

Epidemic Prevention is Everybody's Business

The following is issued on behalf of the Committee on the Promotion of Civic Education:

To prevent the spread of avian flu and other epidemics in Hong Kong, the Committee on the Promotion of Civic Education (CPCE), the Home Affairs Bureau, and the Home Affairs Department have organised a territory-wide civic education publicity campaign to promote community participation and civic responsibility in epidemic prevention.

The campaign was officially launched at the Podium of Lok Fu Shopping Centre Phase I today (March 25) with a ceremony led by CPCE Chairman Mr Daniel Heung; Permanent Secretary for Home Affairs Mrs Carrie Lam and Deputy Director of Home Affairs Mr Gary Yeung.

"Being part of our community, all of us have the civic responsibility of caring for ourselves, caring for one another and protecting the community, as well as reminding each other to keep our community clean and healthy. That is why we chose the slogan – Epidemic prevention is everybody's business!" Mr Heung said.

Also speaking at the launching ceremony, Mrs Lam said the Home Affairs Bureau would strengthen the promotion as well as liaison work on epidemic prevention and co-operate with related Government departments to enhance public awareness of the importance of keeping the community clean and healthy.

Mr Yeung outlined the measures to be taken by district hygiene squads, such as inspecting hygiene blackspots and organising more intensive cleaning activities throughout the 18 districts. A new campaign to tackle hygiene blackspots will begin in the second quarter of this year.

At the ceremony, entertainers Kwok Chun On and Tong Ying Ying; World T'ai Chi champion Li Fai, Chairman of People's Health Actions Dr Lo Wing Lok; and Co-chairman of the Health Education Committee, the Hong Kong Medical Association Dr Chan Yee Shing, were appointed as campaign ambassadors to promote the campaign message to the community.

Dr Chan joined the choir from CCC Heep Woh Primary School (AM) to sing children's songs to convey the message about keeping a healthy lifestyle, while Dr Lo shared with the audience his epidemic prevention knowledge. Apart from singing a few songs in the ceremony, Kwok Chun On, Tong Ying Ying and Mr Heung, were led by Ms Li Fai in a demonstration of easy t'ai chi exercises.

All participating organisations (symbolising the entire community) pledged to honour their civic responsibility of contributing to the overall care and protection of the community, in an attempt to enhance epidemic prevention.

There were also game booths operated by various government departments to educate the public about epidemic prevention.

Apart from the launching ceremony, the campaign will be complemented by a TV Announcement in Public Interest, as well as a series of activities organised at district level to sustain community awareness and participation as well as their civic responsibility in contributing to keeping their community clean and healthy.

The campaign is co-organised by the Education and Manpower Bureau, Agriculture, Fisheries and Conservation Department, Food and Environmental Hygiene Department, Department of Health, Hong Kong Housing Authority, Leisure and Cultural Services Department, Social Welfare Department and Radio Television Hong Kong.

Ends/Saturday, March 25, 2006