



本署檔號 Our Ref.: DH CHEU P12/7

來函檔號 Your Ref.:

電話 Tel.: (852) 2835 1822

圖文傳真 Fax: (852) 2574 9585

7 April 2016

Dear Doctor,

World Health Day 2016
Publicity and Public Education Campaign
齊來正視糖尿病 Let's beat diabetes

I am writing to invite you to join us in our campaign for the World Health Day (WHD) 2016. WHD is celebrated on 7 April to mark the anniversary of the founding of the World Health Organization (WHO) 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 diabetes.

According to the WHO, the number of adults with diabetes has almost quadrupled from 108 million in 1980 to 422 million in 2014. Diabetes caused 1.5 million deaths in 2012. WHO projects that diabetes will be the 7th leading cause of death in 2030. In Hong Kong, the prevalence of diabetes is estimated to be around 10% and the impact on the society and healthcare system is on the rise.

To echo the theme of the WHD 2016, the Department of Health launched a territory-wide Publicity and Public Education Campaign (Campaign) with various government bureau/departments and supporting organisations today. The slogan of the Campaign is “齊來正視糖尿病 Let's beat diabetes”. Together, we aim to achieve the following objectives:

- Increase awareness that diabetes is an important public health problem.
- Stimulate professionals and communities to take actions to tackle diabetes, which will include steps to prevent diabetes, as well as to diagnose, treat and care for people with diabetes.

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 them to lead a healthy lifestyle.

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

A thematic miniweb for the WHD 2016 can be found on the Centre for Health Protection (CHP) website at http://www.chp.gov.hk/en/view_content/43772.html. The miniweb provides a spectrum of educational resources for healthcare professionals, diabetic patients and carers, and members of the general public. In particular, we have invited the Physical Fitness Association of Hong Kong, China to design a set of 10-minute moderate-intensity physical activity, entitled “10-minute exercise” (十分鐘 活力操), which could be performed in the office or at home. The “10-minute exercise” demonstration video is available in CHP YouTube channel at http://www.chp.gov.hk/redirect/html/b5/chp0134_html_b5.html. We would like to seek your support in distributing and displaying the health educational materials, as well as in promoting the “10-minute exercise”.

If you are interested to get copies of the DVD with the video of “10-minute exercise” or other health educational materials, you can apply on-line at <https://www.chep.gov.hk/eform/Notice.aspx?lang=en&preselect=WHD20160316> or fill in the attached request form and send back to us via fax, mail or email.

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

Yours sincerely,



(Dr Anne FUNG)
for Director of Health

Encl

Request Form for Publicity and Health Educational Materials on Diabetes

有關糖尿病的宣傳及健康教育教材索取表格


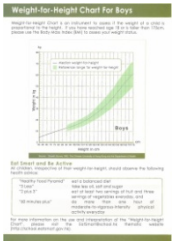

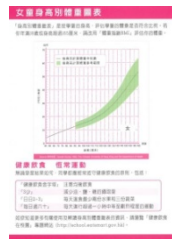
To echo the World Health Day (WHD) 2016 with the theme of Diabetes, a list of relevant publicity and health educational materials is prepared for wider distribution.

為響應 2016 年以糖尿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教材以供派發。

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**.

請在適當空格內加上「✓」以選擇領取教材的辦事處，並將填妥的表格以郵寄、傳真或電郵方式交回所選的領取教材辦事處。

Postal and Email Addresses of Collection Office 領取教材辦事處地址及電郵		Tel No. 電話號碼	Fax No. 傳真號碼
<input type="checkbox"/>	Central Health Education Unit Wanchai Office, 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樓 衛生署中央健康教育組灣仔辦事處 health_cheuweb@dh.gov.hk	2572 1476	2591 6127
<input type="checkbox"/>	Central Health Education Unit Tsuen Wan Office, Department of Health 13/F, Tsuen Wan Government Offices, 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 衛生署中央健康教育組荃灣辦事處 health_cheuweb@dh.gov.hk	2417 6505	2498 3520

Description 教材介紹	Language 語言	Requested Quantity 所需數量
Note: Full version of the corresponding materials can be viewed on the WHD2016's webpage of the Department of Health at www.chp.gov.hk/whd . 註： 相關教材的內容可在衛生署的世界衛生日 2016 的專題網頁 (www.chp.gov.hk/whd) 瀏覽。		
Poster 海報		
Let's beat diabetes: Infographic 1 齊來正視糖尿病：信息圖表一 (A2)		Bilingual 雙語 Copies/張
Let's beat diabetes: Infographic 2 齊來正視糖尿病：信息圖表二 (A2)		Bilingual 雙語 Copies/張
Weight-for-Height Chart For Boys 男童身高別體重圖表 (A4)		English 英文 Copies/張
		Chinese 中文 Copies/張
Weight-for-Height Chart For Girls 女童身高別體重圖表 (A4)		English 英文 Copies/張
		Chinese 中文 Copies/張

Description 教材介紹	Language 語言	Requested Quantity 所需數量
<p><i>Note: Full version of the corresponding materials can be viewed on the WHD2016's webpage of the Department of Health at www.chp.gov.hk/whd.</i> 註：相關教材的內容可在衛生署的世界衛生日 2016 的主題網站 (www.chp.gov.hk/whd) 瀏覽。</p>		
Pamphlet 單張		
<p>Beware of Diabetes 提高警覺，預防糖尿病</p> 	<p>English 英文</p> <p>Chinese 中文</p>	<p>Copies/張</p> <p>Copies/張</p>
<p>Are you obese? 你是否過胖？</p> 	<p>Bilingual 雙語</p>	<p>Copies/張</p>
<p>Eat Smart! Follow the Healthy Eating Food Pyramid! 識飲識食識選擇 健康飲食金字塔</p> 	<p>Bilingual 雙語</p>	<p>Copies/張</p>
Booklet 小冊子		
<p>Do Exercise Right: Information for People with Chronic Illnesses 運動有法，慢性病友運動須知</p> 	<p>Chinese Only 只備中文版</p>	<p>Copies/份</p>
<p>Diabetes-friendly Recipes 「適飲適食」食譜</p> 	<p>Chinese Only 只備中文版</p>	<p>Copies/份</p>
<p>Managing Diabetes Made Easy 輕鬆管理糖尿病</p> 	<p>Chinese Only 只備中文版</p>	<p>Copies/份</p>
Tool 工具		
<p>Tape (pink or blue colour) (for calculation of body mass index and measuring waist circumference, for Asian adults) 拉尺 (粉紅色或藍色) (可計算體重指標及量度腰圍；適用於亞洲成年人)</p> 	<p>Chinese Only 只備中文版</p>	<p>Pieces/個</p>

Description 教材介紹	Language 語言	Requested Quantity 所需數量
<p><i>Note: Full version of the corresponding materials can be viewed on the WHD2016's webpage of the Department of Health at www.chp.gov.hk/whd.</i></p> <p>註：相關教材的內容可在衛生署的世界衛生日 2016 的主題網站（www.chp.gov.hk/whd）瀏覽。</p>		
<p>DVD 數碼視像光碟</p>		
<p><i>Let's beat diabetes</i> (Contains "10-minute exercise" demonstration video and 5 relevant TV announcements in the public interest)</p> <p>齊來正視糖尿病 (包含「十分鐘 活力操」示範短片及五段相關的政府電視宣傳短片)</p>	 <p><i>Cantonese voice-over (with Chinese and English subtitles)</i> 粵語配音 (附中英文字幕)</p>	<p>Copies/隻</p>

Contact person 聯絡人	_____	Signature 簽署	_____	Telephone No. 電話號碼	_____
Name of Organisation 機構名稱	_____			Fax No. 傳真號碼	_____
Email address 電郵地址	_____			Date 日期	_____

Notes to Applicants 申請者須知：

- Staff of the collection office concerned will inform you of the date of collection upon receipt of your request form.
相關領取教材辦事處的職員在收到你的索取表格後，會通知你領取的日期。
- 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教材數量的權利。
- No duplication or extraction is allowed for any materials provided without prior consent from the Department of Health.
未經衛生署授權，不可複製或擷取教材內容。
- All applied materials can only be used for non-profit making, health education and promotion purposes.
所有索取所得的教材只可作非牟利、健康教育和推廣之用。
- Should you have any enquiries, please contact staff of the respective collection offices.
如有查詢，請與領取教材辦事處職員聯絡。