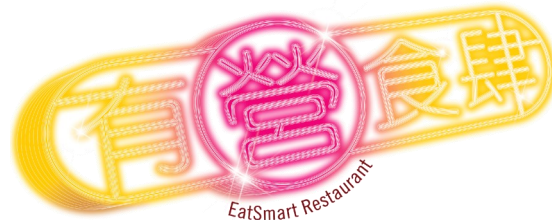


EatSmart Restaurant Newsletter



2012 Issue 3

EatSmart@restaurant.hk Campaign Secretariat:

Address: 7/F, Southorn Centre, 130 Hennessy Road,
Wanchai, Hong Kong.

Tel. No. : 2572 1476

Email: health_cheuweb@dh.gov.hk

Publicity on Magazine

A column titled “**Alfred Hui’s EatSmart Diary**” appeared in eight consecutive issues of *Sudden* magazine (#875-882) between May and June to promote several special EatSmart Restaurants in the format of artiste Alfred Hui’s diary writing, meanwhile sharing his healthy eating ideas with the community.

Once again we thank the restaurants for their cooperation to realise the photography sessions.



Food Expo 2012



Owing to the very positive feedback to our participation in last year’s Food Expo organised by the Hong Kong Trade Development Council, we are staging another **cooking demonstration** in the same event this year to present to the audience several EatSmart dishes meticulously designed by our EatSmart Restaurants.

Date: 17 August 2012 (Friday)

Time: 1.00-2.00 p.m. (demonstration approx. 20 minutes)

Place: Hong Kong Convention and Exhibition Centre,
No. 1 Expo Drive, Wan Chai, Hong Kong

Invitation letters will be sent by mail to all EatSmart Restaurants by end of June. For those member restaurants who would like to promote their dishes in the event, please send reply slips with recipes and photos on or before 17 July for our consideration. For details of the event, please see contents of the letter, or enquire with the secretariat.

Poster Publicity

To heighten the EatSmart Restaurant campaign, we have already placed advertisements on billboards in major districts, and posted publicity materials on tram bodies and along the escalators in a number of MTR stations. Our latest effort comes with an A2 size (42 cm (W) x 59 cm (H)) poster, available free to each **EatSmart** Restaurant for them to post in conspicuous corners. It is hoped that more and more members of the public will learn about **EatSmart** Restaurants through this poster and understand how they care about our health.



APIS

In order to raise the community's concern about healthy body weight and how important it is for the prevention of chronic diseases, the Central Health Education Unit of the Department of Health has produced two APIS to be broadcast on TV, radio and at news.gov.hk.

The first API, themed "**central obesity**", defines central obesity and explains various diseases linked to obesity. It calls for the practice of healthy lifestyle and the maintenance of healthy body weight to combat health risks. To view, please log on to http://www.isd.gov.hk/chi/tvapi/12_md240.html.



The other TV API, themed "**maintenance of healthy body weight**", features a man and a woman, both of whom speak about their own experience of losing weight and keeping fit by practising healthy lifestyle.

Please log on to http://www.isd.gov.hk/chi/tvapi/12_md241.html and show it to your kin and friends!



The Visible Health Hazard

女 性腰圍 **80** cm
(約32吋)或以上
就是... **中央肥胖**

糖尿病 陽癌
高血壓 中風
子宮癌 心臟病

男 性腰圍 **90** cm
(約36吋)或以上
就是... **中央肥胖**

www.cheu.gov.hk

肥胖危機

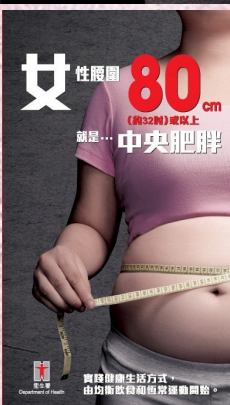
女 性腰圍 **80** cm
(約32吋)或以上
就是... **中央肥胖**

男 性腰圍 **90** cm
(約36吋)或以上
就是... **中央肥胖**

“Central obesity” means a concentration of excess fat around the abdomen. It implies as many health risks as all-round (peripheral) obesity. As shown by studies, the extent of abdominal fat concentration is reflected in waist measurement, which may indicate certain health hazards.

Central obesity is defined as a waist circumference of 90 cm (about 36 inches) or above for men and 80 cm (about 32 inches) or above for women.

To combat central obesity, a series of publicity activities have been launched since June. Advertisements were put on billboards, inside MTR compartments, at tram-stops, on bus bodies, at popular websites and in magazines, in the hope that community members will be more concerned about their health as well as their families’.



Briefing
SessionExpress Vetting
Conference

Institution of Dining Art and the Department of Health organised the third “EatSmart Restaurant Briefing Session cum Express Vetting Conference” at IVE (Chai Wan) on 3 May. The session saw the participation of 12 staff members from 18 restaurants, all of whom were signed up as **EatSmart** Restaurants right at the conference.

All catering industry bodies are welcome to arrange “EatSmart Restaurant Briefing Session cum Express Vetting Conference” for their members. For enquiries, please contact the **EatSmart@restaurant.hk** Campaign Secretariat.

EatSmart Restaurant
Briefing Session

Restaurants should ensure that all staff designing recipes have the relevant nutritional knowledge. For this purpose, they may consider arranging their staff to attend a briefing session. To enrol, please contact the **EatSmart@restaurant.hk** Campaign Secretariat at 2572 1476.

For updates on briefing sessions, please visit the website of “**EatSmart Restaurant**” at <http://restaurant.eatsmart.gov.hk>.

July

Date: 11 July 2012 (Wednesday)

Time: 3:00 -5:00 p.m.

Place: Lecture Room, 3/F,
Ngau Chi Wan Municipal Services Building,
No. 11 Clear Water Bay Road, Kowloon

August

Date: 15 August 2012 (Wednesday)

Time: 3:00 -5:00 p.m.

Place: Conference Room, 7/F Southorn Centre,
No. 130 Hennessy Road,
Wan Chai, Hong Kong

