



“EatSmart Restaurants” Newsletter

March 2016 No.1



“EatSmart Restaurants”
Online and Mobile App

COUPON
Promotional
Activity

Do you want to provide customers with special offers to promote your restaurants and innovatively designed “EatSmart Dishes”?

Through the thematic website of the “EatSmart Restaurants” Campaign (the “Campaign”) and “EatSmart Restaurants” (“ESRs”) mobile app, the Department of Health (“DH”) will launch an ESRs Coupon Promotional Activity shortly in order to allow the public to download coupons, whereby the public can enjoy special offers while taking “EatSmart Dishes” in the participating ESRs. We hope that this activity could facilitate the public to learn more about the Campaign, as well as to help promote the participating restaurants and boost their client bases.

The Secretariat of the Campaign (“The Secretariat”) will later send you a letter to invite your restaurant to join our Campaign. By then, it will also release the details as well as the terms and conditions of the activity. Watch out for our latest news. This activity is completely free of charge. We hope that all ESRs could support us!



Evaluation on

EatSmart Restaurants Campaign

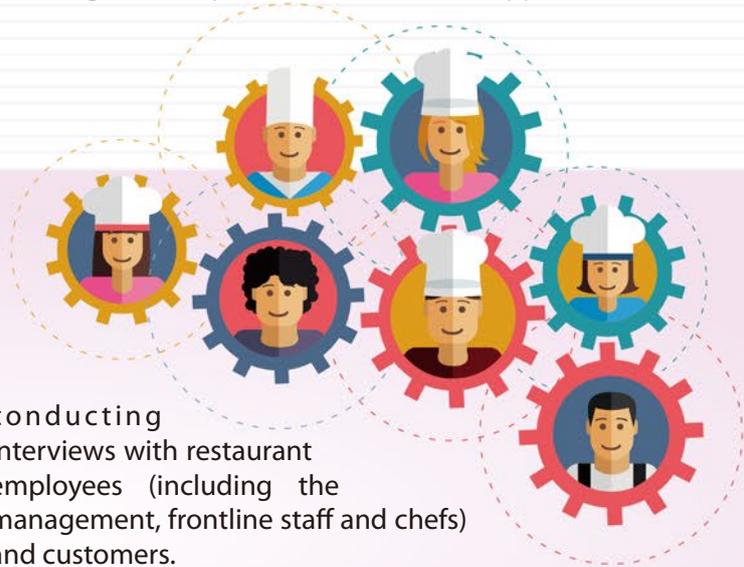


The Campaign was launched in 2008. To learn about the effectiveness of the Campaign and collect the opinions on the Campaign from all stakeholders, DH will conduct an evaluation on the Campaign in 2016. We shall make reference to the evaluation result to lay down the way forward for the Campaign.

The evaluation will be conducted from July to August 2016. We shall randomly sample and invite numbers of ESRs to participate, as well as commission a research institute to deploy staff to the restaurants for

conducting interviews with restaurant employees (including the management, frontline staff and chefs) and customers.

Shortly afterwards, the Secretariat will send letters to ESRs all over the territories to notify them of the pertinent details and arrangements. It is hoped that all ESRs could support the exercise, hence fine-tuning the Campaign.



Free Propaganda Activity



“Vegetarian Food Asia Expo 2016” – “Less Oil” Cooking Demonstrations

The Secretariat hosted the programme of “Less Oil Kitchen” in the “Vegetarian Food Asia Expo 2016” held on 12 March this year. We arranged an ESR “The Herbivore” to demonstrate on the spot its innovatively designed “EatSmart Dish”, “Pumpkin Carbonara” and invited the audience to taste the dish on stage. Meanwhile, a dietitian was invited to share her diet tips,

as well as to promote healthy eating habits and culinary habits on using less oil and salt.

This activity helps the public learn more about the Campaign, patronise more ESRs and order more “EatSmart Dishes” while eating out, so that they can benefit by eating healthily and nutritiously.



◀ The atmosphere at the event was very lively and the audience was so intrigued by the dietitian that they eagerly participated in the question-and-answer session.



▲ “Pumpkin Carbonara”, the dish demonstrated by “The Herbivore”.

▲ The representative from “The Herbivore” was explaining the cooking steps and sharing the tips on “Pumpkin Carbonara” in detail.

▶ Our dietitian was sharing tips on cooking with less oil, salt and sugar.



World Health Day – **Diabetes**

The World Health Organization (“WHO”) sets 7 April of each year as the World Health Day. Every year, WHO designates an internationally concerned and important public health topic as the theme for its World Health Day, whereas the theme for this year is diabetes. The ultimate goal of the World Health Day 2016 is to arouse public awareness and concern on diabetes.

According to WHO’s data, there was a total of approximately 1.5 million people whose direct cause of death was diabetes in 2012, of which over 80% of the deaths occurred in low income and middle income countries. Furthermore, the disease rate is increasing while the age of diabetics are decreasing. With regard to WHO’s prediction, diabetes would be the 7th major cause of mortality in the world in 2030. Practising a healthy lifestyle, e.g. engaging more in physical activities, eating healthy diets and maintaining normal body weights are all the precautionary and preventive measures for diabetes.

To echo the theme of the World Health Day 2016, DH will launch a series of propaganda activities from April 2016. DH Primary Care Office specifically edited and printed a book titled “Diabetes-friendly Recipes”. This book provides readers with practical information on healthy diets and contains various healthy recipes, including

Practising a healthy lifestyle

soup, vegetables, meat, seafood, snacks, etc. ESRs are welcome to get new ideas from this book when conceiving healthful and delicious “EatSmart Dishes”. The online version “Diabetes-friendly Recipes” has already been launched (http://www.pco.gov.hk/tc_chi/resource/diabetes-friendly_recipes.html). Through this, the public can browse the recipes and view the videos on relevant cooking demonstrations.

Free Collection of ESRs Publicity Material

The Secretariat has always been preparing different publicity materials, e.g. double-sided food menus, menu stickers (including the “More Fruit and Vegetables” and “Three Less Dishes” logos), and “Customer Opinion Forms”, for all ESRs so as to facilitate them to promote “EatSmart Dishes” to customers. The aforesaid publicity materials are also available in computer image files for the convenience of ESRs. ESRs can collect the pertinent marketing collaterals and computer image files from the Secretariat free of charge. For details, please contact the Secretariat.



The Secretariat of the “EatSmart Restaurants”

Address: 7/F, Southorn Centre, 130 Hennessy Raod, Wan Chai, Hong Kong
Fax: 2591 6127 Email: esr_cheu@dh.gov.hk



2016 Restaurant Visits

The staff of the Secretariat will continue to visit ESRs to touch base with them, as well as to collect opinions and assist them in resolving operational problems.

Gentle Reminder:

To ensure the smooth run of the Campaign, the Secretariat staff will:

- Observe whether the restaurants display ESRs decals at prominent locations;
- Check whether the restaurants offer at least five “EatSmart Dishes” in designated business hours every day;
- Observe whether the “More Fruit and Vegetables” and “Three Less Dishes” logos are attached next to the “EatSmart Dishes” on the food menu of the restaurants; and
- Ensure the availability of “Customer Opinion Forms” in the restaurants for feedback collection from customers.



EatSmart Restaurants

Briefing Sessions

According to the “Guidebook for Managers and Chefs” of the Campaign, participating restaurants must ensure that 2 to 4 of their existing staff members, who are responsible for menu designing, to attend our briefings for learning about the requirement of “More Fruit and Vegetables” and “3 Less” Dishes. These restaurants must also ensure that these staff have passed quizzes before considered as “qualified” personnel. If your company/ restaurant is under the circumstances that (1) qualified staff who had previously attended the briefing session left the jobs; (2) more staff are expected to receive pertaining training; and (3) the staff who had previously attended the briefing are in

Briefing Time in May 2016

Date : 19 May 2016 (Thursday)
 Time : 3:00 pm to 5:00 pm
 Venue : Conference Room, 7/F,
 Southorn Centre, 130
 Hennessy Road, Wan Chai,
 Hong Kong

need of refreshment, our briefings should be arranged for your new or existing staff’s participation.

The briefing time in the second half of the year will be released to all restaurants via email shortly afterwards. It will also be uploaded to the thematic website of ESRs. Stay tuned!

