

香港特別行政區政府
衛生署
香港灣仔皇后大道東 213 號
胡忠大廈 17 樓及 21 樓



THE GOVERNMENT OF THE HONG KONG
SPECIAL ADMINISTRATIVE REGION
DEPARTMENT OF HEALTH
WU CHUNG HOUSE, 17TH & 21ST FLOORS,
213 QUEEN'S ROAD EAST,
WANCHAI, HONG KONG

本署檔號 Our Ref.:

來函檔號 Your Ref.:

電話 Tel.: (852) 2835 1817

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3 April 2014

Dear Doctor,

World Health Day 2014
Publicity and Public Education Campaign
“Beware of stings - protect ourselves from vector-borne diseases”

I am writing to invite you to join us in our campaign for World Health Day (WHD) 2014.

WHD is celebrated on 7 April to mark the anniversary of the founding of the World Health Organization in 1948. Each year, a theme is selected to highlight a priority area of public health concern in the world. The theme for this year is vector-borne diseases.

More than half of the world's population is at risk of vector-borne diseases, causing more than 1 million deaths annually. More than 2.5 billion people in over 100 countries are at risk of contracting dengue fever alone. Malaria causes more than 600 000 deaths every year globally. With globalisation of trade and travel, Hong Kong is under the threat of various vector-borne diseases, including dengue fever, Japanese encephalitis and malaria. Most dengue fever cases are imported and mainly coming from Southeast Asian countries such as Indonesia, Thailand and the Philippines. For Japanese encephalitis, we have both imported and local cases with two local cases reported last year. For malaria, majority of the cases were imported in the past ten years with the last local indigenous case reported in 1998. Other than mosquito-borne diseases, we have 350 cases of scrub typhus and spotted fever in the past ten years with most cases acquiring the infection locally and had exposure history to vegetated areas in Hong Kong. Some of these cases also developed serious complications. Many of these diseases are, however, preventable through simple protective measures.

*We build a healthy Hong Kong and
aspire to be an internationally renowned public health authority*

To echo World Health Day 2014, the Department of Health launched a territory-wide publicity and public education campaign with various government bureaux/ departments and supporting organisations today. The slogan of the Campaign is “Beware of stings - protect ourselves from vector-borne diseases”. The Campaign aims to raise awareness of the general public about the threat posed by vectors and vector-borne diseases and to stimulate families and communities to take the following actions:

- Protect ourselves from vectors and vector-borne diseases while at home and when travelling, and
- Prevent vector proliferation.

The Campaign will only be possible with your active support and assistance in disseminating the health messages to your clients during clinical encounters, and in encouraging preventive measures to protect themselves against vectors and vector-borne diseases.

A thematic miniweb on the WHD 2014 can be found on the Centre for Health Protection website at <http://www.chp.gov.hk/whd>. The miniweb provides a spectrum of educational resources for health promotion partners and members of the public. In particular, five new videos on the prevention of vector-borne diseases, each about one-minute long, have been developed. If you are interested to get copies of the DVD or other health educational materials, please fill in the request form and send back to us via fax, mail or email (Annex).

Let us work together for the wellness of the public and thank you again for your support in advance.

Yours sincerely,



(Dr Anne FUNG)
for Director of Health

Encl

Request Form for Publicity and Health Education Materials on Vector-borne Diseases

有關傳病媒介疾病的宣傳及健康教育素材索取表格

To echo the World Health Day (WHD) 2014 with the theme of Vector-borne Diseases, a list of relevant publicity and health education materials is prepared for wider distribution.

We may arrange delivery of **a small quantity** (below 1 kg, which approximates the weight of 25 A2 posters OR 100 pamphlets) of the publicity and health education materials by post during April and May 2014. Should such service be required, please submit the completed request form to the **Central Health Education Unit of the Department of Health** via post, fax or email. If you would like to collect the materials in person, please put a tick 「☒」 in the appropriate box to indicate your choice of office for collection and return the completed form by post, fax or email to the **collection office chosen**.

為響應 2014 年以傳病媒介疾病為主題的世界衛生日，衛生署準備了一系列相關的宣傳及健康教育素材以供派發。

我們可於 2014 年 4 至 5 月期間安排郵寄少量(不超過 1 千克，相等於 25 張 A2 海報或 100 張單張)宣傳及健康教育素材。如需這項服務，請把填妥的索取表格以郵寄、傳真或電郵方式交回衛生署中央健康教育組。如欲親身領取素材，請在適當空格內加上「☒」以選擇領取素材的辦事處，並把填妥的表格以郵寄、傳真或電郵方式交回所選的領取素材辦事處。






Mode of Collection 領取方法		Postal and Email Addresses of Collection Office 領取素材辦事處地址及電郵	Tel No. 電話號碼	Fax No. 傳真號碼
In person 親身領取 [#]	By post 郵寄 [@]			
<input type="checkbox"/>	<input type="checkbox"/>	Central Health Education Unit, Department of Health, 7/F, Southorn Centre, 130 Hennessy Road, Wanchai, HK 香港灣仔軒尼詩道130號修頓中心7字樓 衛生署中央健康教育組 health_cheuweb@dh.gov.hk	2572 1476	2591 6127
<input type="checkbox"/>	Not applicable 不適用	Tsuen Wan Health Education Centre, Department of Health 13/F, Tsuen Wan Government Office, 38 Sai Lau Kok Road, Tsuen Wan, NT 新界荃灣西樓角路38號荃灣政府合署13樓 衛生署荃灣健康教育中心 health_cheuweb@dh.gov.hk	2417 6505	2498 3520

[#] Staff of the collection office concerned will inform you of the date of collection upon receipt of your request form.
相關領取素材辦事處的職員會在收到你的索取表格後通知你領取日期。

[@] Please also fill in your address for returning mail in the last part of this request form.
請同時填妥這表格最後的回郵地址部份。

Notes to Applicants 申請者須知：

- The Department of Health reserves the right to decide on the quantity of materials provided.
衛生署保留決定所提供素材數量的權利。
- No duplication or extraction is allowed for any materials provided without authorisation.
未經授權，不可複製或擷取素材內容。
- All applied materials can only be used for non-profit making purpose.
所有索取所得的素材只可作非牟利用途。
- Should you have any enquiries, please contact staff of the relevant collection offices.
如有查詢，請與相關的領取素材辦事處職員聯絡。

Description 素材介紹	Language 語言	Requested Quantity 所需數量
Note: Full version of the corresponding materials can be viewed on the WHD2014's webpage of the Department of Health at www.chp.gov.hk/whd . 註: 相關素材的內容可在衛生署的世界衛生日 2014 的主題網站 (www.chp.gov.hk/whd) 瀏覽。		
Pamphlet 單張		
<i>Beware of stings Protect ourselves from vector-borne diseases (A5)</i> 慎防一「叮」 防蚊防蟲我至醒 (A5)	 English 英文	Copies/張
	Chinese 中文	Copies/張
<i>Dengue Fever (99mm x 210 mm)</i> 登革熱 (99mm x 210 mm)	 Bilingual 雙語	Copies/張
<i>Japanese Encephalitis (99mm x 210 mm)</i> 日本腦炎 (99mm x 210 mm)	 Bilingual 雙語	Copies/張
<i>Malaria (99mm x 210 mm)</i> 瘧疾 (99mm x 210 mm)	 Bilingual 雙語	Copies/張
Poster 海報		
<i>Beware of stings Protect ourselves from vector-borne diseases (A2)</i> 慎防一「叮」 防蚊防蟲我至醒 (A2)	 Bilingual 雙語	Copies/張
<i>To Prevent Mosquito-borne Diseases (A2)</i> 預防蚊子傳播的疾病 (A2)	 Bilingual 雙語	Copies/張
Videos(in DVD) 短片 (DVD 光碟) (Duration 片長)		
1. Prevent vector-borne diseases, safeguard our health 預防蚊蟲疾病 保障健康有計	(1:31)	Cantonese voice-over with bilingual subtitles 廣東話配音 中英文字幕 sets 套
2. Take indoor precaution, enjoy a vector-free environment 室內措施做到足 享受無蚊蟲空間	(0:57)	
3. Take preventive measures against vectors, enjoy safe outing 緊記防蚊蟲攻略 郊遊安心樂悠悠	(1:15)	
4. Prevent bites and stings during travel, have a nice trip 出外旅遊防蚊蟲 玩得開心又放心	(0:53)	
5. Smart tips for driving vectors away 智醒心得 驅趕蚊蟲至駛得	(1:06)	

Contact person

聯絡人

Name of

Organisation

機構名稱

E-mail address

電郵地址

Signature 簽署

Telephone No.

電話號碼

Fax No. 傳真號碼

Date 日期

Address for Returning Mail 回郵地址[®]

Name 姓名

Organisation 機構

Address 地址

For Official Use only 只供內部填寫

Received on

Officer's signature

Date of collection

Remarks