



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

COLLEGE OF PROFESSIONAL AND  
CONTINUING EDUCATION  
專業及持續教育學院

# Effectiveness of EatSmart@restaurant.hk Campaign in Hong Kong



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# 1. Introduction

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Frequent eating out  
Inadequate daily fruit and  
vegetable intake



"EatSmart@restaurant.hk"  
campaign was  
implemented to promote  
healthy eating



## 2. Background of the Promotion of Healthy Eating

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- ✓ Hong Kong people have the **eat out habit**
  - 51.5% of the interviewees eat out for lunch 5 times or more a week in 2007
- ✓ The restaurant dishes are **often contained high in fat, sugar and salt**
- ✓ The **portion size of food** has been getting **larger**



"EatSmart@restaurant.hk" Campaign was launched in 2008

Aims:

- ✓ To provide customers with healthier meals
- ✓ To promote a healthy and balanced diet



The restaurant need to fulfill some requirements ➡ will **pass an assessment** to **obtain the EatSmart Restaurants door decal**, which represents that they **offer customers healthier food choices** constantly

# 3. The Effectiveness and Outcome of the Campaign

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- ◆ ❌ help to eat a variety and raise public the awareness of healthy eating
  - 81% less than 5 servings of fruit and vegetables per day in 2014
- ◆ Obesity in Hong Kong has still been increasing
  - 39% people who are over the normal BMI in 2014
- ◆ The participation rate is very low



Center of Health Protection. (2014). Consumption of five servings of fruit and vegetables per day.

Center of Health Protection. (2014). Body Mass Index (BMI) Distribution.

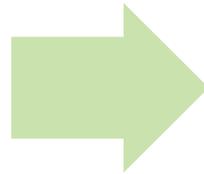
# 4. Deficiencies of the Campaign Promotion

## 1. Unsustainability of the Campaign Promotion

- The EatSmart@restaurant.hk Campaign could not take place continually

E.g.

EatSmart Restaurant Cooking Competition held in 2009 and 2010.



The activity suddenly came to an end

In 2008, the government held various activities to promote the campaign e.g. seminars, dining offers



But now, there are only newsletters to promote the campaign



- There is **no supporting policy** to support the campaign, such as monitoring the EatSmart restaurant

# 4. Deficiencies of the Campaign Promotion

## 2. Lack of Incentive to Restaurants

- ◆ The incentive **is not enough** to attract the restaurant to join
- ◆ The application procedure is quite **complicated**

E.g

- Restaurants need to design at least five EatSmart dishes
  - submit the EatSmart Recipes Submission Form
  - attend the briefing session simultaneously

附件三

衛生署  
Department of Health

**簡介會  
有「營」食譜 提交表**  
Briefing Session EatSmart Recipes Submission Form

食肆名稱 (中文)  
Restaurant Name (English):

聯絡人姓名及職位  
Name and title of contact person:

電話 Telephone:

傳真 Fax:

要成為「有營食肆」, 食肆除需提名職員接受培訓及通過考核外, 於培訓前一星期內須向秘書處提交最少五款有「營」食譜 (包括「蔬果之選」及「3少之選」, 詳情見附上的「參考資料」)。  
To become an EatSmart Restaurant, food premises not only have to nominate staff members to attend a training and pass an assessment, but also have to submit at least 5 EatSmart Recipes, consisting of both "More Fruit and Vegetables" and "3 Less" dishes (please refer to the enclosed reference materials, within 7weeks before the training to the secretariat.)

**由食肆填寫 To be completed by restaurant**

本人/吾等承諾, 在評審過程中提供的一切資料及文件, 均屬真確無誤及詳盡。  
I/we undertake that all information and documents to be provided in the assessment process will be true, accurate and complete.

請用 "✓" 檢視以下各項是否已於有「營」食譜中清楚註明:  
Please use "✓" to check whether all the items are clearly stated in the EatSmart Recipes:

- 材料的類別, 如免治瘦生肉、低脂肪、較低脂肪芝士、無糖果糖等。  
Type of ingredients, e.g. minced lean beef, low-fat milk, reduced-fat cheese, jam without added sugar etc.
- 植物油的成分, 如大豆油、菜籽油、粟米油等。  
Oil, e.g. soybean oil, canola oil, corn oil etc.
- 以茶匙、或克、為單位列明油、鹽及糖的分量。  
List the quantity of oil, salt and sugar in teaspoon or gram
- 「3少之選」的菜式必須連同已填寫的「3少之選」菜式評估表 (附件四) 一併提交。  
A completed checklist for "3 Less" dishes (Appendix 4) should be submitted along with the "3 Less" recipe.
- 下列所提交的「有營菜式」食譜, 將於簡介會報名表格內所列的分店供應。  
The following submitted "EatSmart" recipes will be supplied in the restaurant outlets listed in the application form for ESR Briefing session.

開始提供「有營菜式」的日期為 \_\_\_\_\_  
Provision of EatSmart Dishes will be started from \_\_\_\_\_

姓名及職銜 \_\_\_\_\_ 日期 \_\_\_\_\_  
Name and Title \_\_\_\_\_ Date \_\_\_\_\_

For official use only:  
 More fruit & vegetables  3 Less  
 Satisfactory  
 Suggestions for improvement (refer to feedback form)

於培訓前一星期內須向秘書處提交最少五款有「營」食譜 (包括「蔬果之選」及「3少之選」, 詳情見附上的「參考資料」)。(如有需要, 請自行另外複印此頁。)

香港灣仔軒尼詩道 130 號修頓中心七樓  
7/F, 2572 1476 ; 網址: <http://www.eatsmart.gov.hk>  
Secretariat (Address: 7/F, Southern Centre, 130 Hennessy Road, Wan  
Website: <http://www.eatsmart.gov.hk>)

By Fax / mail / Handled by \_\_\_\_\_

**有「營」食譜**  
EatSmart Recipe

菜式名稱 (To serve) \_\_\_\_\_ (人分量)

有「營」標誌應用 EatSmart Logo(s) Used

請在適當的空格內加上 "✓" 號, 可選多項。Please "✓" the appropriate box(es).  
 蔬果之選  3少之選 (請連同「3少之選」菜式評估表提交)  
More Fruit and Vegetables 3 Less (Submitted with "3 Less Checklist")

食材 Ingredients	材料名稱	分量	材料名稱	分量
	Name of Ingredients	Quantity	Name of Ingredients	Quantity
調味料 Seasonings (油、鹽和糖分量必須註明清楚) (Please indicate the quantity of oil, salt and sugar used)				
烹調方法 Cooking Methods				

本人同意本食譜作以下修改: (此欄只適用於秘書處建議修改的內容)  
I agreed the following amendment of the recipe: (This column is for filling in the amendment of recipe suggested by ESR Secretariat)

# 4. Deficiencies of the Campaign Promotion

## 3. Problems of Promotion Materials

The posters and leaflets related to the Eatsmart campaign only show the slogan  
“Dishes with less oil, sugar and salt”



The promotion materials **cannot convey** the benefits and the disadvantages of continuing unhealthy eating habit



People **cannot percept and interpret** the messages of the campaign



# 5. Recommendations

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## Hong Kong Government Sector:

- Reconsider and improve promotional methods

E.g. More attractive and easy-to-understand promotional materials

List the disadvantages or consequences of unhealthy eating habit

- State the benefit of joining the campaign
- Simplify the application procedures
- Provides the supporting policy for the campaign

E.g. Enhance the supervision of the participating restaurant



# 5. Recommendations

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## Catering Industry Sector:

- Assist in encouraging more restaurants to participate in the campaign
- Nurture a healthy menu culture among the operators and chefs  
E.g. Use less the condiment
- Hang healthy eating posters on the wall



