. support for health carnivals organised by District Councils, health talks/seminars/training workshops, road shows, exhibitions and competitions. Foci for 2005 were: “2 fruits + 3 vegetables”, anti-smoking, and stair climbing.

The Division organised a “Health Promotion Sharing Forum” every four months. Local health practitioners from DH services and NGOs were invited to share their remarkable contributions and invaluable experiences in health promotion. The forum serves as an interactive platform to provide precious opportunities for sharing the vast experiences on the good practice of health promotion and nurtures a mutual learning environment for capacity building among all interested community partners.

The Division also acts as a bridge between other DH services and the community to facilitate information flow.

Communication with District Council

The Community Liaison Division connected with stakeholders regularly by attending meetings of District Councils, appropriate sub-committees or

社區聯絡部

社區聯絡部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也作為社區聯絡的中心點。

社區聯絡活動

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/研討會/工作坊、路演、展覽會及比賽等。二零零五年的焦點是「日日2+3蔬果」、控煙及行樓梯運動。

該部每四個月舉辦一次「健康促進交流會」，邀請本署及非政府機構的同工分享他們卓越的貢獻及寶貴的經驗。此交流會作為一個互動平台，提供寶貴機會以分享優質健康促進方法的廣泛經驗；並在有興趣的社區伙伴中，在建立人力上，營造一個互相學習的環境。

該部亦作為衛生署各部門和社會的橋樑，促使資訊交流。

與區議會交流

社會聯絡部通過參與區議會轄下的有關委員會或工作小組會議定期聯絡持分者，作為公共衛生事宜的諮詢者，及公布本署的健康政策。

working groups, playing an advisory role on public health matters and promulgating departmental health policy.

In 2005, the Division conducted three rounds of “Seasonal Risk Communication on Communicable Diseases” to all District Councils to provide up-to-date information regarding the risks and preventive measures against communicable diseases in Hong Kong, to promote preventive actions against communicable disease outbreaks in the community.

In order to enhance community capacity in managing the risk of influenza pandemic, special effort was made to introduce the “Flu Pandemic Preparedness Plan” to District Councils to enhance their understanding of the Government three-tier response system of the Plan. In collaboration with 18 District Councils, a series of health talk and public forum were organised at community level to address this issue.

在二零零五年，該部對所有區議會舉行了三次的「傳染病季度風險通報」，提供關於本港傳染病的風險及預防措施的最新資訊及在社區內對傳染病爆發，推廣預防活動。

為加強在處理流感大流行風險的社區能力，特別努力介紹「流感大流行三級應變計劃」給區議會，以加強它們對政府計劃中的三級應變系統的認識。針對這點，與18區區議會合辦一系列健康講座及公眾交流會。



The Community Liaison Division has been actively collaborating with district partners to hold district-based health promotion activities.

Since the establishment of the first Healthy City in Hong Kong in 1997, up to now a total of 12 districts

社區聯絡部積極與社區伙伴合作，推行以社區為本的促進健康活動。

自一九九七年香港成立第一個健康城市起，至今已共有12區採取了健康城市的倡議行動。該

have already taken up the Healthy Cities initiative. The Division plays the role of an advisor in public health and partner in health promotion in support of these Healthy Cities projects. A publication entitled “Guidelines for Implementing a Healthy Cities Project in Hong Kong” was introduced in 2005 in order to enhance the effectiveness and sustainability of Healthy Cities initiatives. A seminar on “Building Healthy Cities in HKSAR” was held for promulgation of the guidelines and sharing experience with local and overseas experts in Healthy Cities development.

Programme Management Division

Scientific Advisory Structure

The scientific advisory structure of the Centre for Health Protection consists of a three-tier system. Its establishment and administration are under the purview of the Programme Management and Professional Development Branch. At the top, there is a Board of Scientific Advisers. The second tier consists of Scientific Committees, members of which are experts from various fields. Scientific Committees in turn are supported by specific health protection programmes and working groups, tailor-made to address specific public health issues.

The scientific advisory structure serves as a platform for members to meet regularly for deliberation and professional exchange, so as to formulate effective strategies that reinforce the local health protection system.

In 2005, a total of 34 meetings were held and 79 scientific papers were discussed. A wide range of public health issues were deliberated and 28 recommendations were made.

部作為公共衛生顧問及健康促進伙伴的身份支援這些健康城市計劃。為加強健康城市倡議行動的成效及延續性，該部於二零零五年出版了「建設健康城市——在香港推展健康城市計劃的指引」，並舉辦「共創香港健康城市」研討會以發表此指引。同時亦邀請國際及本地專家作出有關健康城市發展的交流。

項目管理部

科學顧問架構

衛生防護中心的科學顧問架構是一個三層架構系統，此架構的成立及行政為項目管理及專業發展處管轄，以中央科學顧問委員會為首，其下成立多個由不同範疇的專家所組成的科學委員會。委員會轄下由專責衛生防護項目和工作小組支援，針對有關公共衛生的課題而設。

此科學顧問架構為委員會成員提供平台，定期會面以討論相關議題和交換專業意見，從而制定加強本港衛生防護系統的有效策略。

在二零零五年，共召開了34次會議，並討論了79份科學文件。同時，就多項公共衛生議題進行討論及提出28項建議。

Collaboration with International and Regional Health Protection Agencies

The Centre for Health Protection signed a Memorandum of Understanding with the Health Protection Agency of England and Wales on 7 May 2004. In 2005, a total of 11 collaborative activities were conducted.

In addition, visitors from Canada, South Africa, New Zealand, the United States and Taiwan came to Hong Kong for experience sharing in 2005.

Apart from international agencies, Programme Management and Professional Development Branch established networks and promoted exchanges of professionals between Hong Kong and various provinces and cities of the Mainland.

Overall, a total of 27 visit programmes were conducted and 339 visitors were received in 2005.

Applied Research

The Research Fund for the Control of Infectious Diseases (RFCID) was established after the SARS outbreak in 2003, to facilitate and support research on the prevention, treatment and control of infectious diseases. Programme Management and Professional Development Branch was responsible for coordinating research commissioned by the Centre for Health Protection, facilitating the submissions to the RFCID Grant Review Board, and monitoring the progress of research activities. In 2005, funding was approved for three research projects commissioned by the Centre for Health Protection.

Training Programmes for Healthcare Professional

In order to build the professional expertise of healthcare professionals, a wide range of training programmes and seminar were organised in

國際及地區衛生防護機構的合作

二零零四年五月七日，衛生防護中心與英格蘭及威爾斯衛生防護局簽署合作備忘錄。在二零零五年，共進行了11項合作活動。

除此之外，在二零零五年，有來自加拿大、南非、新西蘭、美國及台灣的訪客來港交流經驗。

除國際機構外，項目管理及專業發展處與內地各省市建立網絡，以促進香港與內地的專業人員互相交流。

整體而言，在二零零五年，進行了共27項探訪活動，接待了339名訪客。

應用研究項目

嚴重急性呼吸系統綜合症於二零零三年爆發後，政府成立了控制傳染病研究基金，以協助並支援預防、治療和控制傳染病的研究。項目管理及專業發展處負責統籌衛生防護中心所委託的研究，協助呈交該基金的評審撥款委員會，並監察研究工作的進度。在二零零五年，由衛生防護中心委託的研究申請有三項獲批准資助。

醫護專業人員培訓計劃

為建立醫護人員專業才能，該處與不同的夥伴協辦各種培訓計劃及研討會，內容包括現時衛生署處理疾病爆發之守則、皮膚穿刺行業之感

collaboration with various parties. Topics covered included current practice of DH in controlling disease outbreaks, infection control seminar for skin penetration practice, basic life support training, etc. In 2005, 16 training programmes were organised, with a total of 899 participants.

Others

AIDS Trust Fund

The AIDS Trust Fund, administered on the advice of the Council for the AIDS Trust Fund, was established on 30 April 1993 with an initial capital of HK\$350 million by a Declaration of Trust under the Financial Secretary Incorporation Ordinance to finance payments for the purposes of making ex-gratia payments for haemophiliacs and others who were infected with HIV through the transfusion of contaminated blood or blood products in Hong Kong prior to August 1985; to grant projects in the provision of medical and support services for HIV patients; and to conduct promotion and education on AIDS. In 2005, there were 29 ongoing programmes/projects, and a total of 25 new submissions for grants. Among 25 new submissions, 16 applications were approved. The Council also received and approved 36 claims for additional ex-gratia payments.

Government's Influenza Vaccination Programme

The Programme Management and Professional Development Branch was responsible for the planning and implementation of the Government's Influenza Vaccination Programme 2005/06. Free vaccination was provided to around 250 000 high risk persons.

Public Health Laboratory Services Branch

The Public Health Laboratory Services Branch of the Centre for Health Protection provides quality clinical

染控制培訓、基本生命支援訓練等等。在二零零五年，舉辦了16個培訓活動，當中共有899名參加者。

其他

愛滋病信託基金

愛滋病信託基金根據《財政司法團條例》所訂的信託聲明書於一九九三年四月三十日成立，基金由愛滋病信託基金委員會管理。初期資金為3.5億港元。該基金的目的，是為一九八五年八月之前在香港因輸注受污染血液或血液製品而感染愛滋病病毒的血友病患者及其他人士發放特惠補償金、向那些為愛滋病病毒感染者提供醫護和支援服務的計劃給予資助、以及促進和推行愛滋病教育。在二零零五年，該基金下共有29項計劃/項目持續進行，並共接獲25宗新的資助申請，其中16宗新的資助申請已獲批准。委員會亦接獲及批准36宗新增的特惠補助金申請。

政府的流行性感冒防疫注射計劃

項目管理及專業發展處負責策劃及執行二零零五至零六年度政府的流行性感冒防疫注射計劃，為約250 000位高危人士提供免費注射服務。

公共衛生化驗服務處

衛生防護中心轄下的公共衛生化驗服務處向公私營醫療界別提供高素質的臨床診斷及公