



戒出新天地



Annual Report
20102011年報

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The cover graphic features a vibrant blue sky with soft white clouds. In the foreground, there is a lush green field of grass. A large, stylized tree with a thick, light green trunk and a full, rounded canopy of light green leaves stands prominently in the middle ground. The text '年報' is written in large, white, traditional Chinese characters on the left side of the grass field. Below it, 'Annual Report' is written in a large, light blue, sans-serif font, and '2010-11' is written in a smaller, light blue, sans-serif font at the bottom left.

年報 Annual Report 2010-11

委員會憲章 Charter of COSH

委員會成立於1987年，屬一法定團體。《香港吸煙與健康委員會條例》〔第389章〕賦予以下職權，專責保障市民健康，以及提高公眾對煙草禍害之認識：

1. 提高及教育市民有關吸煙與健康之知識；
2. 進行或委託專人進行與吸煙有關的研究；
3. 向政府、社區衛生組織以及社會服務團體等提供有關吸煙與健康之意見。

根據憲章，委員會就本港各項有關煙草之問題，擔當主導角色。並時刻關注各項可影響煙草產品的推廣及煙害蔓延等環境變異，於憲章賦予之職權範圍內，因時制宜，採取適度應變措施。

The Council was first established in 1987. It is a statutory body vested with functions, as set out in the "Hong Kong Council on Smoking and Health Ordinance" (Cap. 389), to protect and improve the health of the community by:

1. Informing and educating the public on the harm of smoking and its adverse effects on health;
2. Conducting and coordinating research into the cause, prevention and cure of tobacco dependence;
3. Advising the Government, community health organizations or any public body on matters relating to smoking and health.

Under such a charter, COSH has taken up the role as an active player and commentator on all issues relating to tobacco control. We aim to act within our charter in response to the changing local environment as it affects the promotion of tobacco and the epidemic caused by smoking.

委員會組織架構 Organization of COSH



委員會成員 Members of the Council

主席 劉文文 太平紳士MH	Chairman Ms. Lisa LAU Man-man, MH JP
副主席 馬紹良先生 MH	Vice-chairman Mr. MA Siu-leung, MH
委員 陳志球博士 太平紳士	Member Dr. Johnnie Casire CHAN Chi-kau, JP
陳潔玲醫生	Dr. Amy CHAN Kit-ling
陳肇始教授	Prof. Sophia CHAN Siu-chee
陳宇齡先生	Mr. Abraham CHAN Yu-ling
周裔智先生	Mr. Eugene CHAU Yui-chi
戴兆群醫生	Dr. Daisy DAI Siu-kwan
何明惠女士 (2010年10月履職)	Ms. Celine HO Ming-wai (from October 2010)
鄭祖盛先生	Mr. Antonio KWONG Choshing
李國棟醫生 SBS太平紳士	Dr. Donald LI Kwok-tung, SBS JP
伍婉婷女士	Ms. Yolanda NG Yuen-ting
溫國雄先生	Mr. Joseph WAN Kwok-hung
鄔淑賢女士	Ms. Brenda WU Shuk-yin
楊偉誠先生 MH	Mr. Frankie YEUNG Wai-shing, MH
當然委員 譚麗芬醫生 太平紳士	Ex-officio Member Dr. Gloria TAM Lai-fan, JP
斐博歷先生	Mr. Brett McEwan FREE
任期於2010年9月屆滿之委員	Outgoing members who served the Council for the year up to September 2010
冼日明教授	Prof. Leo SIN Yat-ming

行政委員會 Executive Committee

主席 馬紹良先生 MH	Chairman Mr. MA Siu-leung, MH
副主席 劉文文 太平紳士MH	Vice-chairman Ms. Lisa LAU Man-man, MH JP
委員 陳肇始教授	Member Prof. Sophia CHAN Siu-chee
譚麗芬醫生 太平紳士	Dr. Gloria TAM Lai-fan, JP
鄔淑賢女士	Ms. Brenda WU Shuk-yin

教育及宣傳委員會 Education & Publicity Committee

主席 鄔淑賢女士	Chairman Ms. Brenda WU Shukylin
委員 劉文文 太平紳士MH	Member Ms. Lisa LAU Man-man, MH JP
馬紹良先生 MH	Mr. MA Siu-leung, MH
陳志球博士 太平紳士	Dr. Johnnie Casire CHAN Chi-kau, JP
陳肇始教授	Prof. Sophia CHAN Siu-chee
周裔智先生	Mr. Eugene CHAU Yui-chi
斐博歷先生	Mr. Brett McEwan FREE
何明惠女士	Ms. Celine HO Ming-wai
鄭祖盛先生	Mr. Antonio KWONG Cho-shing
楊偉誠先生 MH	Mr. Frankie YEUNG Wai-shing, MH
增選委員 張永雄博士	Co-opted Member Dr. CHEUNG Wing-hung
周海傑先生	Mr. CHAU Hoi-kit

社區聯絡委員會 Community Liaison Committee

主席 劉文文 太平紳士MH	Chairman Ms. Lisa LAU Man-man, MH JP
委員 陳潔玲醫生	Member Dr. Amy CHAN Kitling
陳志球博士 太平紳士	Dr. Johnnie Casire CHAN Chi-kau, JP
鄭祖盛先生	Mr. Antonio KWONG Cho-shing
伍婉婷女士	Ms. Yolanda NG Yuen-ting
溫國雄先生	Mr. Joseph WAN Kwok-hung
楊偉誠先生 MH	Mr. Frankie YEUNG Wai-shing, MH
增選委員 周奕希先生 BBS太平紳士	Co-opted Member Mr. CHOW Yick-hay, BBS JP
李銻發先生	Mr. Herman LEE Yuk-fat

資訊及研究委員會 Information & Research Committee

主席 陳肇始教授	Chairman Prof. Sophia CHAN Siu-chee
委員 劉文文 太平紳士MH	Member Ms. Lisa LAU Man-man, MH JP
陳潔玲醫生	Dr. Amy CHAN Kitling
戴兆群醫生	Dr. Daisy DAI Siu-kwan
李國棟醫生 SBS太平紳士	Dr. Donald LI Kwok-tung, SBS JP
伍婉婷女士	Ms. Yolanda NG Yuen-ting
增選委員 林大慶教授 太平紳士	Co-opted Member Prof. LAM Tai-hing, JP

法例委員會 Legislation Committee

主席 馬紹良先生 MH	Chairman Mr. MA Siu-leung, MH
委員 劉文文 太平紳士MH	Member Ms. Lisa LAU Man-man, MH JP
陳肇始教授	Prof. Sophia CHAN Siu-chee
鄭祖盛先生	Mr. Antonio KWONG Cho-shing

秘書處編制及職員名單 Secretariat

總幹事 黎慧賢女士	Executive Director Ms. Vienna LAI Wai-yin
項目籌劃高級經理 謝清蘭女士	Senior Project Manager Ms. Janice TSE Ching-lan
譚淑琴女士	Ms. Angel TAM Suk-kam
項目籌劃經理 黃沛芬女士 (至2010年7月)	Project Manager Ms. Fanny WONG Pui-fan (up to July 2010)
黃雪妍女士 (2010年7月履職)	Ms. Chloe WONG Suet-yin (from July 2010)
資訊科技經理 潘志聰先生	Information and Technology Manager Mr. Lancelot POON Chi-chung
項目主任 蔡文龍先生 (至2010年6月)	Project Officer Mr. Patrick CHOY Man-lung (up to June 2010)
鄭穎琳女士 (至2010年11月)	Ms. Vivian CHENG Wing-lam (up to November 2010)
梁詠珊女士 (2010年11月履職)	Ms. Alison LEUNG Wing-shan (from November 2010)
項目聯絡主任 周嘉茵女士	Project Liaison Officer Ms. Karina CHOW Ka-yin
項目籌劃主任 陳凱穎女士	Project Executive Ms. Wing CHAN Hoi-wing
教育幹事 李美寶女士 (2010年11月履職)	Educator Ms. Mable LI (from November 2010)
余均達先生 (2010年11月履職)	Mr. Alex YU Kwan-tat (from November 2010)
行政助理 李碧雲女士	Executive Assistant Ms. Jessica LEE Pik-wan
項目籌劃助理 高素麗女士	Project Assistant Ms. Sophie KO Solai

委員介紹 Members of COSH

主席 Chairman



劉文文 太平紳士MH
Ms. Lisa LAU Man-man, MH JP

劉文文女士是一位專業設計師，於2008年獲委任為委員會主席。劉女士於2001年加入委員會成為委員，並於2005年至2007年擔任教育及宣傳委員會主席一職。劉女士現為社區聯絡委員會主席，行政委員會副主席，教育及宣傳委員會、資訊及研究委員會及法例委員會委員。

Ms. Lisa LAU, a design consultant by profession, was appointed COSH Chairman in 2008. Ms. Lau joined COSH in 2001 as a Member and was the Chairman of the Education & Publicity Committee from 2005 to 2007. She is the Chairman of the Community Liaison Committee, Vice-chairman of the Executive Committee and also member of the Education & Publicity Committee, Information & Research Committee and Legislation Committee.

副主席 Vice-chairman



馬紹良先生 MH
Mr. MA Siu-leung, MH

馬紹良先生為資深教育工作者，於2005年加入委員會，2008年獲委任為副主席。馬先生現為行政委員會及法例委員會主席、教育及宣傳委員會委員。

Mr. MA Siu-leung has solid experience in the field of education. He joined COSH as a Council Member in 2005 and was appointed Vice-chairman in 2008. He is also Chairman of the Executive Committee and Legislation Committee, and a member of the Education & Publicity Committee.

委員 Member



陳志球博士太平紳士
Dr. Johnnie Casire CHAN
Chi-kau, JP

陳志球博士為醫療輔助隊副總監（行動），於2009年加入委員會，現為教育及宣傳委員會及社區聯絡委員會委員。

Dr. Johnnie Casire CHAN Chi-kau is the Deputy Commissioner (Operations) of Auxiliary Medical Service. He joined COSH in 2009 and is member of the Education & Publicity Committee and Community Liaison Committee.



陳潔玲醫生
Dr. Amy CHAN Kit-ling

陳潔玲醫生為家庭醫生，於2008年獲委任為委員，現為資訊及研究委員會及社區聯絡委員會委員。

Dr. Amy CHAN is a family doctor in private practice. She joined COSH in 2008 and is member of the Information & Research Committee and Community Liaison Committee.



陳肇始教授
Prof. Sophia CHAN Siu-chee

陳肇始教授現為香港大學護理學院教授，於2009年加入委員會，現為資訊及研究委員會主席、行政委員會、教育及宣傳委員會及法例委員會委員。

Prof. Sophia CHAN Siu-chee is the Professor of the School of Nursing of The University of Hong Kong. She joined COSH in 2009 and is the Chairman of the Information & Research Committee, and member of the Executive Committee, Education & Publicity Committee and Legislation Committee.

委員 Member



陳宇齡先生
Mr. Abraham CHAN Yu-ling

陳宇齡先生是一位商人，於2008年加入委員會。

Mr. Abraham CHAN is a businessman. He was appointed as a member of COSH in 2008.



周裔智先生
Mr. Eugene CHAU Yui-chi

周裔智先生是一位專業註冊社工，於2008年獲委任為委員。周先生現為宣傳及教育委員會委員。

Mr. Eugene CHAU is a registered social worker by profession. He joined COSH in 2008 and is a member of the Education & Publicity Committee.



戴兆群醫生
Dr. Daisy DAI Siu-kwan

戴兆群醫生現為醫院管理局總行政經理（社區及基礎服務），於2009年加入委員會，現為資訊及研究委員會委員。

Dr. Daisy DAI Siu-kwan is the Chief Manager (Primary & Community Services) of Hospital Authority. She joined COSH in 2009 and is a member of the Information & Research Committee.

委員 Member



斐博歷先生
Mr. Brett McEwan FREE

斐博歷先生現職政府新聞處助理處長，於2009年加入委員會，現為教育及宣傳委員會委員。

Mr. Brett McEwan FREE is an Assistant Director of the Information Services Department. He joined COSH in 2009 and is a member of Education & Publicity Committee.



何明惠女士
Ms. Celine HO Ming-wai

何明惠女士現職市場推廣主管，於2010年加入委員會，現為教育及宣傳委員會委員。

Ms. Celine HO Ming-wai is the Head of Strategic Marketing by profession. She joined COSH in 2010 and is a member of the Education & Publicity Committee.



鄭祖盛律師
Mr. Antonio KWONG Cho-shing

鄭祖盛律師現職商人，於2009年加入委員會，現為教育及宣傳委員會、社區聯絡委員會及法例委員會委員。

Mr. Antonio KWONG Cho-shing, a qualified solicitor, is a businessman. He joined COSH in 2009 and is member of Education & Publicity Committee, Community Liaison Committee and Legislation Committee.

委員 Member



李國棟醫生SBS太平紳士
Dr. Donald LI Kwok-tung,
SBS JP

李國棟醫生為家庭醫學專科醫生，於2007年獲委任為委員，現為資訊及研究委員會委員。

Dr. Donald LI is a specialist in family medicine in private practice. He joined COSH in 2007 and is a member of the Information & Research Committee.



伍婉婷女士
Ms. Yolanda NG Yuen-ting

伍婉婷女士是灣仔區區議員，亦擔任多項婦女事務公職，於2008年獲委任為委員。伍女士現為社區聯絡委員會及資訊及研究委員會委員。

Ms. Yolanda NG is a Councillor of Wan Chai District and an active member of several women's associations. She joined COSH in 2008 and is a member of the Community Liaison Committee and Information & Research Committee.



譚麗芬醫生太平紳士
Dr. Gloria TAM Lai-fan, JP

譚麗芬醫生現為衛生署副署長，於2007年加入委員會，現為行政委員會委員。

Dr. Gloria TAM is the Deputy Director of Department of Health. She joined COSH as an ex-officio member in 2007 and is a member of the Executive Committee.

委員 Member



溫國雄先生
Mr. Joseph WAN Kwok-hung

溫國雄先生現職為商人，於2006年加入委員會，現為社區聯絡委員會委員。

Mr. Joseph WAN is a businessman. He joined COSH in 2006 and became a member of the Community Liaison Committee.



鄔淑賢女士
Ms. Brenda WU Shuk-yin

鄔淑賢女士現職小學校長，於2006年加入委員會，現為教育及宣傳委員會主席及行政委員會委員。

Ms. Brenda WU is a primary school principal. She joined COSH in 2006 and is the Chairman of the Education & Publicity Committee and a member of the Executive Committee.



楊偉誠先生MH
Mr. Frankie YEUNG
Wai-shing, MH

楊偉誠先生從事保險業，於2005年獲委任為委員會委員，現為教育及宣傳委員會和社區聯絡委員會委員。

Mr. Frankie YEUNG Wai-shing is an experienced leader in the field of insurance. He was appointed as a Member of COSH in 2005 and became member of the Education & Publicity Committee and Community Liaison Committee.



主席報告 Chairman's Report

委員會成立超過二十載，專責保障市民健康，並致力提高公眾對煙草禍害的認識。回顧過去一年的工作，委員會積極倡導各項重要控煙政策，並推動多層面的宣傳及教育工作，爭取社會各界支持無煙香港，減少煙害。

The Hong Kong Council on Smoking and Health (COSH) has been dedicated to safeguard public health by raising awareness about smoking hazards for more than two decades. Over the past year, COSH has undertaken the mission to minimize tobacco harm through advocating tobacco control policies, launching publicity and education campaigns on various levels, and building public support for a smoke-free Hong Kong.

自八十年代初控煙法例訂立以來，政府一直以循序漸進、多管齊下的方式推行控煙工作，在立法、執法、宣傳、教育及徵稅各個層面皆穩步向前邁進。繼2007年擴大法定禁煙範圍至大部份室內公共場所後，在委員會及社會不同界別的大力支持下，至2009年7月1日起，獲暫緩執行控煙法例的六類場所（包括只招待十八歲以上人士的酒吧、會所、夜總會、浴室、按摩院及麻雀館）也執行禁煙法例，至此本港所有室內公眾場所都全面禁煙，為香港控煙工作寫下重要的一頁。

政府於過去一年積極推行多項控煙政策，繼全面禁煙後，為了鼓勵市民戒煙，於2010年8月1日起，取消每名入境旅客可攜3包免稅煙優惠，年滿十八歲的入境旅客只能攜帶19支煙或1支雪茄



Ever since the first tobacco control law was enacted in early eighties, government has been taking a multi-pronged approach in implementing its tobacco control policies comprising legislation, law enforcement, publicity, education and taxation. With the strong support from the Council and community, the smoking ban expansion in 2007 came fully into effect on 1 July 2009. All indoor public places, including bars, private clubs, nightclubs, bathhouses, massage establishments and mahjong-tinkau premises for persons over 18, have been banned from smoking since then. The total indoor smoking ban marked an important chapter in the development of local tobacco control.

Following the total smoking ban in 2009, further tobacco control policies were implemented in 2010. In order to encourage smoking cessation, the quantity of tobacco products exempted from duty for passenger age 18 or above was tightened from three packets to 19 cigarettes, or 1 cigar. Besides, as of 1 December 2010, on top of the 48 indoor public transport interchanges, 131 public transport facilities were also designated as statutory no smoking areas, including 129 open-air and 2 indoor public transport interchanges. The government has undoubtedly spared no effort to curb cigarette consumption and minimize public exposure to harmful second-hand smoke.

Promoting smoking cessation has been one of COSH's priorities since the smoking ban was enforced in 2007. A diversity of smoking cessation projects that target different smokers and non-smokers are in place in hopes of reducing smoking prevalence, and thus minimize the health dangers and social costs attributed to second-hand smoke.

入境。此外，政府亦積極為市民大眾締造更多室外無煙空間，繼48個有蓋公共交通交匯處於2009年9月1日被劃為禁煙區後，2010年12月1日起，再增多131個，其中包括129個露天及2個有蓋公共交通交匯處。政府不遺餘力推動控煙工作，致力減低二手煙對市民大眾健康造成的傷害。

委員會自2007年禁煙法例生效後，透過多元化的宣傳項目，致力推動戒煙。多個項目針對不同層面及不同界別的吸煙者及非吸煙者，希望鼓勵戒煙，減少吸煙人口，從而減低吸煙及二手煙對市民健康及社會經濟造成的損害。

委員會於2009年開始便以「戒煙一定贏」為口號，開展一系列以戒煙及無煙香港為主題的宣傳活動。由於成績理想，委員會於2010年再度聯同香港大學護理學院及公共衛生學院，以及電視廣播有限公司（TVB）再次舉辦《戒煙大贏家》比賽，成功招募超過1,000名吸煙人士參加比賽，鼓勵更多人戒煙及支持親友戒煙，讓參賽者重投無煙的健康新生活。為了加強宣傳效果，委員會特別委任郭晉安成為2010《戒煙大贏家》比賽「戒煙大使」，希望以他的戒煙經歷勸喻市民戒煙。

2010年世界衛生組織訂定的「世界無煙日」主題是『性別與煙草』，針對女性與吸煙問題。縱使香港整體的吸煙人口比例減少，但女性吸煙者的比例卻未見下降趨勢，情況令人關注。就世衛

In order to encourage smoking cessation and promote smoke-free Hong Kong, a series of publicity programmes titled "Quit to Win" was launched since 2009. Its success led COSH to hold the "Quit to Win" Smoking Cessation Contest once again in 2010, similarly with the support of School of Nursing and School of Public Health, The University of Hong Kong and Television Broadcasts Limited. The contest attracted over 1,000 participants, all were eager to embrace a smoke-free healthy lifestyle. To attract wider publicity, TVB celebrity Mr KWOK Chun-on was appointed as Smoking Cessation Ambassador in the contest, in which he encouraged people to quit smoking with his own testimony.

The World Health Organization (WHO) selected "Gender and tobacco with an emphasis on marketing to women" as the theme for the 2010 World No Tobacco Day. Even though there is an overall decline in Hong Kong smoking population, female smoking prevalence remained relatively stable over the years. In view of WHO's recommendation and current tobacco epidemic among women, the Council started its "Smoke-free Women Promotion" campaign in 2010, and produced a new promotion video aiming to encourage women to quit smoking.

Radio programmes were also produced and broadcasted to send across the smoke-free messages to women in Hong Kong. In connection with the 2010 theme, COSH commissioned professional researchers to conduct studies on women's smoking; new findings will be used in planning more effective publicity programmes in the future.

To promote and strengthen the tobacco-free culture in Hong Kong, the Council held the "Smoke-free Hong Kong T-shirt Design Competition" in collaboration with

的建議，委員會配合有關主題，推出一系列「無煙女性推廣計劃」宣傳活動，其中包括特別製作的全新宣傳短片「無煙女性」，鼓勵女士戒煙。

此外，一系列的「無煙女性推廣計劃」媒體宣傳活動更包括與電台合作推出的特約節目，以多個不同形式的節目向廣大聽眾群組宣揚「不吸煙」的信息，促使更多女性吸煙者戒煙。針對女性吸煙問題，委員會更委任專業機構就此課題展開一項研究，希望收集更多相關資料，以便委員會將來制定更有效的宣傳項目。

為了進一步提高市民的無煙意識及確立無煙文化，香港吸煙與健康委員會聯同香港設計師協會合辦「無煙香港 由我設計」T恤設計比賽，希望提供一個創意平台讓市民大眾認識煙害並發揮設計天分，從而推動無煙生活態度。

委員會亦繼續透過在社區的控煙工作，向青少年及家庭加強禁煙法例的重要性及宣傳戒煙的信息，包括學校教育（健康講座及互動教育劇場），社區聯絡及推廣活動等，成功與地區組織及團體建立緊密的聯繫及合作關係，為將來加強地區工作奠下基石。

爭取增加煙草稅可說是委員會今年工作中最具挑戰性的一項。香港各項控煙工作已有相當成效，唯獨在煙稅一項成績強差人意，即使政府在2009年增加煙稅50%，煙草稅率仍只佔煙包零售價

Hong Kong Designers Association. The competition allowed the participants to showcase their creativity while building public awareness on the harm of passive smoking, and encouraged the adoption of a smoke-free lifestyle and attitude.

Throughout the year, the Council continued to promote smoking cessation and educate the youth and their parents on the importance of tobacco control legislation through health talks, interactive education theatres, and community involvement and promotion projects. Our district promotion as well as educational activities enabled us to build connections and facilitate collaborations with district organizations; this in turn paved the way for more successful community work in the future.

Lobbying for tobacco tax increase was probably the most challenging work of 2010. While various measures to reduce smoking prevalence have already been yielding good results, our tobacco tax policy is still lagging behind. Despite the 50% tax raise in 2009, the tobacco tax proportion in Hong Kong remained as 61%, which did not reach the recommended level of 75% suggested by WHO. Appealing for a tax increase to meet the international standard thus became COSH's year round priority.

In November 2010, the Council launched the "Raise Tobacco Tax for Smoking Cessation – United Effort Advocacy Campaign", and received support from a great many organizations, schools and individuals. Nearly 30,000 students showed their support for tobacco tax increase, which they believed that would motivate their family members to quit smoking. 7,000 other individuals also signed their support for raising tobacco tax.

61%，仍遠低於世界衛生組織建議75%的水平。委員會在過去一年竭力爭取增加煙草稅，希望提升本港煙稅至世界水平。

委員會自2010年11月起，發起連串全港市民支持增加煙草稅活動，成功爭取全港多個界別團體，學生及市民支持增加煙草稅。我們收到接近30,00位中小學同學的無煙心願，他們均表示希望增加煙草稅後，可以有更大的推動力鼓勵家人戒煙。另外，我們又收集了超過7,000名市民的簽名支持增加煙稅。

此外，逾200個專業團體及組織支持增加煙草稅，當中包括醫療機構、醫護專業組織、中小學校、社會福利機構、婦女團體、病人互助組織、體育界、文化藝術、環境保護團體及來自各行各業的專業人士。這都反映了社會對於建設無煙香港的訴求。

最後，立法會以大比數通過財政司司長增加煙草稅41.5%的建議。委員會希望政府繼續多層面推展控煙政策，除繼續增撥資源協助市民戒煙外，亦應儘快訂立長遠增加煙草稅政策，進一步減少香港的吸煙人口，同心為下一代締造無煙香港。

最後，我必須向付出寶貴時間及努力支持委員會控煙工作的各界伙伴，包括政府、公共機構、學術及教育組織、地區組織、社福機構、傳播媒體，以及個別人士，致以真摯的謝意！

In addition to the support from students and the public, over 200 organizations from various sectors, including medical and health, education, academia, social welfare, women and patient's groups, sports, arts, conservation and professional bodies were all in favour of the proposal to raise tobacco tax. All of these revealed our society's yearning for a smoke-free Hong Kong.

Our hard work finally paid off, as the Legislative Council endorsed the Financial Secretary's proposal to increase tobacco tax by 41.5%. Looking forwards, COSH urges the government to continue to tackle tobacco with a comprehensive and long-term tobacco control policy. While offering greater resources for smokers to quit, the government should also consider a long-term tobacco tax raise policy with annual increases. The comprehensive effort will help to further reduce smoking prevalence, and build a smoke-free Hong Kong for generations to come.

Last but not least, I would like to express my gratitude to the government, public organizations, academic and education institutions, district and social welfare organizations, media and individuals for their precious time and effort in supporting tobacco control in Hong Kong.



專題 Highlights

為響應全球推動戒煙的趨勢，及履行世界衛生組織的《煙草控制框架公約》，香港吸煙與健康委員會去年以「戒煙一定贏」為口號，推出一連串的戒煙推廣活動。當中為期12個月的《戒煙大贏家》比賽，更是委員會聯同香港大學護理學院、公共衛生學院及電視廣播有限公司（TVB）合辦的，目的是向廣大市民推廣戒煙好處，減少吸煙人口，建設無煙香港。

The Hong Kong Council on Smoking and Health (COSH) launched a series of publicity programmes titled "Quit to Win" in following the global trend of smoking cessation promotion, and to implement the Framework Convention on Tobacco Control (FCTC) of the World Health Organization (WHO). To promote the benefits of smoking cessation and reduce smoking prevalence for the establishment of a smoke-free Hong Kong, COSH organized a 12-month smoking cessation contest collaboratively with the School of Nursing and School of Public Health, the University of Hong Kong and Television Broadcasts Limited (TVB).

多管齊下促市民戒煙 增加煙稅乃關鍵所在

Encourage Cessation with Comprehensive Measures: Raising Tobacco Tax is the Key



2009年的「戒煙大贏家」比賽跟進報告於2011年1月公佈，12個月的跟進結果顯示，有14%的參賽者因政府增加煙草稅而嘗試戒煙，當中有45%戒煙成功，遠比整體的戒煙成功率30.2%為高。比賽結果反映了增加煙草稅有助推動戒煙，成為世界銀行發表「提高煙草價格助戒煙」的有力論據。（詳見P.84）

除此以外，2011年4月香港大學公佈的一項研究發現，政府於2009年大幅增加煙草稅五成後，青少年的吸煙率亦隨之減半，由2008年的6.9%降至2010年底的3.4%。按此推算，加稅有效減少了13,452名青少年吸煙，估計避免了至少6,726人將來死於煙草引致的疾病。同年5月由香港中文大學公共衛生及基層醫療學院健康行為中心發起的另一項調查，發現吸煙人士在加稅後每星期的吸煙量平均減少一包，有近四成人更希望在加稅後兩至三個月內戒煙。另外，衛生署戒煙熱線顯示政府在2009年宣佈調高煙稅後十個月內，收到的查詢電話躍升至近三倍。幾項數據結果皆印證了世界銀行「以價制量」的論點：增加煙草稅會提高煙草價格，促使吸煙者戒煙，同時亦會遏止其他人開始吸煙。根據分析，若煙價每提高一成，即可減少高收入國家及地區（如香港）的煙草需求4%，低收入國家及地區更可減少達8%。

基於以上理據，委員會在促請政府增加煙稅方面一直不遺餘力，望能藉此鼓勵吸煙人士戒煙，保障公眾健康。為

Results of the 12-month follow-up research of the 2009 "Quit to Win" Smoking Cessation Contest were announced in January this year. 14% of the participants attempted to quit due to the increased tobacco tax; and 45% of them succeeded, which was remarkably higher than the 30.2% overall quit rate. The results showed that raising tobacco tax could effectively encourage smoking cessation, which echoed the World Bank's theory. (Refer to P.84 for details)



In April this year, the University of Hong Kong reported that the 50% tobacco tax increase in 2009 had halved the adolescent smoking rate from 6.9% in 2008 to 3.4% in 2010. Approximately 13,452 adolescents ceased smoking, and hence some 6,726 deaths attributable to tobacco-induced diseases were potentially eliminated by the tax increase. Another study conducted by the School of Public Health and Primary Care of the Chinese University of Hong Kong found that as a result of the tax rise, smokers' average cigarette consumption was reduced by one pack per week; 40% smokers wished to quit smoking in a couple months time. It was not surprising to find that the total number of people called to the smoking cessation hotline tripled in the ten months following the tax increase, as reported by the Department of Health. All of these resonate with the World Bank's theory that price increases are the most



爭取在2011-12財政年度增加煙草稅至不少於零售價的75%，委員會更自2010年11月起舉辦多個「加煙稅·助戒煙」全民支持大行動。經過多番努力，立法會終在今年6月通過加煙稅41.5%的條例草案，正式落實每支煙加價五毫。主席劉文文MH太平紳士認為，現時加稅幅度還未達世衛標準（加煙稅後佔每包煙零售價不足70%），香港既為國際大都會，更應該持續增加煙稅，與世界控煙潮流同步向前。煙草的種種害處已是鐵證如山，人所共知，既然提高煙稅能推動戒煙，委員會定必繼續倡議加稅，減低市民吸煙及青少年嘗試吸煙意欲，以助減少整體煙民數目。

除了加徵煙稅，政府近年透過立法逐步擴大禁煙區至更多公眾場所，對促進戒煙亦見成效。政府自2007年起把所有室內工作間、部份室外地方及室內公

effective tobacco deterrent. The World Bank believes higher taxes will lead to higher cigarette prices, thus help people to quit and discourage initiation. According to their analysis, a price rise of 10% decreases consumption by about 4% in high-income countries and regions like Hong Kong, and 8% in low-income countries and regions.

In hopes of protecting public health and motivating smokers to quit smoking, COSH spared no effort in proposing tobacco tax increases. In November 2010, COSH launched the "Raise Tobacco Tax for Smoking Cessation – United Effort Advocacy Campaign" to advocate a higher tobacco tax proportion of least 75%. Our work came to fruition as the Legislative Council endorsed the 41.5% tobacco tax rise in June 2011, which marked up the price of each cigarette by fifty cents. Ms Lisa LAU Man-man, MH, JP, Chairman of COSH, pointed out that the tobacco tax proportion in Hong Kong was below 70%, which still did not meet the minimum level suggested by WHO; the government therefore should ratchet up tobacco tax continually to be in tune with the global tobacco control trends. As

眾地方列為禁煙區，再於2009年7月落實執行在酒吧、夜總會等六種場所全面禁煙。其後在2009年年底擴大禁煙區至48個有蓋公共交通交匯處，至翌年底更把禁煙範圍延伸至129個露天及再多2個有蓋公共交通交匯處。每次有新控煙措施推出，戒煙查詢數字都會倍增，故委員會很認同以多管齊下方式控煙，並會配合戒煙宣傳及教育推廣活動，以共同創造無煙香港。

戒煙大贏家為主導

政府多項控煙 俱為吸煙人士營造了有利的戒煙環境，香港吸煙與健康委員會藉此契機，配合一系列的戒煙宣傳活動，向更多市民宣揚戒煙對個人及社會的好處。

委員會於2010年推出多項活動，除了有「無煙城市推廣計劃」、「無煙女性推廣活動」、「中學控煙短片比賽」及「無煙香港T恤設計比賽」等，當中重點宣傳當然是2010年「戒煙大贏家」。有見第一屆「戒煙大贏家」比賽成效甚彰，委員會因此決定再度聯同香港大學護理學院、公共衛生學院及電視廣播有限公司（TVB）合辦第二屆「戒煙大贏家」比賽，希望能鼓勵更多人戒煙及支持親友戒煙。

2010「戒煙大贏家」比賽隨著5月「世界無煙日」展開。從6月至8月期間，委員會於各區商場和屋邨舉辦了共

smoking is undeniable harmful to health and imposes social costs on all, the Council will continue to advocate tobacco tax increases to taper off smoking prevalence, discourage initiation and reduce overall smoking population.

In a comprehensive effort to promote smoking cessation, the government has been imposing smoking ban at more public places. Starting in 2007, all workplaces and some public indoor and outdoor venues were legally banned from smoking. Later in July 2009, the smoking ban was extended to bars, private clubs, nightclubs, bathhouses, massage establishments and mahjong-tinkau premises. At the end of 2009, a further ban was imposed in the 48 public transport facilities with superstructures; 129 open-air and 2 public transport facilities with superstructures were added to the list the year afterwards. Following every new tobacco control measure, the number of smokers seeking help from smoking cessation hotline multiplied. Coupling the government's multi-pronged tobacco control policy with the Council's effort in smoking cessation promotion and education, we will soon work our way towards a smoke-free Hong Kong.

"Quit to Win" Contest Promotes Smoking Cessation

The comprehensive sets of measures implemented by the government have cultivated an encouraging environment for smoking cessation. Riding on its success, COSH launched a series of smoking cessation publicity campaigns to educate the public about the social and personal benefits of quitting smoking.

In 2010, COSH launched programmes such as "Smoke-free City Publicity Campaign", "Smoke-free Women Promotion", "Secondary School Video

31場招募活動，藉此吸引有意戒煙人士，助他們立下決心，以實際行動表明戒煙意願。

經過兩個月的努力，結果共有1,102位吸煙者承諾加入戒煙行列。參賽者均即場通過戒煙輔導員的初步評估，部份人亦會接受為時約5分鐘的戒煙輔導，願意加入隨機抽樣測試的，更會收到一本自助戒煙手冊。隨後六個月參賽者須完全斷煙，並由戒煙輔導員以電話跟進，當中能成功戒煙並通過檢查核實為準，方合乎抽獎資格。為鼓勵更多人支持身邊親友戒煙，委員會同時舉辦了「我撐你戒煙」有獎計劃。任何不吸煙或已戒煙人士，只要提名一位吸煙親友參加「戒煙大贏家」比賽，而該名親友又獲核實為戒煙成功，提名人即能參加另一抽獎，贏取豐富獎品。

比賽於今年3月31日結束，連同「我撐你戒煙」有獎計劃的參加者，一共有十六名幸運兒得獎，各獲取不同價值的超市現金禮券及其他獎品。委員會在比賽期間六個月持續跟進「戒煙大贏家」的參與者，以研究活動之成效。（詳見P.88）

推介成功戒煙故事

「戒煙大贏家」比賽的部份參賽者亦獲邀參加TVB「戒煙大贏家」電視節目，在廣大觀眾的見證下角逐成功戒煙寶座。經過評估、測試和甄選後，最後

Competition for Tobacco Control” and “I Design Smoke-free Hong Kong T-shirt Design Competition”; but the highlight of the year was the “Quit to Win Smoking Cessation Contest”. The success and effectiveness of the contest in 2009 brought on the decision to hold it again in 2010. With the support of School of Nursing and School of Public Health, the University of Hong Kong and TVB, COSH organized the contest in hopes of attracting more people to quit smoking and support friends and families to quit.

The contest was officially launched on the “World No Tobacco Day” in May 2010. From June to August, 31 recruitment events were held at different shopping malls across Hong Kong, helping those who contemplated quitting smoking to make up their minds.

Finally, 1,102 people set their hearts on terminating smoking with actions. All participants went through a preliminary assessment of smoking status with professional smoking cessation counsellors, while some received a 5-minute on-site smoking cessation counselling. Those who were willing to be randomly tested also received a self-help cessation manual. Participants were required to cease smoking completely for six months continuously, and would be followed up on the phone. Only those who quit smoking and passed the biochemical validation could enter the “Quit to Win” Lucky Draw. The Contest also included a “We support you to quit smoking” Rewarding Scheme to encourage more people to support their friends and families to quit smoking. Anyone who nominated a smoking friend or family member to participate in the “Quit to Win” contest, in which the smoker quit successfully and was verified, would enter a lucky draw.

Results of the contest were announced on 31 March 2011. Including those who participated in the



共有六位參賽者晉身決賽。委員會根據他們戒煙的決心和方法逐一評分釐定名次，最終選出冠、亞及季軍，其餘三名參賽者亦獲頒鼓勵勳章。冠軍陳朝平、亞軍盧沛華以及季軍張耀華的戒煙真實經歷更由TVB的藝員演繹，拍成短片並在節目中播出。他們跟芸芸煙民一樣，都曾經長期依賴煙草，明知煙草害人不淺，既影響自身健康又傷害家人，卻因為缺乏決心及動力，遲遲未能踏出戒煙的第一步。透過報名參加「戒煙大贏家」，他們終能下定決心，過程中或許有些掙扎，但最終都能憑著毅力擺脫煙癮。

他們戒煙的故事或許正好刻劃出很多戒煙未果的吸煙者心聲。委員會冀透過這個比賽，讓更多市民能從勝出者戒煙成功的心得及經歷中獲得啟發，學習六位參賽者的經驗，只要有決心，肯貫徹始終，一定能順利戒煙。

“We support you to quit smoking” lucky draw, there were 16 winners, who won supermarket cash coupons of different values and other great prizes. The Council also closely followed up on the participants to evaluate the effectiveness of the contest. (Refer to P.88 for details)

TVB 2010 Quit and Win Game Show

Some of the contestants were invited to take part in a TVB “Quit to Win” television show to compete for the championship under the witness of the audience. Six contestants ranked according to their determination and quitting methods made their way to the final after evaluation, selection and validation. Finally, Mr CHAN Chiu-ping won the championship, while LO Pui-wah and CHEUNG Yiu-wah were named 1st and 2nd runner-up respectively. The other 3 contestants also received a medal as encouragement. Their cessation stories were acted out by TVB artistes and shown on the game show. Just like many other smokers, nicotine addiction controlled every aspect of their days; they knew cigarettes were harmful, and yet lacked the determination and motivation to break free. Through

香港大學公共衛生學院院長林大慶教授太平紳士於節目中提到：「吸煙人士一定要下定決心，他要經常提醒自己，每兩位吸煙人士之中，便有一位是因為吸煙而死亡——那人很可能是他自己。」他更提醒不吸煙的觀眾要小心防範二手煙及三手煙，保障自己健康。劉文文主席亦勉勵吸煙人士，如能成功戒煙，不單讓身邊的家人朋友高興，更能贏得金錢和健康。節目中各位嘉賓均提供了不少戒煙資訊、小提示和尋求戒煙協助的方法等，為想戒煙的人士打了一劑強心針。

總結

香港吸煙與健康委員會於過去兩年舉辦「戒煙大贏家」比賽，目的是向全港市民宣傳戒煙信息，並鼓勵他們身體力行，實踐戒煙大計或助他人戒煙。單靠此活動，委員會在過去兩年已成功招攬超過二千名人士戒煙，成功率更相當不俗。

為了繼續推廣戒煙，委員會將繼續舉辦更多富社區特色的活動，希望更有效接觸更多吸煙者，吸引更多人戒煙，並為他們提供更適切的戒煙方法。

participating in the contest, they built up enough determination, and finally walked through the obstacles without stumbling.

These real life stories speak for many smokers who contemplate to quit or struggling to stay quit. COSH hopes that their inspiring stories would help fellow smokers finding the motivation to begin the journey to quit and the strength to hold out until success comes.

In the television show, Professor LAM Tai-hing, Director of School of Public Health, The University of Hong Kong called on the smokers to stop smoking. "Smokers need to constantly remind themselves that one in every two smokers will die of a tobacco related disease; they could possibly be the one who dies," he said. Lam also encouraged non-smokers to protect themselves from the harm of second-hand and third-hand smoking. Ms Lisa LAU, Chairman of COSH, urged smokers to quit smoking by stressing the fact that quitting not only would please the friends and families around the smokers, they could also win back health and wealth. Others also shared smoking cessation information and helpful tips as to encourage more smokers to quit smoking.

Conclusion

COSH held the "Quit to Win" Smoking Cessation Contest during the past two years to promote the benefits of smoking cessation, encourage smokers to quit and support one another. It successfully recruited over 2,000 participants with satisfactory quit rate.

To bring smoking cessation promotion into the fold, COSH will organize district-oriented projects that allow us to get closer in touch with local communities, and offer smokers with cessation methods that suit their needs.

TVB 2010 「戒煙大贏家」電視遊戲節目 Winners' Quit Stories to Inspire Smokers

委員會欲透過激勵人心的戒煙故事，從而鼓勵更多人加入戒煙行列，故今年再度聯同香港大學護理學院、公共衛生學院及電視廣播有限公司 (TVB) 舉辦「戒煙大贏家」電視節目。參賽者的背景、職業和煙齡長短都不盡相同，委員會於是根據他們戒煙的決心和方法逐一評分，最終六位脫穎而出。冠、亞及季軍參賽者的戒煙經歷更由TVB的藝員演繹並拍成短片，藉以勉勵其他吸煙人士戒煙。讓我們逐一細看三位成功背後的點滴……

There is no better teacher than the voice of experience. For this reason, COSH collaborated with School of Nursing and School of Public Health, the University of Hong Kong and TVB to organize the "Quit to Win" television show once again in 2010. Contestants from all walks of life were ranked according to their determination and cessation methods. Six winners, including the champion, 1st and 2nd runners-up and three medallists made it to the final. The cessation stories of the top three winners were acted out by TVB artistes and made into video clips to inspire more smokers to quit. Now, let's appreciate their success and share their real life stories...

冠軍 陳朝平先生

陳先生是位中港貿易商人，吸煙將近廿年，雖已為人父，卻從未想過要戒煙。他滿以為只要不在孩子面前吸煙便無所謂，所以經常一人躲到露台外來「飯後一根煙」。有次他如常在露台外吸煙，兒子剛好從屋內朝他這邊看來，

Champion Mr CHAN Chiu-ping

Chan is a cross-border businessman, a smoker for roughly twenty years. As a father of two, he did not think smoking would affect his children as long as he did not smoke in their presence. One day, Chan hid away on the balcony after



一邊有樣學樣模仿他吸煙的動作，一邊深深的呼出一口氣，大聲嚷著說：「很臭，很臭！」當下他醍醐灌頂，醒覺到原來自己已為孩子立了個極壞的榜樣。再加上妻子訴說兒子曾表示很討厭爸爸吸煙，讓陳先生更感愧疚。於是他便立下決心，從那天起便遠離煙草。

他一心要為孩子作良好示範，以堅忍不拔之志完全停煙，終擺脫了煙草的枷鎖，成為讓兒子引以為傲的戒煙大贏家。

亞軍 盧沛華先生



盧先生是位廚師，吸煙已逾四十年。縱然知道煙草的種種害處，但因身邊來往的多是吸煙的朋友和同事，令他遲遲下不了戒煙的決心。有天盧先生剛巧路過「戒煙大贏家」的招募攤位，聽到職員一一羅列戒煙的好處，再加上回想起小姪兒因受不了他的煙味而哭個不停的尷尬窘境，便毅然答應報名參賽。盧先生每次煙癮發作都感痛苦難耐，於是便以書法分神，把心中所思所想透過毛筆尖抒發出來。他靠著「寫大字」排除萬難，在短短三個月內把煙癮完全戒除，重投健康生活。

盧先生很高興戒煙後身體健康了，不再易倦、早上起牀氣管舒暢，整個人容光煥發。他認為成功關鍵除了靠意志

meal to enjoy his time with cigarettes just as usual, and found that his son sitting on the floor was staring right at him. The toddler puffed on his fingers to imitate Chan's smoking gesture and yelled "stinky stinky!" Chan felt a heavy blow on his head at that moment, and realized what a bad example he had been to his son. Remembering his wife had once complained to him about his son's disgust of smoking, Chan was ashamed and felt an urge to quit immediately.

He quitted cold turkey, and succeeded because of his strong endurance and determination to be a good example to his son. Chan gained his freedom away from nicotine, and is now a happy father whom his son is proud of.

1st Runner-up Mr LO Pui-wah

Lo is a chef and had his life chained to nicotine for over 40 years. He knew smoking was harmful, but lacked determination to quit because of the surrounded smoking friends and colleagues. Lo passed by the "Quit to Win" Smoking Cessation Contest recruitment booth one day, and was moved by the staff who reminded him of the benefits of smoke-free. Recalling his embarrassment when he tried to hold his baby nephew and was greeted by a frantic wail, likely because of the awful cigarette smell on him, Lo joined the contest and was determined to quit smoking. Quitting was no mean feat to Lo; every time when he felt an urge to light up, he wrote Chinese calligraphy in an attempt to distract himself. By writing out his frustration and his wishes, Lo quitted successfully in just three months. He is now embracing a healthy lifestyle free from tobacco.

Lo is happy to find himself more energetic, wakes up with a clear throat every morning, and looks and feels healthy inside and out. He believes his biggest

力，更有賴岳母樹立的良好榜樣。已年屆九十的她從不抽煙，老而彌堅，讓盧先生羨慕不已。

季軍 張耀華先生

張先生從事飲食業多年，是位主管級廚師。他經常在煙霧瀰漫的廚房工作，吸入的除了油煙，還有更多的有毒煙霧和二手煙。作為主管，張先生平日交際應酬更是煙不離手，這一切都令他從未打算戒煙。直到後來身邊一些年紀尚輕的吸煙朋友和同事，因為鼻咽癌和肺癌相繼去世，更甚的是連本身不吸煙，只因在廚房工作經常吸入大量二手煙的同事也患上了鼻咽癌，讓張先生頓時醒悟，萌生戒煙的念頭。

在太太和兒子的鼓勵下，張先生終下定決心戒煙，更在一眾下屬面前立誓，讓不少人效法他。為免同事繼續受二手煙所害，他亦在廚房內實行全面禁煙，致力還同事一個清新的工作環境。張先生憑著決心終成功戒煙，精神飽滿許多之餘，兒子也更樂於親近不吸煙的爸爸，閒時更會陪他下棋，共享天倫之樂。



2nd Runner-up Mr CHEUNG Yiu-wah

motivator is his mother-in-law, who has been smoke free all her life for over 90 years, and is still as healthy as a horse.

Cheung is an executive chef; where he worked was always filled with kitchen smoke as well as tobacco smoke. As a supervisor, Cheung felt he was obligated to smoke to socialize, and became a heavy pot smoker in time. The idea to quit had never crossed Cheung's mind, until he found out some young smoking colleagues and friends had died of nasopharyngeal and lung cancer. When a non-smoking colleague was diagnosed with nasopharyngeal cancer as a result of secondhand smoke, Cheung believed it was time to quit.

With the support of his wife and son, Cheung vowed to give up cigarettes under the witness of his subordinates; many also followed his footsteps to break free from tobacco. Furthermore, Cheung banned smoking in the kitchen to protect colleagues from secondhand smoke, and gave them a workplace with fresh air. With strong determination, Cheung fought the urge to smoke and quitted the nasty habit. The experience was rewarding, as he found himself in better health after ceasing smoking, and his son more eager to get closer with his "smoke-free daddy".



活動 Events

活動紀要

Highlights of Events 2010-2011

宣傳及社區推廣活動

Publicity and Community Involvement Projects

推廣活動 Publicity Projects

2010/05/29	2010世界無煙日— 「戒煙大贏家」比賽開展禮 「戒煙大贏家」比賽招募日	2010 World No Tobacco Day - "Quit to Win" Smoking Cessation Contest Launch Ceremony "Quit to Win" Smoking Cessation Contest Recruitment Days
2010/06/19	龍蟠苑商場	Lung Poon Court Commercial Centre
2010/06/20	牛頭角上邨商場	Upper Ngau Tau Kok Shopping Centre
2010/06/26	博康商場	Pok Hong Commercial Centre
2010/06/27	黃埔新天地聚寶坊	Treasure World, Wonderful Worlds of Whampoa
2010/06/28	尚德商場	Sheung Tak Shopping Centre
2010/06/29	尚德商場	Sheung Tak Shopping Centre
2010/07/03	樂富廣場 信德中心	Lok Fu Plaza Shun Tak Centre
2010/07/04	信德中心	Shun Tak Centre
2010/07/05	合和中心	Hopewell Centre
2010/07/06	合和中心	Hopewell Centre
2010/07/12	新港城中心	Sunshine City Plaza
2010/07/13	新港城中心	Sunshine City Plaza
2010/07/20	新達廣場	Uptown Plaza
2010/07/21	龍翔廣場	Lung Cheung Plaza
2010/07/24	啟田商場	Kai Tin Shopping Centre
2010/07/25	何文田廣場	Homantin Plaza
2010/07/31	葵涌商場	Kwai Chung Shopping Centre
2010/08/02	葵涌商場	Kwai Chung Shopping Centre

2010/08/05	屯門市廣場	Tuen Mun Town Plaza
2010/08/06	屯門市廣場	Tuen Mun Town Plaza
2010/08/08	海富商場	Hoi Fu Shopping Centre
2010/08/09	梨木樹商場	Lei Muk Shue Shopping Centre
2010/08/10	梨木樹商場	Lei Muk Shue Shopping Centre
2010/08/16	天耀商場	Tin Yiu Shopping Centre
2010/08/19	海麗商場	Hoi Lai Shopping Centre
2010/08/20	海麗商場	Hoi Lai Shopping Centre
2010/08/24	上水中心購物商場	Sheung Shui Centre Shopping Arcade
2010/08/25	上水中心購物商場	Sheung Shui Centre Shopping Arcade
2010/08/26	上水中心購物商場	Sheung Shui Centre Shopping Arcade
2010/08/30	興華商場	Hing Wah Plaza
2010/05/29	「無煙香港 由我設計」T恤設計比賽頒獎典禮	"Smoke-free Hong Kong" T-Shirt Design Competition Award Presentation
2010/05/29	2010全新宣傳短片—「無煙女性」	New API for "Smoke-free Women 2010"
2010/06/11-08/22	透過大氣電波鼓勵女性戒煙	Radio Programmes to Encourage Female to Quit Smoking
2010/10/17	「戒煙大贏家」電視節目及頒獎典禮	"Quit to Win" TV Show and Prize Presentation Ceremony
2011/01/16	「加煙稅 助戒煙」全民支持大行動	"Raise Tobacco Tax for Smoking Cessation"—United Effort Advocacy Campaign
2011/01/25	增加煙稅成就「戒煙大贏家」	"Tax to Quit"; "Quit to Win"
2011/03/20	綠絲帶行動	Green Ribbon Action

社區聯繫及推廣 Community Involvement & Promotion

2010/04/10	黃大仙區2010世界衛生日暨千歲太極操	Wong Tai Sin District Tai Chi Performance for World Health Day 2010
2010/04/11	世界衛生日2010 — 健康龍城嘉年華	Kowloon City World Health Day Carnival 2010
2010/06/06	沙田區EN歌舞出無煙好健康	Shatin District Smoke-free Carnival
2010/10/16	全球肺功能日 「肺要思量——吹遍全城大行動」	World Spirometry Day – "Spirometry Month"
2010/11/06-07	2010/11 年度中西區健康節	Central and Western District Health Festival 2010/11
2011/02/10	南區健康安全城市之全城安健繽紛SHOW	Southern District Health and Safe Carnival

教育及青少年活動 Education and Youth Programmes

青少年教育活動 Youth Education Programmes

2010/04-2011/03	「無煙新世代」健康講座	Health Talk for "Smoke-free New Generation"
2010/10-2011/03	學校互動教育劇場 — 「無煙能量超人」	School Interactive Education Theatres – "Smoke-free Superkids"
2009/11-2010/06	中學控煙短片比賽	Secondary School Video Competition for Tobacco Control

與學界及社區聯繫 Liaison with Academia and Community

2010/08/12	粵港合作舉辦戒煙技能培訓班 (第一期)	Hong Kong/Guangdong Training Workshop in Smoking Cessation (Phase 1)
2010/09/18	醫院管理局戒煙輔導員培訓課程2010	Hospital Authority (HA) Smoking Cessation Counselor Training Programme 2010
2010/10/09	衛生署培訓工作坊	Department of Health (DH) Training Workshop
2010/10/21	香港大學護理學培訓課程	Nursing Programme Organized by School of Nursing, The University of Hong Kong
2010/10/23	街頭控煙先鋒計劃	Tobacco Control Pioneers Program
2010/10/27	東華三院戒煙綜合服務中心	TWGHs Integrated Centre on Smoking Cessation
2010/11/01	香港大學廣東考察講座	The University of Hong Kong (HKU) Guangdong Visit Lecture
2010/11/15	香港嬰幼兒發展研究基金會 吸煙及兒童健康雙邊學術會議研討會	HKECDRF Smoking & Child Health Annual Scientific Meeting
2011/01/07	香港大學護理學碩士課程	Master of Nursing Programme Organized by School of Nursing, HKU
2011/03/18	香港大學中醫師戒煙培訓課程	The University of Hong Kong (HKU) Smoking Cessation Programme for Chinese Medical Practitioner
2011/03/19	醫院管理局戒煙輔導員培訓課程	Hospital Authority (HA) Smoking Cessation Counselor Training Programme

會議及考察

Conferences and Visits

會議 Conferences

2010/06/01	珠港澳控煙論壇	Zuhai, Hong Kong and Macau Conference on Tobacco Control
2010/06/19	世界心臟病學大會	World Congress of Cardiology
2010/10/06-09	第九屆亞太區煙草或健康會議	The 9th Asia Pacific Conference on Tobacco or Health
2010/11/03-05	第四屆兩岸四地煙害防制交流研討會	The 4th Cross-strait Conference on Tobacco Control
2010/11/07	「公共衛生及預防醫學」學術會議2010	Conference on Public Health & Preventive Medicine 2010

考察活動 Visits

2010/04/07	我愛香港協會	"We love HK" Organization
2010/04/13	澳洲控煙組織代表	Mr Luke ATKIN from Quit Victoria
2010/05/07	澳門戒煙保健會	Smoking Abstinence And Good Health Association of Macau
2010/06/22	香港控煙考察暨媒體建設培訓班	Project of Tobacco Control Experiential Study in Hong Kong
2010/06/29	南昌、哈爾濱、北京考察團	Nanchang, Harbin and Beijing Officials Hong Kong Study Tour
2010/08/11	粵港合作舉辦戒煙技能培訓班(第一期)	Hong Kong/Guangdong Training Workshop in Smoking Cessation (Phase 1)
2010/10/20	深圳市香港考察團	Shenzhen Officials Hong Kong Study Tour
2010/10/28	粵港合作舉辦戒煙技能培訓班(第二期)	Hong Kong/Guangdong Training Workshop in Smoking Cessation (Phase 2)
2010/11/23	中華預防醫學會培訓班	Training Workshop, the Chinese Preventive Medicine Association
2010/12/01	瀋陽、天津及蘭州考察團	Shenyang, Tianjin and Lanzhou Officials Hong Kong Study Tour
2011/02/17	韓國吸煙與健康協會	Korean Association of Smoking and Health
2011/02/25	中南大學湘雅醫學院代表	Mr. Zachary RICH, Xiangya School of Medicine, Central South University

宣傳及社區推廣活動 Publicity and Community Involvement Projects

推廣活動 Publicity Projects

無煙城市宣傳計劃 2010「戒煙大贏家」比賽

委員會於2009年開始以「戒煙一定贏」為口號，開展一系列以戒煙及無煙香港為主題的宣傳活動，向全港市民宣傳戒煙對個人及社會的好處，獲得理想的成績。為鼓勵更多人戒煙及支持親友戒煙，委員會於2010年再度聯同香港大學護理學院、公共衛生學院及電視廣播有限公司(TVB)舉辦「戒煙大贏家」比賽，參賽者不但能重投無煙的健康新生活，更有機會贏取豐富獎金及獎品！

食物及衛生局局長周一嶽醫生GBS 太平紳士、香港吸煙與健康委員會主席

Smoke-free City Publicity Campaign "Quit to Win" Smoking Cessation Contest 2010

In 2009, Hong Kong Council on Smoking and Health (COSH) launched a series of publicity programmes titled "Quit to Win" to promote the benefits of smoking cessation to individuals and society, and resulted in a great success. In order to encourage more people to quit smoking and support their friends and family to quit, COSH organized the "Quit to Win" Smoking Cessation Contest 2010 again with support of School of Nursing and School of Public Health, The University of Hong Kong and Television Broadcasts Limited. The successful quitters were entitled to win attractive prizes and enjoy a smoke-free healthy lifestyle.

The launching ceremony was officiated by Dr York CHOW Yat-ngok, GBS, JP (Secretary for Food and Health), Ms Lisa LAU, MH, JP (COSH Chairman), Dr Cindy LAI KitHim, JP (Assistant Director of Health), Mr MA Siu-leung, MH (COSH Vice-Chairman), Ms Brenda WU Shuk-yin (Chairman, Education & Publicity Committee, COSH), Professor Sophia CHAN Siu-Chee (Head, School of





劉文文女士MH太平紳士、衛生署助理署長黎潔廉醫生太平紳士、委員會副主席馬紹良先生MH、委員會宣傳及教育委員會主席鄔淑賢女士及香港大學護理學院院長陳肇始教授聯同戒煙大使郭晉安先生，攜手主持啟動儀式，推廣無煙的健康生活模式，活動中更首播委員會最新的戒煙電視宣傳片，鼓勵女士戒煙及呼籲年輕女性拒絕第一口煙。

劉文文主席表示：「女性吸煙不單止有損形象，最重要是對健康構成不良影響！今年世界衛生組織把『性別與煙草』訂為世界無煙日主題，委員會便以此為主題特別製作全新宣傳短片，希望鼓勵女士戒煙。委員會希望更多市民戒煙及支持家人、朋友參加2010《戒煙大贏家》比賽，共同投入無煙的健康生活。」

活動中除了仁愛堂田家炳小學高級組現代舞校隊以舞蹈表演為戒煙人士打氣外，一眾TVB藝員包括李詩韻小姐、吳日言小姐、周美欣小姐、鄧永健先生、李豪先生、張景淳先生及羅鈞滿先生亦演唱歌曲及與在場人士玩遊戲，藉此宣揚無煙健康信息。

Nursing, The University of Hong Kong), and Smoking Cessation Ambassador Mr Roger KWOK Chun-on to promote a smoke-free healthy lifestyle. COSH's latest API with appeal to female smokers to quit smoking and encourage young women to refuse the first cigarette was also previewed at the ceremony.

"Smoking not only causes damage to women's image, but also their health! 'Gender and tobacco with an emphasis on marketing to women' was designated as the theme of the World Health Organization's World No Tobacco Day this year. Therefore, to encourage women to quit smoking, we applied the same theme for API. We hope that more people quit smoking and support their friends and relatives to participate in "Quit to Win" Smoking Cessation Contest 2010 in order to enjoy a smoke-free healthy lifestyle." Ms Lisa LAU, MH, JP said.

In addition to fantastic dance performance by Yan Oi Tong Tin Ka Ping Primary School Modern Dance Team, TVB celebrities including Miss Selena LI, Miss Yan NG, Miss Lorretta CHOW, Mr Jim TANG, Mr Leo LEE, Mr Stanley CHEUNG and Mr Ronald LAW also delivered the smoke-free message to the public in the form of singing performance and game segments.

「戒煙大使」郭晉安

為了加強宣傳效果，委員會特別委任郭晉安先生成為2010「戒煙大贏家」比賽「戒煙大使」，希望以他的戒煙經歷勸喻市民戒煙。已戒煙六年的安仔曾經吸煙長達十多年，最多曾一日吸食三包煙，現在卻已完全戒煙，所以由他來擔任大使一職可說是非常合適。

安仔憶述最初加入娛樂圈時，經常因為要通宵拍劇而養成吸煙習慣，並曾經試過最多一日吸三包煙。安仔表示他並非一次就能擺脫煙癮，他說：「我第二次戒煙才真正成功，第一次戒煙時因為受到朋友的誘惑而失敗。所以奉勸各位決心戒煙的朋友，千萬不要受身邊吸煙的朋友影響，一定要下定決心，堅定意志方可成功，否則很容易受到朋友影響而再次吸煙。」安仔剖白他決心戒煙的原因：「我覺得吸煙後身體轉差，心跳加快，登台表演時唱歌又運不到氣，最記得有一次拍劇，我要扮演車伕載胡杏兒，只跑了一段很短的距離，我便要休息五分鐘才能繼續拍攝，那一刻我意識到不可以再這樣下去，於是決心戒煙！」

安仔表示未戒煙時因為不夠氣的關係不能長時間跑步，但戒煙後他可以緩步跑一小時也沒有問題，更能連續打網球三小時，可見戒煙後身體狀況已經好轉。郭晉安呼籲吸煙者可嘗試多做運動來代替吸煙，因為做運動能令人感覺愉

Mr. KWOK Chun-on, Smoking Cessation Ambassador

Mr Roger KWOK Chun On was appointed as the Smoking Cessation Ambassador of "Quit to Win" Smoking Cessation Contest 2010 to promote smoking cessation. Although he had smoked for over 10 years and used to consume 3 packs of cigarettes a day, he completely ceased smoking, making him a suitable candidate to take on the role.

As KWOK recalled, his smoking habit was picked up when he worked in the entertainment industry and frequent overnight filming schedule was required at the time. The daily consumption of cigarette had reached as many as 3 packs a day. He also mentioned that he failed to quit smoking in his first attempt. "I successfully quit smoking at my second trial. I cannot refuse the temptation from smoking friends, so I failed in my first attempt. Therefore, for those who are determined to quit smoking, I strongly advise you not to be affected by those smokers surrounding you. Determination is the key to success. Otherwise, you will easily smoke again due to peer influence." said by KWOK. "My physical condition was getting worse after smoking, with rapid heartbeat and short of breath when singing and performing smoothly on stage. I remembered one time when I played as a rickshaw puller and offered a ride for Myolie (WU Hang-ye). After pulling a short distance, I had to take a rest for five minutes before I could continue filming. At that moment, I realized that I should quit smoking." as KWOK revealed.

Before quitting smoking, KWOK said he could not run for too long due to shortage of breath. However, after cessation, he can go jogging



快，戒煙就不用再受依賴尼古丁之苦。

郭晉安以「戒煙大使」身份表示，他的戒煙故事是很多吸煙者的寫照，他說：「我曾經吸煙十數年，最終都能立定決心，在六年前完全擺脫煙癮。現在見到身邊有朋友吸煙，我都會鼓勵他盡快戒煙。」



「戒煙大贏家」比賽 地區招募活動

「戒煙大贏家」比賽序幕後，委員會隨即在各地區開展宣傳及招募活動。由2010年6月19日至8月30日期間，委員會在港九新界各區商場舉行了共31場招募活動，成功吸引逾千名吸煙人士參加。

for more than an hour or even play tennis continuously for three hours. His physical condition has improved after cessation. KWOK urges smokers to try to do more exercise to replace smoking, as doing exercise makes people feel happy and helps oneself to be released from nicotine dependence after smoking cessation.

Being the Smoking Cessation Ambassador, KWOK said his own story is common among smokers. "I had smoked for over 10 years and I am glad that I had the determination to quit smoking successfully six years ago. Now I will encourage my smoking friends to quit as soon as possible whenever I see them smoke."

“Quit to Win” Community-wide Recruitment Activities

After the launching ceremony of the “Quit to Win” Smoking Cessation Contest, Hong Kong Council on Smoking and Health (COSH) immediately began its community-wide promotion and recruitment activities. From 19 June to 30 August 2010, a total of 31 Recruitment Days had been taken place in shopping malls throughout Hong Kong, and successfully recruited over 1,000 smokers.

“Quit to Win” TV Show and Prize Presentation Ceremony

Hong Kong Council on Smoking and Health (COSH) organized “Quit to Win” Smoking Cessation Contest 2010 with support of School of Nursing and School of Public Health, The University of Hong Kong and Television Broadcasts Limited (TVB), and successfully recruited over 1,000 smokers during June to August. After the interview, 3 successful quitters were shortlisted by COSH and TVB to participate in a “Quit to Win” TV Show. Their smoking cessation stories were illustrated by

「戒煙大贏家」電視節目及 頒獎典禮

香港吸煙與健康委員會聯同香港大學公共衛生學院、護理學院及電視廣播有限公司舉辦2010「戒煙大贏家」比賽，成功於6月至8月期間招募超過1,000名吸煙人士參加，加入戒煙行列。委員會及TVB經過面試挑選出3名成功戒煙的參賽者參與電視節目「戒煙大贏家」。節目內容包括他們的戒煙心路歷程，由TVB藝員演繹他們的戒煙故事以及得獎者與家人一起分享戒煙後的喜悅，三名「戒煙大贏家」除贏得健康身體及美滿家庭外，更贏取豐富獎金及獎品。「戒煙大贏家」電視節目長30分鐘，於10月17日晚上11時於無綫電視翡翠台播出。

「戒煙大贏家」電視節目由衛生署署長林秉恩醫生太平紳士、委員會主席劉文文MH太平紳士、香港大學公共衛生學院羅旭蘇基金公共衛生學教授林大慶教授太平紳士擔任主禮及頒獎嘉賓。委員會副主席馬紹良先生MH、委員鄔淑賢女士、溫國雄先生及鄭祖盛先生與主禮嘉賓為節目揭開序幕。



TVB artistes in a form of short videos; they also talked about how they share the joy of quitting smoking with their families. In addition to winning a healthy body and happy family, the 3 finalists also received fabulous reward and prizes. “Quit to Win” TV Show is a 30-minutes programme and was aired on TVB Jade on 17 October at 11pm.

Dr LAM Ping-yan, JP (Director of Health), Ms Lisa LAU, MH, JP (COSH Chairman) and Professor LAM Tai-hung, JP (Sir Robert Kotewall Professor in Public Health, The University of Hong Kong) were the guests of honor to officiate the “Quit to Win” TV Show. Mr MA Siu-leung, MH (COSH Vice-Chairman), Ms Brenda WU Shuk-yan, Mr Joseph WAN Kwok-hung and Mr Antonio KWONG Cho-shing (COSH Committee members) also kicked off the show with the officiating guests.

In the sharing session of the show, apart from sharing the smoking cessation experience, families of the prize winners were also there to show their support, creating an overwhelming atmosphere. In addition to the three winners, COSH also presented medals to another three participants who were in the midst of smoking cessation, and hoped to encourage smokers to be more determined. Professor LAM Tai-hung, JP (Sir Robert Kotewall Professor in Public Health, The University of Hong Kong) also introduced to the audience some tips of successful smoking cessation and information about third-hand smoke.

於節目分享環節中，除了三位得獎者親述戒煙的心路歷程外，其家人亦參與其中為得獎者打氣，場面十分溫馨。而節目中演繹各得獎故事的TVB藝員更親自到場支持，希望鼓勵更多人戒煙。除了三位「戒煙大贏家」外，委員會亦向另外三位正努力戒煙的參賽者頒發鼓勵勳章，希望藉此鼓勵未能成功戒煙的吸煙人士早日下定決心戒煙。林大慶教授更向觀眾介紹成功戒煙的秘訣及三手煙的資訊。

增加煙稅成就「戒煙大贏家」

委員會於2009年首度聯同香港大學護理學院與公共衛生學院及電視廣播有限公司舉辦「戒煙大贏家」比賽，活動包括研究人員於2個月、6個月及12個月期間向參賽者進行電話訪問，了解他們的戒煙情況。至2010年12月，整個研究已完成，並於2011年1月25日舉行記者會，公佈有關研究結果。

香港吸煙與健康委員會主席劉文文MH太平紳士、世界衛生組織資深政策顧問麥龍詩迪教授太平紳士OBE, SBS, FRCP(Edin), FRCP(Lon)、香港大學公共衛生學院院長及羅旭龢基金公共衛生學教授林大慶教授太平紳士及香港大學護理學院院長陳肇始教授於記者會上介紹戒煙比賽的活動內容以及為期12個月之跟進報告結果，並促請政府增加煙草稅以鼓勵更多人戒煙。

研究報告主要發現於12個月成功跟

“Tax to Quit”; “Quit to Win”

Hong Kong Council on Smoking and Health (COSH), School of Nursing and School of Public Health of The University of Hong Kong and Television Broadcasts Limited launched a new campaign named “Quit to Win” Smoking Cessation Contest in 2009. Researchers made follow-up calls to participants at 2-month, 6-month and 12-month intervals to find out the smoking cessation situation of each participant. The study was completed by December 2010, and a press conference was held on 25 January 2011 to announce the findings.

Ms Lisa LAU, JP, MH (COSH Chairman), Professor Judith Mackay, OBE, SBS, JP, FRCP(Edin), FRCP(Lon) (Senior Policy Advisor of WHO), Professor LAM Tai-hing, JP (Sir Robert Kotewall Professor in Public Health, Head of School of Public Health, The University of Hong Kong) and Professor Sophia CHAN Siu-chee (Professor and Head of School of Nursing, The University of Hong Kong) introduced the event and the results of the 12-month follow-up research at the press conference and also urged the Government to raise tobacco tax to encourage smoking cessation.

The research findings shown that the quit rate was 30.2% if participants who were not able to reach are excluded (the quit rate was 19.1% if all the participants are included). Among the participants, 39.2% (439 participants) had made a quit attempt during the contest; 38.3% (429 participants) reduced daily cigarette consumption; and 34% (380 participants) increased intention to quit smoking.

It is demonstrated that the most common reasons to quit smoking were to prevent smoking attributable health hazards (61.5%). The others stated they quit smoking because they would like to be a role model for children

進的參賽者當中，成功戒煙率為30.2%（若計算未能跟進的參賽者仍然吸煙的話，成功戒煙率則為19.1%）；參賽者當中，有39.2%（439人）曾經嘗試戒煙，38.3%（429人）減少使用量，及34%（380人）增加戒煙動力。

而參賽者戒煙的主要原因普遍與煙害有關（61.5%），其次是為小孩作好榜樣（15.5%），第三是因為增加煙草稅（14.1%）。因為政府增加煙草稅而嘗試戒煙的參賽者，其戒煙成功率達45%。可見增加煙草稅對鼓勵吸煙者戒煙有正面作用。由此可見，增加煙草稅是減少吸煙人口的有效措施，故委員會與香港大學倡議政府增加煙草稅，令煙稅達到佔每包煙零售價不少於75%，以達至世衛及世界銀行的建議水平。

此外，委員會亦邀請了參加「戒煙大贏家」比賽並成功戒煙的得獎者，到場分享他的成功戒煙經驗，以及戒煙期間的心路歷程，希望能鼓勵更多市民戒煙。他並與主禮嘉賓即場書寫新年揮春「記得唔好吸煙」，向市民表達他的戒煙決心。

「無煙香港 由我設計」 T恤設計比賽

為進一步提高市民的無煙意識及確立無煙文化，由香港吸煙與健康委員會聯同香港設計師協會協辦「無煙香港 由我設計」T恤設計比賽，希望提供一個

(15.5%); or due to the increased cigarette tax (14.1%). Furthermore, it is discovered that the successful quit rate for smokers who quitted for the sake of increased tax reached 45%. In other words, raising tobacco tax could effectively encourage smoking cessation and thus lessen the number of smoking population. Therefore, COSH and The University of Hong Kong advocate the increase in tobacco tax to at least 75% of the retail price to meet the standard suggested by World Health Organization (WHO).

In addition to the announcement of the research results, COSH has invited the winner of the “Quit to Win” Contest to share the successful smoking cessation experience so as to encourage more citizens to quit smoking. He also used traditional Chinese calligraphy to write a blessing to celebrate the New Year with officiating guests to demonstrate his determination in smoking cessation as well as to encourage other smokers to quit.

“I design Smoke-free Hong Kong” T-Shirt Design Competition

Hong Kong Council on Smoking and Health (COSH) and Hong Kong Designers Association co-organized the “I design Smoke-free Hong Kong” T-Shirt Design Competition so as to encourage the participants to express their design talent, and promote a smoke-free, healthy lifestyle at the same time.

The competition required participants to design a creative yet aesthetic T-shirt using either “Support for smoke-free Hong Kong”, “Quit Smoking” or “Refuse second-hand smoke” as the theme. The campaign was promoted through the Internet at schools, and COSH received nearly 1,300 designs in just two months. Participants include students from secondary schools and

創意平台讓市民大眾發揮設計天分，從而推動無煙生活態度。

是次比賽要求參賽者以「支持無煙香港」、「戒煙」或「拒絕二手煙」三個主題，設計一件兼具創意及美感的T恤。活動透過學校和互聯網宣傳，委員會在短短兩個月間共收到近1,300份參賽作品。參賽者包括中學生、設計學院學生及不少從事設計行業的專業人士。參賽者藉此機會一展身手，發揮無限創意，支持無煙香港。

最後，專業評審團選出十三位得獎者，冠、亞、季軍三位得主分別獲得獎座及港幣5,000元、3,000元及1,500元購物禮券，另外10名優異獎均各得獎狀及港幣200元購物禮券。冠軍作品更特別印製成委員會2010年「世界無煙日」大型宣傳活動T恤。是次比賽頒獎典禮的主禮嘉賓包括委員會主席劉文文女士MH太平紳士、衛生署助理署長黎潔廉醫生太平紳士、香港設計師協會執行委員林席賢先生及委員會委員楊偉誠先生、溫國雄先生、周裔智先生及陳志球博士。

無煙女性推廣計劃

根據2008年香港特區政府主題性住戶統計調查第36號報告書的數據顯示，吸煙人口由1982年的23.3%降至2008年的11.8%，反映市民清楚明白到吸煙與二手煙對自己及家人健康的不良影響，



design schools as well as professionals from the industry. This competition offered participants a good chance to make use of their creativity to support smoke-free Hong Kong.

In the end, the Judging Panel selected 13 winners. The Champion, the 1st and 2nd runner-up winners each received a trophy and gift vouchers worth \$5,000, \$3,000 and \$1,500 respectively. Another 10 winners were given the Merit Awards and each of them received a certificate and \$200 gift vouchers. The winning design was printed on T-shirts for the World No Tobacco Day Campaign 2010. The Award Presentation Ceremony was officiated by Ms Lisa LAU, MH, JP (COSH Chairman), Dr Cindy LAI Kit-lim, JP (Assistant Director of Health), Mr Paul LAM (Executive Committee Member, the Hong Kong Designers Association), Mr Frankie YEUNG, MH, Mr Joseph WAN Kwok-hung, Mr Eugene CHAU Yui-chi and Dr Johnnie Casire CHAN Chi-kau (COSH Committee members).

Smoke-free Women Promotion

According to the Thematic Household Survey Report No. 36 released by the Government, the number of daily cigarette smokers had fallen from 23.3% in 1982 to 11.8% in 2008. This indicated that the public clearly understands the harmful effects of smoking and

很多人放棄了吸煙。然而，縱使整體的吸煙人口比例下降，女性吸煙者的比例卻沒有大幅減少，反映女性吸煙的情況令人關注。2010年「世界無煙日」的主題為『性別與煙草』，委員會亦配合有關主題，推出一系列宣傳活動。



2010全新宣傳短片—「無煙女性」

今年世界衛生組織（世衛）把2010年「世界無煙日」的主題訂為『性別與煙草』，呼籲各國關注煙草商向女性促銷煙草的問題。就世衛的建議，委員會特別製作全新宣傳短片「無煙女性」，鼓勵女士戒煙及呼籲年輕女性拒絕第一口煙。委員會亦希望更多市民戒煙及支持家人、朋友戒煙，共同投入無煙的健康生活。宣傳短片於2010年5月29日舉行的無煙城市宣傳計劃啟動儀式上首播，並於5月31日開始於香港各大電視台及電台播放。

宣傳短片透過圍繞吸煙女性身邊的男性，包括孩子、兄弟、朋友、丈夫或

passive smoking to oneself and families and so they give up smoking. Even though there was an overall decline in the smoking population, the smoking prevalence of women remained at a steady level which reflected an alarming situation of the women smoking problem. To align with the theme of World No Tobacco Day 2010, "Gender and tobacco with an emphasis on marketing to women", Hong Kong Council on Smoking and Health (COSH) launched a series of campaigns.

New API in 2010 – "Smoke-free Women"

The World Health Organization (WHO) designated "Gender and tobacco with an emphasis on marketing to women" as the theme for World No Tobacco Day 2010. It highlighted the need to ban all tobacco advertising, promotion and sponsorship to worldwide nations. With reference to WHO's recommendation, COSH has produced a new API "Smoke-free Women" to encourage women smokers to quit smoking and urge young women to refuse the first cigarette. COSH also hopes that there will be more people to quit smoking and support their families and friends to quit together for a smoke-free healthy lifestyle. COSH's latest API was previewed at the launching ceremony of Smoke-free City Publicity Campaign and started broadcasting at local TV and radio stations from 31 May.

The API focus on male characters around women, including child, brothers, friends, lovers and husband, whom pointed out the benefits of quitting smoking and not smoking and at the same time create a supportive atmosphere to women to quit smoking. The story in the



伴侶等，帶出戒煙及不吸煙的好處，同時營造出在家庭中不同角色的男性皆支持身邊女性戒煙的氣氛，例如宣傳片中有小朋友慶幸他的母親沒有吸煙，因而他不用吸二手煙；青少年表示他的姊姊因為怕令皮膚變差而不吸煙；年輕男士指出他的女性朋友因為戒了煙而變得更健美；有年輕夫婦在妻子戒煙後準備生個健康小孩，及丈夫希望與妻子白頭偕老等，帶出吸煙影響到自己以至身邊至親，同時透過至親的關懷，從而鼓勵現代女性應及早戒煙。

透過大氣電波鼓勵女性戒煙

為了鼓勵及支持吸煙人士、特別是女性為個人健康及身邊的家人著想，能夠積極擺脫煙癮，委員會於2010年6月起開展一系列「無煙女性推廣計劃」媒體宣傳活動，繼5月31日推出最新宣傳短片外，委員會隨即與商業電台合作推出特約節目，以不同形式的節目於流行媒體向廣大聽眾宣揚「不吸煙」的信息，促使更多女性吸煙者戒煙。



API starts with a child who is very happy to have a no-smoking mother and thus he is free from the harms of secondhand smoking; a teenager says his sister does not smoke for a better and healthier skin; a young man then says his female friends looks healthier and prettier after quitting smoking; and a young couple plans to have a healthy baby after the wife has successfully quitted smoking, and finally a husband wishes to have a healthy life-long relationship with his wife. The API aims to bring out the side effects of smoking to oneself and their loved ones, and thus encourage women smokers to quit smoking.

Radio Programmes to Encourage Women to quit smoking

Hong Kong Council on Smoking and Health (COSH) launched a series of publicity programs entitled "Smoke-free Women Promotion" since June 2010 to encourage and provide support to smokers, especially female, to proactively quit smoking for the sake of one's own health and the health of their families. In addition to the latest API released on 31 May, COSH immediately worked with Commercial Radio to launch different forms of special programmes through popular media to deliver "smoke-free" message to audiences so as to encourage more female smokers to quit.

1) "Doctor Advice – Smoke-free; Worry-free"

During the period of 11 to 25 June, Programme host Mr. YUEN Tsz-kin and Dr TIM introduced various hazardous effects of smoking on women in the program "Doctor Advice" through the 881 Channel of Commercial Radio. Harmful effects include undesired appearance, such as poor skin, wrinkles, aging and discolored nails; increased risk of suffering from a variety of serious diseases such as lung cancer, respiratory

一)「杏林茶 — 無煙一身輕」

在6月11日至25日期間於商業電台881節目「杏林茶」內，由主持阮子健及Dr TIM介紹女性吸煙的種種害處，包括外表變差如皮膚差、多皺紋、衰老、指甲變黃；增加患上各種嚴重疾病的風險如肺癌、呼吸系統疾病、心臟病、中風及子宮頸癌；影響生殖系統如引致月經不規則、提早更年期、減低受孕率；影響懷孕如早產、流產、胎兒發育遲緩、突然死亡率增加等，另外，節目中介绍了二手煙、三手煙對健康的不良影響，從而鼓勵戒煙。

此外，節目主持亦闡釋一些戒煙的謬誤如戒煙會導致肥胖等，令準備戒煙的吸煙者增加戒煙的決心及信心，並提供一系列戒煙小貼士如做運動、發掘新興趣及接受戒煙服務等。節目尾聲部分更有謝安琪、何韻詩、張敬軒、王菀之及吳雨霏等歌星作出呼籲，勉勵吸煙者盡快戒煙。

二)「戒煙大搜查」

由6月26日至7月17日逢星期六晚上8時半至9時在商業電台903播放，節目嘉賓包括委員會主席劉文文女士MH太平紳士、兩位戒煙專家 — 香港大學公共衛生學院院長林大慶教授太平紳士及香港大學護理學院院長陳肇始教授、已戒煙的鼻咽癌康復者、年僅廿多歲的插畫家夢特嬌全、來自香港新聲會已割



diseases, heart disease, stroke and cervical cancer; malfunction of reproductive system such as menstrual irregularities, early menopause and reduced fertility rate; and pregnancy-related problems such as premature birth, miscarriage, fetal growth retardation and sudden increase in mortality, etc. In addition, the adverse effects of second-hand and third-hand smoking are also introduced in the Programme so as to encourage smoking cessation.

Furthermore, the programme hosts also explained some misconception about smoking cessation, such as quitting smoke will lead to obesity to enhance the determination and confidence of those ready-to-quit smokers; they also provide a lot of quit smoking tips, such as exercise, development of new interests as well as seeking help from smoking cessation services. At the ends, there was an appeal made by singers such as Kay TSE On-ki, Denise HO Wan-sze, Hins CHEUNG King-hin, Ivana WONG Yuen-chi and Kary NG Yu-fei to encourage smokers to quit smoking as soon as possible.

2) "Reality of quitting smoking"

The programme was broadcasted through Channel 903 of Commercial Radio on every Saturday from 8:30pm to 9pm starting from 26 June to 17 July. Guests included Ms Lisa LAU, MH, JP (COSH Chairman), two professionals in smoking cessation – Professor LAM Tai-hing, JP (Chair Professor of School of Public Health, The University of Hong Kong) and Professor Sophia CHAN (Head, School of Nursing, The University of Hong Kong), nasopharyngeal carcinoma patients who have quit smoking, Ms Montagut TSUEN, an illustrator in her twenties, Mr LO from The New Voice Club of Hong Kong, the patient with laryngeal cancer and part of throat tissue removed, Ms CHU who has quit after smoking for 25 years, and Ms Kay TSE On-ki, a pop singer who keeps her commitment of "no smoking". In



除部分喉部組織的喉癌康復者盧先生、已戒除25年煙癮的朱女士以及秉持「不吸煙」宗旨的流行歌手謝安琪小姐，他們分別於節目中分享自己或親友的戒煙經驗，剖析戒煙過程中所遇到的困難及戒煙後所得到的好處，戒煙專家亦在節目中提供不少戒煙錦囊，希望藉著大氣電波鼓勵吸煙女性盡快戒煙。

三)「無煙良方」

由7月19日至7月23日星期一至五上午11時在商業電台903節目「早霸王」播放，節目主持人森美及小儀每集向參加者提出一個戒煙或有關吸煙的難題，兩位聽眾分別就難題提供戒煙或代替吸煙的方法，最後提供更佳方法者成為勝方可獲得禮品，藉著大氣電波提供戒煙方法鼓勵戒煙。

四)「無煙A+家」

委員會邀請控煙專家香港大學公共衛生學院院長林大慶教授太平紳士，為「無煙A+家」節目，一連四集，每集介紹一個有關小朋友面對家人吸煙的問題

the programme, they shared their own or their relatives' experiences on quitting smoking, analyzed the difficulties encountered and the benefits gained after smoking cessation. The health professionals also provided a number of quit smoking tips in the programme so as to encourage women smokers to quit smoking as soon as possible.

3) "Smoke-free Formula"

It was broadcasted in the programme named "The Early King" through Channel 903 of Commercial Radio on every Monday to Friday at 11am starting from 19 July to 23 July. In each episode, Sammy and Kitty presented a problem on smoking or smoking cessation to audiences, and two participants needed to provide solutions or suggest ways to substitute smoking. The one who provided a better answer will receive the prize. The programme served as a channel to support smoking cessation by providing alternative ways to quit smoking.

4) "A+ smoke-free Homes"

COSH invited Professor LAM Tai-hing, JP (Chair Professor of School of Public Health, The University of Hong Kong) to host the programme "A+ smoke-free Homes". There were four episodes, and in each episode a problem on how children facing their family members smoking was introduced and Professor LAM

作考驗，然後由林教授提供專業戒煙意見，協助他們面對及解決困難，亦讓他們認識如何面對吸煙問題，幫助吸煙的家人戒煙。節目由8月1日起，一連四個星期天於商業電台第2台「兒童適宜」中播出。

「加煙稅 助戒煙」 全民支持大行動

委員會為有效預防兒童及青少年吸煙並鼓勵吸煙人士戒煙，於2010年11月邀請各界支持，倡議政府在2011-2012財政年度增加煙草稅至佔零售價不少於75%，以達到世界衛生組織（世衛）建議之煙草稅率。

在短短數星期，委員會收到近三萬名學童表達其無煙心願，希望透過加煙稅更有效推動家人戒煙。此外，委員會亦收到逾200個來自各界的團體及組織支持增加煙草稅，當中包括醫學團體、控煙組織、醫療服務機構、地區組織、社福機構、環保、文化藝術及體育組織、

then provided professional advices on smoking cessation to help them overcome the difficulties and let them know how to deal with smoking problems and assist family members to quit. The programme was broadcasted in "Suitable for Children" on every Sunday for four consecutive weeks starting from 1 August.

"Raise Tobacco Tax for Smoking Cessation" – United Effort Advocacy Campaign

To prevent youth smoking and encourage smoking cessation, Hong Kong Council on Smoking and Health (COSH) launched a campaign targeting various sectors which advocated the Government should increase tobacco tax to at least 75% of the retail price in the 2011-12 financial year to achieve the standard recommended by the World Health Organization (WHO).

COSH received nearly 30,000 smoke-free wishes from students in just couples of weeks. Most of them hoped that the increase of tobacco tax could generate stronger motivation to help their family members quit smoking. Besides, COSH also mobilized support from over 200 organizations from various sectors including medical groups, tobacco control organizations, health care institutions, community groups, social welfare organizations, environmental protection, cultural and sports organizations, academia (including universities, secondary and primary schools) and professional groups and so on. A press event entitled "Raise Tobacco Tax for Smoking Cessation" – United Effort Advocacy Campaign was held on 16 January to deliver the message to the public.

The press event took place in Chater Garden, Central. Representatives from various sectors participated in the event to indicate their full support to the proposal. The

教育（包括大學、中學及小學）及專業團體等。委員會遂於2011年1月16日舉行名為「『加煙稅·助戒煙』全民支持大行動」記者會，向公眾表達有關訊息。

記者會於中環遮打花園舉行，當天除了由委員會委員到場支持外，還得到社會各界人士到場聲援，以行動支持增加煙草稅。立法會議員鄭家富先生更站台呼籲政府在加煙稅的同時，大力打擊走私煙，以帶出戒煙的成效。

「無煙香港·綠絲帶行動」



政府2011-2012年度財政預算案公佈增加煙稅41.5%後，有關建議引起各界關注。香港吸煙與健康委員會聯同香港大學公共衛生學院和護理學院，於3月20日發起「無煙香港·綠絲帶行動」，在政府總部外舉行靜坐集會，希望獲得更多市民支持增加煙草稅41.5%。當日有約250名市民到場支持，並於「無煙樹」繫上綠絲帶，表達對無煙香港的訴求。委員會希望透過此活動呼籲立法會議員及社會各界支持增加煙草稅，以保障全港市民的健康和締造無煙綠色環境。活動當日，不少家長帶同孩子到場支持增加煙草稅，希望透過提高煙草稅，預防兒童及青少年開始吸煙，保障下一代的健康。

Hon Andrew CHENG Karfoo (LegCo Member) urged the Government on stage to increase tobacco tax and reinforce anti-cigarette smuggling activities to enhance the effectiveness of smoking cessation.

“Smoke-free Hong Kong Green Ribbon Action”

The announcement of raising tobacco tax by 41.5% in the 2011/12 Budget has drawn much attention from various sectors of the public. Hong Kong Council on Smoking and Health (COSH), together with School of Public Health and School of Nursing of The University of Hong Kong coordinated the “Smoke-free Hong Kong Green Ribbon Action” outside the Central Government Offices on 20 March to call for support from the general public for the 41.5% tobacco tax raise. On Green Ribbon Action day, 250 citizens tied green ribbon onto the “Smoke-free Tree” to show their wills of establishing smoke-free Hong Kong. COSH urged both the Legislative Council Members and the community to support the tobacco tax raise and create a smoke-free environment. In addition, many parents joined the event with their children to express their wishes of preventing youth smoking and protecting the health of the younger generation through the increase in tobacco tax.

社區聯繫及推廣 Community Involvement & Promotion

2010年4月10日 黃大仙區2010世界衛生日暨 千歲太極操

就2010年世界衛生日的主題——城市化與健康，黃大仙區健康安全城市於4月10日假黃大仙廣場及黃大仙廟宇廣場，舉辦名為「黃大仙區2010世界衛生日暨千歲太極操」活動。是次活動獲得政府部門及不同地區團體協辦及支持，宣揚健康社區的信息。委員會當日透過攤位遊戲及派發宣傳單張，吸引市民認識最新控煙資訊，藉此宣揚無煙信息。是次活動除委員會外，其他協辦機構包括：黃大仙民政事務處、黃大仙區議會、衛生署、耆色園等。活動當日由黃大仙區健康安全城市主席史立德博士、梁智鴻醫生GBS太平紳士、衛生署助理處長程卓端醫生太平紳士等嘉賓主禮，陣容鼎盛。當日活動內容亦多姿多采，包括基本身體檢查、防跌展覽、舞蹈表演、李暉師傅MH帶領的千歲太極操表演以及攤位遊戲等，市民及遊客均表示歡迎。

10 Apr 2010

Wong Tai Sin District Tai Chi Performance for World Health Day 2010

To echo the theme of “Urbanization and Health” of the “World Health Day 2010”, Wong Tai Sin District Healthy and Safe City organized a “Tai Chi Performance for World Health Day 2010” on 10 April, 2010 at Wong Tai Sin Square and Wong Tai Sin Temple Court. This event was supported by the government and co-hosted by different local organizations, with an aim to promote a healthy community. By setting up a game booth and distributing leaflet, Hong Kong Council on Smoking and Health (COSH) has spread the smoke-free message to the public through this event. Apart from COSH, other supporting organizations included Wong Tai Sin District Office, Wong Tai Sin District Council, Department of Health and Sik Sik Yuen. Officiating guests were Dr Allen SHI Lop-tak, MH, JP, Chairman of the Wong Tai Sin District Healthy and Safe City, Dr LEONG Che-hung, GBS, JP and Assistant Director of Health, Dr Regina CHING Cheuk-tuen, JP. A series of activities were organized including basic health checkup, fall prevention exhibition, dancing performance, Tai Chi performance led by Ms Li Fai, MH and carnival booth games, which were much appreciated by local citizens and tourists.





2010年4月11日 世界衛生日2010—— 健康龍城嘉年華

為響應世界衛生日，並提高區內市民關注「城市化」對健康帶來的影響，建設健康九龍城協會、衛生署及九龍城民政事務處於2010年4月11日假紅磡黃埔花園舉行「世界衛生日2010——健康龍城嘉年華」。當日大會邀請了衛生署署長林秉恩醫生太平紳士為活動擔任主禮嘉賓及致辭。儀式完結後，大會更安排舞蹈及歌唱表演，吸引不少市民駐足觀賞。委員會亦參與其中，透過有趣的互動攤位遊戲及派發宣傳單張，讓市民了解吸煙的害處及無煙健康生活的重要性，向市民灌輸正確的控煙資訊。

2010年6月6日 沙田區EN歌舞出無煙好健康

沙田區議會李子榮議員辦事處於6月6日假沙田大會堂廣場主辦「EN歌舞出無煙好健康」嘉年華會響應「世界無煙日」，藉此教育市民吸煙的禍害及宣傳戒煙，以及推廣無煙清新空氣對健康

11 Apr 2010 Kowloon City World Health Day Carnival 2010

Building Healthy Kowloon City Association Limited, Department of Health and Kowloon City District Office co-organized the "Kowloon City World Health Day Carnival 2010" on 11 April, 2010 to promote the theme of "Urbanization and Health" of the "World Health Day". The event, held at Whampoa Garden, aimed at raising public awareness of the health impacts of urbanization. Director of Health, Dr LAM Ping-yan, JP was the officiating guest and delivered a speech at the opening ceremony. There were dancing and singing performance after the ceremony and attracted many visitors. COSH set up a game booth and distributed promotion leaflets to promote the importance of smoke-free healthy life and the harmful effects of smoking.

6 Jun 2010 Shatin District Smoke-free Carnival

Alvin Lee District Council Member's Office of Shatin organized a "Shatin District Smoke-free Carnival" on 6 June, 2010 at Shatin Town Hall Plaza to support the "World No Tobacco Day 2010". The aim of the event was to promote the harmful effects of smoking, ways to quit smoking and the importance of a smoke-

的重要性。是次活動獲多個團體支持協辦，除香港吸煙與健康委員會外，其他支持團體包括：衛生署控煙辦公室、東華三院戒煙綜合服務中心、香港專業進修學校等。活動以嘉年華會形式進行，包括歌舞表演、宣傳展板、中小學及幼稚園比賽作品展覽及攤位遊戲。委員會的遊戲攤位吸引了不少區內市民，讓他們從遊戲中認識吸煙的害處以及獲得最新的控煙資訊。

2010年10月16日 全球肺功能日「肺要思量 ——吹遍全城大行動」

2010年10月14日為第一屆「全球肺功能日」，為了讓市民認識及早診斷胸肺疾病的重要性，以及空氣污染和吸煙對肺功能的負面影響，香港哮喘會、香港胸肺學會、美國胸肺學院(港澳分會)、香港兒童呼吸病學會及香港醫學會於2010年10月14日至11月13日合力舉辦「肺要思量——吹遍全城大行動」，安排「肺功能流動測試車」來往本港不同地區，為市民提供免費肺功能測試。

全球肺功能日的開幕活動於10月16日假沙田大會堂戶外廣場舉行，當日主禮嘉賓包括環境局局長邱騰華太平紳士、立法會議員余若薇SC太平紳士、環境諮詢委員會主席林群聲教授、南華足球會主委羅傑承伉儷、南華足球員陳肇麒先生。活動內容包括免費肺功能測

free environment for better health. The event was fully supported by organizations including COSH, Tobacco Control Office of Department of Health (TCO), Integrated Centre on Smoking Cessation of Tung Wah Group of Hospitals and Hong Kong College of Technology.

The carnival was filled by dancing and singing performance, promotion boards, and exhibitions of the winning entries from students. The game booth operated by COSH attracted a lot of people whom could learn about the harmful effects of smoking.

16 Oct 2010 World Spirometry Day – "Spirometry Month"

The first World Spirometry Day was on 14 October, 2010. Hong Kong Asthma Society, Hong Kong Thoracic Society, American College of Chest Physicians (Hong Kong & Macau Chapter), Hong Kong Society of Paediatric Respiriology and The Hong Kong Medical Association jointly organized a "Spirometry Month" event which was launched between 14 October and 13 November, 2010. The event promoted the importance of early diagnosis of lung diseases and how air pollution and smoking adversely affect pulmonary function. A mobile vehicle was designed to provide pulmonary function test to the public by touring around different districts.

The opening ceremony of the "World Spirometry Day" was held on 16 October, 2010 at Shatin Town Hall Plaza. Secretary for the Environment, Mr Edward YAU Tang-Wah, JP, Legislative Council Member, Hon Audrey EU Yuet-mee, SC, JP, Chairman of Advisory Council on the Environment, Professor LAM Kwan-sing, Chairman of South China Football Club, Mr & Mrs Steven LO Kit-sing and football player of South

試及健康攤位，香港吸煙與健康委員會亦獲邀主持一個資訊攤位，派發健康小冊子並以互動遊戲形式，帶出無煙生活對健康的好處。

2010年11月6至7日 2010/11年度中西區健康節

為提高中西區居民對健康的關注，並宣揚健康教育的信息，中西區區議會轄下醫療衛生事務工作小組聯同多個政府部門、區內多間醫院、診所及社會服務機構，於2010年11月6及7日假上環體育館舉辦「2010/11中西區健康節」。

活動主禮嘉賓包括：中西區民政事務專員何吳靜靜太平紳士、中西區區議會副主席陳捷貴議員太平紳士、中西區區議會文化康樂及社會事務委員會主席鄭麗琼議員等，香港吸煙與健康委員會主席劉文文MH太平紳士亦應邀擔任主禮嘉賓。

場內活動多姿多采，有疾病預防及護理、家居安全及個人衛生等健康講座和運動示範、免費身體檢查、義診、各類醫療健康及復康展覽等，吸引數百名市民參與。委員會獲邀於是次活動中設置攤位遊戲及播放歷年經典宣傳短片，以輕鬆互動的手法向中西區居民推廣無煙環境的重要性，加深他們對吸煙及二手煙禍害的認識。委員會人員亦向市民派發宣傳無煙生活的單張及戒煙小冊

China CHAN Siu-ki officiated at the opening ceremony. Pulmonary function test was available free of charge and game booth were prepared to promote a healthy lifestyle at the venue. COSH was responsible for one of the booths promoting the benefits of a smoke-free lifestyle by giving out promotion leaflets and interactive games.

6-7 Nov 2010 Central and Western District Health Festival 2010/11

In order to raise the public awareness of the importance of health and to promote health education, Working Group on Health and Medical Service of Central and Western District Council co-organized a "Central and Western District Health Festival 2010/11" with government departments and hospitals, clinics and social service organizations from 6-7 November, 2010 at Sheung Wan Sports Centre.

The event was officiated by the guests of honor, Central and Western District Officer, Mrs Winnie HO NG Ching-ching, JP, Vice Chairman of Central & Western District Council, Mr Stephen CHAN Chit-kwai, JP, Chairman of Cultural, Leisure & Social Affairs Committee of Central and Western District, Ms CHENG Lai-king and Chairman of COSH, Ms Lisa LAU Man-man, MH, JP.

Health seminars covering disease prevention, nursing, home safety and personal hygiene, exercise demonstration, free health checkup, gratuitous medical consultation and various medical, health and rehabilitation exhibitions were available on the event day. The event attracted a big crowd of people. COSH was responsible for operating a game booth and displayed promotion videos. It helped to promote the importance of a smoke-free environment and to educate



子，向市民提倡無煙健康生活及鼓勵吸煙者戒除煙癮。

2011年2月20日 南區健康安全城市之全城安健繽紛SHOW

由南區健康安全協會及南區民政事務處合辦，東華三院賽馬會復康中心、香港仔街坊福利會社會服務中心及明愛香港仔社區中心協辦之「南區健康安全城市之全城安健繽紛SHOW」於2011年2月20日假香港仔海濱公園舉行。

當日大會以倡導市民積極面對人生，注重身心健康及安全生活意識為主題舉行一個簡單而隆重的典禮，現場亦設置多個攤位遊戲及提供各式各樣的綜合表演，包括醒獅表演、舞蹈及歌唱表演等。委員會以「支持無煙香港」為題負責一個攤位，以輕鬆互動的遊戲形式向參加者宣傳戒煙的好處。委員會職員同時亦向在場人士講解委員會的工作及派發小冊子和單張。

the neighbourhood about the adverse impact of second-hand smoke. COSH representatives distributed smoke-free promotion leaflets and smoking cessation brochures to the public to spread the messages.

20 Feb 2011 Southern District Health and Safe Carnival

The event was co-organized by Southern District Healthy and Safe Association and Southern District Office, and supported by collaborative organizations, including Tung Wah Group of Hospitals Jockey Club Rehabilitation Complex, Aberdeen Kai-Fong Welfare Association Social Service Centre and Caritas Community Centre Aberdeen. It was held on 20 February, 2011 at Aberdeen Promenade.

The theme of the event was "to be optimistic, to be physically and mentally healthy and to have safety awareness". After the ceremony, there were games booths opened and different performances, such as lion dance, dancing and singing. COSH was responsible for one booth which was operated on the theme of "Support Smoke-free Hong Kong", which provided interactive and interesting games to promote the benefits of smoking cessation. COSH staff members introduced its work and distributed booklets and leaflets to participants who visited the booth.

教育及青少年活動 Education and Youth Programmes

青少年教育活動 Youth Education Programmes

「無煙新世代」健康教育講座

委員會相信從小開始灌輸控煙知識對建立無煙環境十分重要，因此委員會每年與全港中小學合作，舉辦控煙健康講座推廣無煙信息。為使小孩子更早認識及建立「吸煙危害健康」的觀念，委員會亦會不定期到幼稚園舉行講座，教育他們拒絕二手煙的同時亦懂得勸喻身邊成年人不要吸煙。

在2010-11學年，委員會到訪逾一百間學校舉行健康講座，多達25,000位學生參與。委員會每年都會為學生提供最新的控煙資訊，包括煙草的歷史起源及種類、吸煙及二手煙的禍害、香港的控煙法例、現時的戒煙服務及煙草商的宣傳技倆等。除了控煙資訊，講者亦會介紹委員會的工作，令大家了解委員會於控煙工作上的角色。在講座完畢後亦設有問答環節，以互動的手法加深學生對無煙信息的認識。

Health Talk for “Smoke-Free New Generation”

Hong Kong Council on Smoking and Health (COSH) believes that educating the youngsters about tobacco control is an effective means in helping them to recognize the importance of a smoke-free environment. Therefore, COSH conducts health talks at secondary and primary schools every year to promote the smoke-free message and helps youngsters to understand the hazards of tobacco as early as possible. Kindergarten students are also the target of health talk which mainly advocates the importance of protecting themselves by refusing secondhand smoke and discourage adults from smoking.

During the school year 2010-11, COSH has conducted over a hundred of health talks at schools, which reached up to 25,000 students. Through health talks, COSH presents the latest information on tobacco control, the origin and types of tobacco, harmful effects of smoking and passive smoking, legislation and law enforcement in Hong Kong, smoking cessation services and promotional tactics of the tobacco industry. In addition, the health talk educator will also introduce COSH's role and tobacco control efforts. A question and answer session is included in the talk to enhance student's knowledge about the smoke-free message.



學校互動教育巡迴劇場 《無煙能量超人》

香港吸煙與健康委員會自1995年起，一直以學校教育劇場作為預防兒童及青少年吸煙的重點教育及宣傳活動之一，希望透過學校、藝術團體與委員會合作，推動本地控煙工作，鼓勵兒童及青少年關注及推動無煙文化的發展。過去推出之劇目包括《煙之騷》、《實況話劇》、《無煙掌門人》、《無煙救地球》、《煙界歷險記》、《勁爆無煙 Super Show》、《小武的無煙城堡》、《無煙勇者的挑戰》和《無煙神探X》等，均深受師生歡迎。於1995至2010年間，委員會舉辦接近1,100場教育劇場，共超過34萬名學生及教師欣賞。

互動教育劇場以控煙為主題，配以音樂、舞台效果及生動有趣的演繹手法，讓學生於觀賞過程中認識吸煙與二手煙的禍害，獲得「吸煙的謬誤」、「煙草的禍害」、「拒絕二手煙」等正面信息，從而領略無煙環境的好處，以及從小開始建立無煙生活文化的態度，身體力行推動無煙的健康生活模式。

本年度，委員會與PIP兒童劇場攜手打造全新互動音樂劇《無煙能量超人》，帶給孩子拒絕煙草的勇氣和正確的價值觀，讓他們了解吸煙和二手煙的禍害，教育他們拒絕吸第一口煙。此外，劇目亦強調無煙家庭的重要性及二手煙的害處，更揭露幕後黑手煙草商以

Education Theatre Programme “Smoke-free Superkids”

Since 1995, Education Theatre has been one of the major education and publicity campaigns of Hong Kong Council on Smoking and Health (COSH) to promote smoking prevention among children and teenagers. Through cooperation with schools and theatre troupe, COSH pushes forward tobacco control in the community and urges youngsters to advocate smoke-free development as well as smoke-free lifestyle. The previous performances include “A Show about Smoking”, “Situational Drama”, “Smoke-free Masters”, “Smoke-free Saves the Earth”, “Smokeland Adventure”, “Smoke-free Super Show”, “Momo’s Smoke-free Castle”, “Smoke-free Challenge” and “Smoke-free Detective X” etc. During 1995-2010, the Education Theatre Program has contributed about 1,100 performances and reached more than 340,000 teachers and students.

The key message of tobacco control is delivered with music, stage effects and interesting presentation. It enables students to recognize the hazards of smoking and secondhand smoke, and receive positive messages such as “fallacies about smoking”, “harmful effects of tobacco” and “say no to secondhand smoke” etc. so as to understand the benefits brought by smoke-free environment. It aims at establishing a smoke-free culture and lifestyle among students from younger age.

COSH, in collaboration with “PIP Theatre Kids”, launched a brand-new interactive musical “Smoke-free Superkids” this year to empower children the courage to refuse tobacco, teach them correct values, enable them to recognize the hazards of smoking and secondhand smoking and refuse the first cigarette. The show also reinforces the value of smoke-free family, the consequence of third-hand smoking, and unmasks the truth that the

青少年及兒童為推廣對象的手段，以增進學生對吸煙問題的認識及關注。

故事講述無煙能量超人閃電為了阻止臭煙怪入侵地球的計劃，就由光之星球來到地球，並認識了小學生清清。豈料閃電不小心中了臭煙怪的奸計，耗盡無煙能量石的能量，臭煙怪就趁機到處引誘人吸煙，務求要令所有人變成煙奴隸，從而吸收煙負能量，升級成為宇宙煙魔王。得到台下學生觀眾的支持和打氣，隱藏在清清身上的無煙能量石得以啟動，成功擊退魔王，也藉此鼓勵學生要勇敢拒煙及鼓勵身邊的人戒煙。故事劇情緊湊，充滿互動元素，加上音響、歌舞和投影技術的配合，令學生投入其中，更容易明白維護無煙環境的重要性。

劇場的首演禮於2010年9月30日假柴灣青年廣場舉行，委員會邀請了300多名區內學生率先欣賞，反應熱烈，台上台下齊聲喊出「拒煙口號」，現場氣氛高漲。其後，劇團隨即在港、九、新界各區學校展開巡迴演出，教育局副局長陳維安太平紳士、控煙辦公室的職員及台灣控煙組織董氏基金會的代表亦先後到學校欣賞劇團演出。



tobacco industry is targeting teenagers and children to enhance students' awareness and understanding the problems caused by smoking.

The story begins with a Smoke-free Superkid "Lightning" who comes from the Light Planet to prevent "Smoking Monster" from attacking the Earth and goes on when he meets Ching-ching, an ordinary primary school student. The story then tells "Lightning" has fallen into a trap set by "Smoking Monster" and used up all the energy of the Smoke-free Power Stone. Meanwhile, "Smoking Monster" takes this opportunity to lure people to smoke, making everyone to be a smoking slave so as to absorb the negative energy produced from smoking and upgrade him to be a "Cosmic Smoking Devil". However, with the support from the audiences, the Smoke-free Power Stone hidden inside Ching-ching is activated and has successfully fought off the Devil, she also encourages students to refuse smoking and support family members to quit smoking as well. The interactive theatre uses a blend of presentation methods including animation and graphic projection, interesting sound effect, singing and dancing, as well as interactive engagement by audience to create a favorable atmosphere to help students recognize the important message of anti-smoking.

COSH commenced the Education Theatre Programme "Smoke-free Superkids" on 30 September, 2010 and invited over 300 students from the district to enjoy the Preview being held in Youth Square, Chai Wan. The "anti-smoking slogan" had been read out by all audiences both on and off stage, creating an overwhelming atmosphere. Since then, the Education Theatre began its tours in various districts. Mr Kenneth CHEN Wei-on, JP (Under Secretary for Education), staff of Tobacco Control Office and representatives of John Tung Foundation, a tobacco control organization from Taiwan also viewed the performance at schools during the touring.

中學控煙短片比賽

委員會及香港大學公共衛生學院於2009-10學年舉辦中學控煙短片比賽，希望透過活動向中學生建立正面的控煙風氣，並邀請全港中學生參與。參賽者可組成3至6人的隊伍，拍攝約1分鐘分別關於戒煙、二手煙或異化吸煙三個主題的短片。藉著互動及有趣的手法向參賽者傳達控煙的信息，以確立年青新一代無煙文化的生活態度，比賽吸引超過50間中學報名參加。

經過全港學校的同學和老師投票以及最後專業評審，優勝作品已經誕生。

是次比賽的頒獎典禮於無煙城市宣傳計劃暨2010「戒煙大贏家」比賽開展儀式上舉行，獎項非常豐富，包括冠、亞、季軍及優異獎共30名，另設有最佳演員獎、最佳剪接獎、最佳音效獎，獎品為總值超過\$50,000的書券，所有參與比賽的學生均可獲「短片製作參與及資訊科技應用」證書一張。

得獎作品已上載到委員會網頁www.smokefree.hk公開讓市民觀賞，結果由瑪利諾修院學校（中學部）奪得最高點擊率之獎項。委員會希望透過是次比賽加強中學生的控煙意識，協助宣揚遠離煙害的信息，鼓勵下一代參與提倡無煙的健康生活模式。



Video Competition for Tobacco Control

Hong Kong Council on Smoking and Health (COSH), together with School of Public Health of The University of Hong Kong co-organized the "Video Competition for Tobacco Control" in the school year 2009-10 and invited all secondary school students to participate so as to establish a positive atmosphere for tobacco control among them through the activity. Participants should form a team of 3-6 persons and prepare short videos with the theme of smoking cessation, secondhand smoke or denormalization of smoking that last around 1 minute. Through producing interactive and interesting short videos, students were able to be educated with the concept of tobacco control and a smoke-free lifestyle. The activity attracted participation of over 50 secondary schools in Hong Kong.

After counting the votes made by all students and teachers together with the final review markings by the Judging Panel, winning entries of the activity were selected.

An award presentation ceremony of the competition was held during the Smokefree City Publicity Campaign and "Quit to Win" Smoking Cessation Contest 2010 Launch Ceremony. The awards included the Champion, 1st Runner-up, 2nd Runner-up and 30 Merits, with three special awards including the Best Actor, the Best Editing and the Best Sound Effects. The competition offered attractive prizes of a total of \$50,000 book coupons. All participants were awarded the certificate of "Video Production and IT Application".

All winning videos had been uploaded to COSH Homepage www.smokefree.hk for public viewing, and the video by Maryknoll Convent School (Secondary Section) had won the award for the Best Hit Rate. COSH hoped that through this competition, secondary school students would be educated with better concept of tobacco control. They are also encouraged to spread the "stay away from tobacco" message and build a smoke-free healthy lifestyle among the younger generation.

「中學控煙短片比賽」結果 Results of "Video Competition for Tobacco Control"



獎項 Award	得獎學校 Name of School	
最佳演員獎 (女主角) The Best Actor (Actress)	瑪利諾修院學校 (中學部)	Maryknoll Convent School (Secondary Section)
最佳剪接獎 The Best Editing	浸信會呂明才中學	Baptist Lui Ming Choi Secondary School
最佳音效獎 The Best Sound Effects	拔萃男書院	Diocesan Boy's School

主題 Theme: 二手煙 Secondhand Smoke

冠軍 Champion	保良局何蔭棠中學	Po Leung Kuk Celine Ho Yam Tong College
亞軍 1st Runner-up	瑪利曼中學	Marymount Secondary School
季軍 2nd Runner-up	浸信會呂明才中學	Baptist Lui Ming Choi Secondary School
優異獎 Merit	樂善堂余近卿中學	Lok Sin Tong Yu Kan Hing Secondary School
優異獎 Merit	舊色園主辦可藝中學	Ho Ngai College (Sponsored by Sik Sik Yuen)
優異獎 Merit	香港道教聯合會鄧顯紀念中學	HKTA Tang Hin Memorial Secondary School
優異獎 Merit	香港九龍塘基督教中華宣道會鄭榮之中學	Christian Alliance Cheng Wing Gee College
優異獎 Merit	東華三院盧幹庭紀念中學	Tung Wah Group of Hospitals Lo Kon Ting Memorial College
優異獎 Merit	世界龍岡學校劉皇發中學	Lung Kong WFSL Lau Wong Fat Secondary School

主題 Theme: 戒煙 Smoking Cessation

冠軍 Champion	瑪利曼中學	Marymount Secondary School
亞軍 1st Runner-up	香海正覺蓮社佛教馬錦燦紀念英文中學	HHCKLA Buddhist Ma Kam Chan Memorial English Secondary School
季軍 2nd Runner-up	宣道會陳朱素華紀念中學	Christian Alliance S. W. Chan Memorial College
優異獎 Merit	浸信會呂明才中學	Baptist Lui Ming Choi Secondary School
優異獎 Merit	瑪利諾修院學校 (中學部)	Maryknoll Convent School (Secondary Section)
優異獎 Merit	宣道會陳朱素華紀念中學	Christian Alliance S. W. Chan Memorial College
優異獎 Merit	東華三院盧幹庭紀念中學	Tung Wah Group of Hospitals Lo Kon Ting Memorial College
優異獎 Merit	東華三院呂潤財紀念中學	Tung Wah Group of Hospitals Lui Yun Choy Memorial College

主題 Theme: 異化吸煙 Denormalization of Smoking

冠軍 Champion	佛教黃鳳翎中學	Buddhist Wong Fung ling College
亞軍 1st Runner-up	樂善堂梁鈺琚書院	Lok Sin Tong Leung Kau Kui College
季軍 2nd Runner-up	瑪利曼中學	Marymount Secondary School
優異獎 Merit	樂善堂梁鈺琚書院	Lok Sin Tong Leung Kau Kui College
優異獎 Merit	樂善堂余近卿中學	Lok Sin Tong Yu Kan Hing Secondary School
優異獎 Merit	宣道會陳朱素華紀念中學	Christian Alliance S. W. Chan Memorial College
優異獎 Merit	保良局何蔭棠中學	Po Leung Kuk Celine Ho Yam Tong College

與學界及社區聯繫 Liaison with Academia and Community

粵港合作舉辦戒煙技能培訓班 (第一期)

香港大學護理學院與中國內地合辦「與煙草危害密切相關的慢性病預防及戒煙技能培訓班」，希望透過教育前線醫護人員相關的控煙知識，使無煙概念得以推廣。委員會總幹事黎慧賢女士獲香港大學護理學院邀請擔任培訓班講者，於2010年8月12日到香港大學演講，以經驗分享、歷史照片展示、案例演說等，引起二十多位學員對控煙的關注及熱烈討論，並分享香港如何有效地執行六項煙草控制措施，成功推動無煙城市概念。

HK/Guangdong Training Workshop in Smoking Cessation (Phase 1)

School of Nursing, The University of Hong Kong and community healthcare centres in China co-organized the Tobacco Dependency Nursing Intervention and Management Course for Nurse Leaders. It aimed to promote a smoke-free concept among frontline healthcare workers through education of tobacco control knowledge. The University invited Ms Vienna LAI Wai-yin (COSH Executive Director) as a speaker of the training course, which was held on 12 August, 2010. The lecture contained experience sharing, display of historical photos and case presentation. Ms LAI also introduced how the six MPOWER measures have been effectively implemented in Hong Kong and successfully promoted the concept of smoke-free city. The some 20 participants showed interest and had a hot discussion.

戒煙輔導員培訓課程2010

由醫院管理局護理深造學院主辦的戒煙輔導員培訓課程始於2002年，主要目的是培訓輔導員協助有意戒煙的吸煙者。課程的培訓對象為專業醫護人員，例如護士和藥劑師等，為他們提供專業的戒煙知識。

Smoking Cessation Counselor Training Programme 2010

A Smoking Cessation Counselor Training Programme was organized by the Institute of Advanced Nursing Studies, The Hospital Authority since 2002. The main purpose of the programme was to train the counselors for



委員會項目籌劃高級經理謝清蘭女士應邀成為其中一位講者，分別於2010年9月18日及2011年3月19日兩期培訓班主講，介紹委員會多年來就推動控煙法例修訂所作的宣傳及倡議工作，並分享香港控煙的宣傳教育及推廣經驗，加深學員對香港控煙歷史及現況的了解。

衛生署培訓工作坊

衛生署控煙辦公室及公共健康護理部於2010年10月9日舉行「2010控煙工作研討會」，委員會項目籌劃高級經理譚淑琴女士獲邀在講座中介紹委員會近年開展的各項控煙工作，並與他們分享委員會在公眾教育、控煙宣傳以至在爭取立法方面，如何透過媒體宣傳配合，及長遠預防吸煙的教育工作，呼籲前線醫護人員支持及鼓勵戒煙。醫護人員對委員會工作表示大力支持，尤其是歷年來的媒體宣傳，並期待委員會在社會各階層繼續推動預防吸煙的教育工作。

香港大學護理學培訓課程

控煙是公共衛生一大重要課題，故此香港大學護理學院於2010年10月21日邀請香港吸煙與健康委員會總幹事黎慧賢女士及項目籌劃高級經理譚淑琴女士擔任客席講師，並以「委員會以政治行動改善公共衛生」為題，以世界衛生組織最新控煙策略MPOWER作主幹，為一班未來專業護理前線人員分析香港

providing smoking cessation counseling service to intend-to-quit smokers. The training programme was particularly designed to equip healthcare professionals, such as nurses and pharmacists, with professional knowledge and skills on smoking cessation.

Ms Janice TSE Ching-lan (Senior Project Manager of COSH) had been invited as one of the speakers for two training courses held on 18 September 2010 and 19 March 2011 respectively. She introduced COSH's efforts in promoting and advocating legislative amendments on tobacco control over the years, and also shared the publicity and promotion experience in tobacco control. It was hoped that the course could help to enhance their knowledge of tobacco control, in particular the history and current status in Hong Kong.

Department of Health Training Workshop

Tobacco Control Office of Department of Health and the Public Health Nursing Division co-organized a "Tobacco Control Update 2010" Seminar - "Moving towards a Smoke-free Hong Kong – Community Partnership and Nurses' Role in Department of Health" on 9 October 2010. Ms Angel TAM Suk-kam (Senior Project Manager of COSH) was invited to share recent efforts of COSH in promoting tobacco control in the seminar, and how COSH conducted community education, publicity projects, and even in fighting for tobacco control legislative as well as starting a long-term education programme on smoking prevention through the media so as to encourage frontline healthcare workers to support and encourage smokers to quit.

Healthcare workers expressed their great support to COSH's efforts, especially the publicity projects conducted over the years, and they were looking

的控煙進程，並提供委員會近年來如何透過研究及不同類型的媒體倡議及宣傳計劃，推動香港控煙法例，以及未來控煙方向。是次講座更特別倡導專業醫護人員在推動煙民戒煙上可作出的貢獻，因為透過專業醫學角度講解煙草禍害，對鼓勵戒煙更有說服力及更為有效。

街頭控煙先鋒計劃

為了解灣仔區居民及流動人口對新修訂法例的認識、探討吸煙人士的戒煙意向及推廣無煙文化，灣仔區議會屬下衛生健康活力城推廣委員會、香港防癆心臟及胸病協會與律敦治及鄧肇堅醫院合辦「街頭控煙先鋒計劃」。這個活動主要希望為地區層面及全港的控煙工作帶來啟示，並為將來的工作奠下基礎，推動無煙香港。

委員會獲邀為學員提供培訓，項目籌劃高級經理謝清蘭女士擔任其中一位講者，介紹委員會多年來就推動控煙法例修訂所作的宣傳及倡議工作，分享香



forward to seeing COSH to continue its work in facilitating community education on smoking prevention.

Nursing Programme – School of Nursing, HKU

Tobacco control is one of the important public health issues. Therefore, School of Nursing, The University of Hong Kong, invited Ms Vienna LAI Wai-yin (COSH Executive Director) and Ms Angel TAM Suk-kam (Senior Project Manager of COSH) to give a lecture on the theme "Political Action to Improve Public Health – COSH" as guest speakers on 21 October 2010. The lecture aimed at to evaluating the effectiveness of all tobacco control measures in Hong Kong by referring to the MPOWER guideline which was suggested by World Health Organization. It also meant to share COSH's efforts in promoting and advocating legislations on tobacco control over the years as well as the future direction of tobacco control with the audience who will become frontline healthcare professionals.

The seminar particularly focused on advocating healthcare professionals' contribution in promoting smoking cessation to smokers. It is crucial and effective to encourage smokers to quit particularly through their professional advice on the harmful effects of smoking.

Tobacco Control Pioneers Programme

In order to know what strategies should be taken as the next step in tobacco control in Hong Kong, the Promotion Committee of Hygienic, Healthy and Dynamic City under Wan Chai District Council, The Hong Kong Tuberculosis, Chest and Heart Diseases Association and Ruttonjee and Tang Shiu Kin Hospitals jointly organized a community project "Tobacco Control Pioneers Programme". The aims of the project were to find out

港控煙的宣傳、教育及社區推廣經驗，並講解煙草商的策略，使學員對香港控煙情況有基本的理解。

計劃至2011年1月完滿結束，成功培訓了30位先鋒，並於1月22日舉行嘉許禮，委員會主席劉文文MH太平紳士代表委員會出席並頒獎。

東華三院戒煙綜合服務中心

東華三院社會服務主任王鳳儀女士及其轄下之戒煙綜合服務中心主任陳靜嫻女士於2010年10月27日連同多位戒煙輔導員來訪委員會，由委員會項目籌劃高級經理謝清蘭女士負責接待。



東華三院戒煙綜合服務中心自2009年設立至今，一直致力協助吸煙人士戒煙。中心希望透過與委員會的交流，促進本港戒煙工作的發展。當天，中心代表跟委員會分享過去成功戒煙的個案及未來發展方向，委員會亦分享近年的宣傳及教育工作，期望中心能配合本港控

the views of the public in Wan Chai district in what further steps should be taken so as to build foundation for promoting smoke-free Hong Kong in future. It was expected through this project to achieve the target of "smoke-free Hong Kong".

COSH was asked to provide training to the recruited Pioneers. Ms Janice TSE Ching-lan (Senior Project Manager of COSH) was one of the speakers who introduced COSH's efforts in promoting and advocating legislative amendments on tobacco control over the years. She shared the experience in education and publicity programmes and community promotion of tobacco control in Hong Kong. She also introduced the strategies used by the tobacco industry so as to enrich them with basic understanding of tobacco control situation in Hong Kong.

The Programme had successfully trained 30 Pioneers and concluded by January 2011. The Recognition Ceremony was held on 22 January and Ms Lisa LAU, MH, JP (COSH Chairman) presented the awards to outstanding Pioneers.

TWGHs Integrated Centre on Smoking Cessation

Ms Margaret WONG Fung-ye (Assistant Community Services Secretary, Tung Wah Group of Hospitals), Ms Helen CHAN Ching-han (Centre supervisor of TWGHs Integrated Centre on Smoking Cessation) and a number of smoking cessation counselors visited COSH on 27 October 2010. Ms Janice TSE Ching-lan (Senior Project Manager of COSH) welcomed and briefed the group.

TWGHs Integrated Centre on Smoking Cessation was established in 2009 and continued to offer help to

煙趨勢與各方的控煙工作，令日後的戒煙服務有更理想的發展。

香港大學廣東考察講座

為配合履行煙草控制框架公約，中國各省市均開展控煙工作。有見及此，香港大學護理學院於2010年，為廣東省及鄰近地區醫護人員提供培訓，期望透過香港在控煙工作的經驗，協助國內醫護人員掌握有關煙草依賴的治療和管理、藥物與行為治療或戒煙干預措施等認識，以推動國內的全面控煙工作。委員會總幹事黎慧賢女士及項目籌劃高級經理譚淑琴女士於2010年11月1日應邀到香港大學護理學院作客席演講，主題為「香港控煙政策及預防吸煙專案」，分享委員會如何透過研究及不同類型的媒體倡議及社區宣傳計劃，教育廣大市民吸煙不單禍及自身健康，更影響受二手煙危害的公眾健康，以爭取全民支持及推動香港控煙法例，並分享香港在推動控煙進程中的挑戰、機遇及未來發展。

香港嬰幼兒發展研究基金會吸煙及兒童健康雙邊學術會議研討會

香港大學公共衛生學院院長林大慶教授及香港大學李嘉誠醫學院兒童及青少年科學系名譽臨床副教授李素輪醫生於2010年11月15日出席由香港嬰幼兒發展研究基金會舉辦之年度雙邊學術會議研討會，主題為「吸煙及兒童健

smokers. The Centre hopes to facilitate the development of smoking cessation in Hong Kong through the exchange. During the visit, representative of TWGHs Integrated Centre on Smoking Cessation shared the successful cases on smoking cessation and its future direction. Ms TSE also shared COSH's effort in publicity and education programmes in recent years. It was hoped that both parties could work together to enhance the development of smoking cessation services.

HKU Guangdong Visit Lecture

The implementation of Framework Convention on Tobacco Control had started a series of tobacco control work in various provinces and cities in Mainland China. In view of this, School of Nursing, The University of Hong Kong, arranged a series of training programmes for healthcare workers in Guangdong Province in 2010. It was hoped to equip the healthcare workers to have a better understanding on the treatment and management of tobacco dependence, drug and behavior treatment and smoking cessation interventions. It was hoped to facilitate a comprehensive tobacco control in Mainland China. Ms Vienna LAI Wai-yin (COSH Executive Director) and Ms Angel TAM Suk-kam (Senior Project Manager of COSH) were invited to give a lecture on "Tobacco Control Policy and Smoking Prevention Project in Hong Kong" on 1 November 2010. They introduced how public education on the harmful effects of smoking not only affected oneself but also to non-smokers who suffered from secondhand smoking was conducted through research, media advocacy and publicity projects. These activities aimed at gaining full support from the public and promote tobacco control legislation in Hong Kong. In addition, challenges, opportunities and future potential development of tobacco control in Hong Kong were also included in the lecture.



康」。講者分別分享其針對「吸煙及二手煙與兒童健康：我們所做的是否足夠？」及「二手煙對孕婦及胎兒造成的有害影響」的研究結果。香港吸煙與健康委員會主席劉文文女士亦應邀出席，並講解各種控煙及禁煙措施對兒童健康發展的重要性，更指出煙草稅是鼓勵戒煙最有效的措施。

香港大學護理學碩士課程

香港大學護理學院開辦的碩士課程涵蓋有關煙草依賴之干預措施與護理學管理，旨在教育學生有關煙草依賴的治療和管理之臨床實踐經驗，例如學習如何評估吸煙者的吸煙狀況、計劃個別藥物與行為治療或提供適當的戒煙干預措施等。委員會總幹事黎慧賢女士於2011年1月7日應邀到香港大學為護理學碩士課程學生客席演講，主題為「香港煙草控制及預防工作」，向與會者介紹本港煙草控制政策、宣傳和預防吸煙的教育

HKECDRF Smoking and Child Health Annual Scientific Meeting

At the Annual Scientific Meeting of Hong Kong Early Childhood Development Research Foundation Limited, titled "Smoking and Child Health", held on 15 November 2010, Professor LAM Tai-hing and Dr LEE So-lun from the School of Public Health and Department of Paediatrics & Adolescent Medicine, Li Ka Shing Faculty of Medicine, The University of Hong Kong presented research findings on "Smoking and Passive Smoking on Child Health: Are We Doing Enough?" and "Harmful effects of fetal exposure to maternal secondhand smoking" respectively.

COSH Chairman, Ms Lisa LAU, MH, JP, was invited to share her views on the importance of tobacco control and smoking ban policy to the healthy development of children, in which tobacco tax was pointed out to be the single most effective measure in encouraging smoking cessation.

Master of Nursing Programme Organized by School of Nursing, HKU

The Master Programme offered by the School of Nursing, The University of Hong Kong covers the measures of tobacco dependence interventions and nursing management. Its aim is to educate students about the clinical experiences in tobacco dependence treatment and management, such as learning how to assess the smoking status of smokers, plan medication and behavioral therapy programme to individuals or provide optimal smoking cessation interventions. Ms Vienna LAI Wai-yin (COSH Executive Director) was invited to give a lecture on the theme "Tobacco Control and Smoking Prevention Programmes in Hong Kong" for the Programme on 7 January 2011. She introduced

工作，並分享委員會在配合有利控煙工作的政策及措施的倡議行動。

香港大學中醫師戒煙培訓課程

近年來，中醫在協助戒煙範疇上亦擔任重要角色，故此香港大學護理學院為中醫師提供培訓，旨在協助他們掌握香港的控煙工作，以及有關煙草依賴的治療和管理、藥物與行為治療或戒煙干預措施等認識。委員會項目籌劃高級經理譚淑琴女士於2011年3月18日應邀到香港大學護理學院客席演講，主題為「香港煙草控制及預防工作」。譚女士以世界衛生組織最新控煙策略MPOWER分享近年來委員會如何透過研究及不同類型的媒體倡議及宣傳計劃，推動香港控煙法例，並分析香港的控煙進程及未來發展。是次講座更特別倡導中醫師支持控煙，因為透過他們以中醫學的角度講解煙草禍害，能更有效推動吸煙人士加入戒煙行列。

tobacco control policy, publicity projects and tobacco prevention education in Hong Kong. She also shared COSH's effort in advocating tobacco control policies and measures.

HKU Smoking Cessation Programme for Chinese Medical Practitioner

In recent years, Chinese medicine has been playing an important role in smoking cessation. Therefore, School of Nursing, The University of Hong Kong provides training to Chinese medical practitioners and help them understand Hong Kong's tobacco control efforts as well as the treatment and management of tobacco dependence, medication and behavioral therapy or measures on smoking cessation intervention. Ms Angel TAM Suk-kam (Senior Project Manager of COSH) was invited to give a seminar on the theme "Tobacco Control and Smoking Prevention Programmes in Hong Kong" on 18 March, 2011. With reference to the latest MPOWER tobacco control measures suggested by World Health Organization, Ms TAM shared the recent efforts of COSH in research, media advocacy and publicity projects to promote tobacco control legislation in Hong Kong. She also analyzed the previous development and prospective of tobacco control in Hong Kong. The seminar aimed to solicit support from Chinese medicine practitioners to support tobacco control and it was believed that it would be more effective to persuade smokers to quit smoking particularly through the point of view of Chinese medicine practitioners by explaining the harmful effect of smoking.



與傳播媒介之聯繫 Working with the Mass Media

為使控煙資訊及本會之宣傳活動能有效傳達至社會各階層，委員會一直與媒體保持緊密聯繫。秘書處經常處理個別報刊、電視台及電台之訪問及查詢。此外，本會於年度內亦曾安排下列記者會、發布會及發放新聞稿予各大傳媒機構：

COSH maintains a close, longstanding relationship with the mass media, enabling the message of tobacco control and the Council's promotional activities to penetrate all levels of society effectively. COSH Secretariat regularly fields interviews and enquiries from individual newspapers, publications, television and radio stations. The Council initiated the following press releases to all media during the year:

主要新聞稿 Major Press Releases

- | | |
|-----------|--|
| 2010/5/29 | 無煙城市宣傳計劃暨2010「戒煙大贏家」比賽啟動禮
Smoke-free City Publicity Campaign & "Quit to Win" Smoking Cessation Contest 2010 Launch Ceremony |
| 2011/1/16 | 加煙稅 助戒煙 全民支持大行動
Press Conference of "Raise Tobacco Tax for Smoking Cessation"
- United Effort Advocacy Campaign |
| 2011/1/25 | 「戒煙大贏家」戒煙跟進研究記者會
Press Conference of "Quit to Win" Contest Research Results Release |
| 2011/2/23 | 回應2011-2012財政預算案增加煙草稅建議
Response to the Budget Speech on the Increase of Tobacco Tax Raise |
| 2011/3/20 | 無煙香港·綠絲帶行動
Smoke-free Hong Kong Green Ribbon Action |

會議及考察 Conferences and Visits

會議 Conferences

珠港澳控煙論壇

由2011年1月起，中國將履行世衛《煙草控制框架公約》，在所有室內公共場所、室內工作場所、公共交通工具和其他可能的室外公共場所完全禁煙。珠海市疾病預防控制中心及珠海市健康教育所於2010年6月1日邀請委員會出席珠港澳控煙論壇作經驗交流，希望汲取香港推行控煙政策及委員會控煙宣傳工作的經驗。主席劉文文MH太平紳士聯同總幹事黎慧賢女士及秘書處職員前往珠海，以「香港控煙的教育工作及媒體倡議」為題，向珠海各界代表講解委員會如何透過媒體及大型宣傳活動推廣控煙工作，並介紹香港控煙法例訂定及修訂情況，讓珠海衛生及控煙人員進一步了解香港的煙草管制概況及發展。最後，珠海及澳門代表與委員會分享各地的控煙經驗，就多個專題作出深入討論，並期待日後更多交流。

Zhuhai, Hong Kong and Macau Conference on Tobacco Control

Since China ratified the WHO Framework Convention on Tobacco Control in January 2011, all indoor public places, all indoor workplace, all public transport and possibly other outdoor public places are designated as no smoking areas. Zhuhai Centre for Disease Control and Prevention and the Health Education Centre in Zhuhai invited the representatives from Hong Kong Council on Smoking and Health (COSH) to attend the trilateral conference on tobacco control and to introduce the strategies in smoke-free promotion and its advocacy role in smoke-free legislations. COSH Chairman, Ms Lisa LAU Man-man, MH, JP, Executive Director, Ms Vienna LAI Wai-yin and Secretariat staff had participated in the conference in Zhuhai. They shared their views and experience with Zhuhai representatives on the topic "Education and Media Advocacy in Tobacco Control in Hong Kong", showing how COSH promoted tobacco control through mass media and large-scaled promotion events. They also explained the progress of tobacco control, so that Zhuhai representatives had a

better understanding of the latest development in Hong Kong. After that, representatives from Zhuhai and Macau exchanged their experience in tobacco control strategies with an in-depth discussion on various issues and wished to have more chances to share views with each other in the future.



世界心臟病學大會

由世界心臟病聯盟、中國醫學會、中國醫學會心血管病學分會，以及中國疾病預防控制中心聯合主辦，2010年世界心臟病學大會於6月17日至19日在北京召開。

大會宣揚由美國心臟學會發起的紅色禮服運動，紅色既是代表衛生、生命和活力的顏色，也有「警示」、「警戒」的意思，促使社會人士關注心臟病和中風這一全球女性頭號殺手。吸煙、缺乏運動、糖尿病、高血壓、高膽固醇及肥胖都會增加女性患上心臟病及中風的風險。有見及此，是次會議學術報告、口頭報告、壁報展示、攤位展覽以及其他活動，均設有以控煙為主題的環節及項目。

本會主席劉文文MH太平紳士獲邀就其中一個控煙議題——透過無煙政策減低心血管疾病發表報告，以「透過媒體倡議推動戒煙」為題，分享委員會如何透過媒體開展一連串公眾教育，讓市民認識二手煙禍害、爭取通過控煙政策，鼓勵吸煙人士戒煙，並動員非吸煙人士支持建構無煙香港。委員會前副主席林大慶教授太平紳士亦獲邀以「以實證科學為基礎的控煙倡導工作」為題，講解如何透過科研數據轉移作為推動全民支持控煙的教育工作。

World Congress of Cardiology

"World Congress of Cardiology 2010" was co-organized by World Heart Federation, Chinese Medical Association, Chinese Society of Cardiology and Chinese Center for Disease Control and Prevention. The event was scheduled on 17-19 June, 2011 in Beijing.

The "Go Red for Women" campaign by American Heart Association was to raise public awareness of women's first killer, heart disease and stroke. The colour of red means hygiene, life and energy, yet it indicates a health warning as well. This year, during the World Congress of Cardiology, the message was highly promoted. Risk factors for heart disease and stroke include smoking, physical inactivity, diabetes, high blood pressure, high blood cholesterol and overweight. Therefore, academic reports, presentations, display boards, exhibition booths and industry satellite activities prepared covered different parts in tobacco control.

Chairman of COSH, Ms Lisa LAU Man-man, MH, JP, was invited to deliver the report "Media Advocacy in Enhancing Smoking Cessation" on the issue "Enhancing the Impact of Smoke-free Policies to Reduce Cardiovascular Diseases" in the event, explaining how to raise public awareness by promoting the harmful effects of second-hand smoke and implementing smoke-free policies. COSH also encouraged smokers to quit smoking and non-smokers to support for a smoke-free Hong Kong. Former Vice Chairman of COSH, Prof LAM Tai-hing, JP, delivered a speech titled "Translating Tobacco Related Research into Public Health Actions in Hong Kong", concerning how to utilize tobacco research data for promoting smoke-free public education.



第九屆亞太區煙草或健康會議

「第九屆亞太區煙草或健康會議」於2010年10月6至9日於澳洲悉尼舉行，超過七百位來自四十多個國家代表與會。會議以「控煙框架公約在亞太區的改變、挑戰與進展」為主題，希望推動亞太地區國家減少吸煙及全球支持公約的實踐，使煙草成為歷史。

委員會派出代表團參加是次會議，與會成員包括主席劉文文MH太平紳士、委員鄒淑賢女士、陳肇始教授、總幹事黎慧賢女士及項目籌劃高級經理謝清蘭女士。劉主席獲邀在會議前的控煙工作坊分享香港控煙工作策略的經驗，並且在會議中以「2009年增加煙草稅鼓勵戒煙的香港經驗」發表報告。黎慧賢女士亦獲邀就「合力爭取制定香港無煙法例」作報告。委員會亦獲大會邀請在會場內設置兩張海報，分別為「非政府組織如何制衡煙草商的策略」及「動員市民建立無煙生活環境的社會平台」。



The 9th Asia Pacific Conference on Tobacco or Health

On 6-9 October, 2010, the 9th Asia Pacific Conference on Tobacco or Health (APACT) was held in Sydney, Australia. It gathered over 700 delegates from more than 40 countries. The focus of APACT this year was "The Framework Convention on Tobacco Control (FCTC) in the Asia Pacific: Change, Challenge and Progress" hoping that the smoking rate in Asian Pacific regions could be lowered, all the countries would successfully implement the FCTC and tobacco would finally become a history.

COSH sent a delegation to attend the conference, including COSH Chairman, Ms Lisa Lau Man-man MH, JP, Members, Ms Brenda WU Shuk-yin and Prof Sophia CHAN Siu-chee, Executive Director, Ms Vienna LAI Wai-yin and Senior Project Manager, Ms Janice TSE Ching-lan. Ms LAU was a guest speaker to share the experience in tobacco control in a pre-conference workshop and to deliver the report "Raise Tax on Tobacco to Encourage Smoking Cessation: Hong Kong Experience and Challenges in 2009". Ms LAI did a poster presentation on "United Effort in Striving for Smoke-free Legislation in Hong Kong". COSH was allowed to put up two posters, "NGO's Efforts in Counteracting Tactics of Tobacco Industry - Hong Kong Experience" and "Smoke-free Family Campaign Mobilize Families to Establish Smoke-free Homes & Loving Environment on a Community Platform" in the venue. By utilizing these two posters, COSH introduced the promotion for tobacco control policies in Hong Kong to other countries and let them know more about the tobacco control efforts COSH have made, that facilitating the exchange of experience.

向各國代表介紹香港推動控煙法例的工作，加深他們對本港控煙運動的認識及促進交流。

代表團更於會後訪問澳洲控煙組織 Quit Victoria，與多個控煙組織代表分享控煙工作，特別就香港近來積極推動戒煙工作方面與戒煙研究及推廣專家交流，彼此獲益良多。此外，委員會代表更與澳洲衛生部門會面，了解澳洲在推動控煙工作的最新情況及困難。

第四屆兩岸四地煙害防制交流研討會

第四屆兩岸四地煙害防制交流研討會於2010年11月3至5日在澳門漁人碼頭舉行。是次研討會由澳門主辦，合作團體包括戒煙保健會、澳門吸煙與健康生活協會及澳門醫護志願者協會，其餘三地主辦團體包括中國控制吸煙協會、香港吸煙與健康委員會及台灣財團法人董氏基金會。是次會議以「推動無煙文化 共建健康城市」為主題，吸引近

Our delegation paid a visit to Quit Victoria, a tobacco control organization in Australia, and met with different parties from tobacco control organizations, sharing their tobacco control strategies. The delegation specially exchanged their views with other experienced representatives and shared how they had been actively working on the publicity for tobacco control in Hong Kong. The delegation had a meeting with Department of Health and Ageing, Australian Government so as to better understand Australia's updates and obstacles in promoting a smoke-free country.

The 4th Cross-strait Conference on Tobacco Control

On 3-5 November, 2010, the 4th Cross-strait Conference on Tobacco Control organized by Macau was held in Macau Fisherman's Wharf. The co-organizations involved different Macau's local organizations, including Smoking Abstinence and Good Health Association, Smoking and Healthy Life Association of Macau, The Macao Association of Medicals Volunteers. Organizations from other regions included Chinese Association on Tobacco Control, COSH and John Tung Foundation. The theme of the year was "Motivate Smoke-free Culture, to Develop

二百位來自中國各省市、香港、台灣及澳門不同單位和團體的控煙專家、學者及非政府組織的代表與會，交流各地煙害防制工作的經驗。

委員會派出代表團參加是次研討會，代表團成員包括委員會主席劉文文MH太平紳士、委員會教育及宣傳委員會主席鄔淑賢女士、委員陳肇始教授、楊偉誠先生MH、溫國雄先生、委員會總幹事黎慧賢女士及秘書處職員。除主席獲邀出席「群策群力 無煙校園齊共建」專題研討會分享委員會之控煙宣傳及教育工作外，委員會亦就以下主題作專題演講或學術報告：

劉文文主席 — 增加煙草稅以鼓勵吸煙者脫離煙害 — 香港的經驗與挑戰

鄔淑賢女士 — 發展學校互動教育巡迴劇場 — 從預防青少年吸煙到培育控煙大使

黎慧賢女士 — 無煙家庭 我做到！ — 動員市民建立無煙生活環境的社會平台

會議透過兩岸四地專家於專題演講及學術報告中的經驗分享，讓與會者汲取四地控煙防制工作的經驗，對於日後制定控煙策略實有莫大裨益。除專題演講及學術報告外，委員會主席劉文文MH太平紳士更獲頒2010年度兩岸四地《華人煙害防制貢獻獎》，以表揚她多年來積極推動及領導本港控煙工作上的貢獻。

a Health City", near 200 tobacco control experts, scholars and representatives of different organizations coming from Mainland China, Hong Kong, Taiwan and Macau participated in the conference and had a fruitful exchange of views on tobacco control.

COSH sent a delegation to attend the conference, including Chairman Ms Lisa LAU Man-man, MH, JP, Chairman of Education & Publicity Committee of COSH, Ms Brenda WU Shuk-yin, Members Prof Sophia CHAN Siu-chee, Mr Frankie YEUNG, MH, Mr Joseph WAN Kwok-hung, Executive Director, Ms Vienna LAI Wai-yin and Secretariat staff.

In the seminar on "United Effort in Building Smoke-free Schools", Ms LAU shared the strategies in smoke-free promotion and public education by COSH and other members delivered plenary speeches or presentations as follows:

Ms Lisa LAU – Raise Tax on Tobacco to Encourage Smoking Cessation – Hong Kong Experience and Challenges

Ms Brenda WU – Development of School-based Interactive Theatre Tours: from the Perspective of Preventing Youth Smoking to Change Agent Cultivation

Ms Vienna LAI – Smoke-free Family Campaign Mobilises Families to Establish Smoke-free Homes & Living Environment on a Community Platform

Experts and scholars from cross-strait regions participated in the conference. The speeches, research results and experience they shared had brought great benefits to all the participants about the implementation of tobacco control policies in future. Moreover, Ms LAU, COSH Chairman was awarded with "2010 Contribution Award for Chinese in Tobacco Control" for



「公共衛生及預防醫學」學術會議2010

由香港防癆心臟及胸病協會及全球華人公共衛生協會主辦的「公共衛生及預防醫學」學術會議於2010年11月6日至8日於醫院管理局舉行。

是次會議匯聚中國內地、台灣、澳門、香港以及世界各地的醫學專家，就各個公共衛生及預防醫學的議題作出深入討論，以促進公共衛生及預防醫學各方面的合作，交流心得及經驗。委員會主席劉文文MH太平紳士亦獲邀就慢性疾病的預防及治療的議題，以「推動MPOWER六項煙草控制措施——香港的經驗與挑戰」為題，發表香港在控煙里程上的最新進展，並分析香港應在保護市民免受二手煙、戒煙服務、煙草禍害警示、禁止煙草宣傳及推廣，以及增加煙草稅方面，進一步採取有效的政策方向。



her leading contribution for education and publicity on tobacco control in Hong Kong.

Conference in Public Health and Preventive Medicine 2010

The Hong Kong Tuberculosis, Chest and Heart Diseases Association and World Association of Chinese Public Health Professionals held the conference on "Public Health and Preventive Medicine 2010" on 6-8 November, 2010 in Hospital Authority.

The conference gathered medical experts from Mainland China, Taiwan, Macau, Hong Kong and all over the world. They had in-depth discussions about different issues that public health and preventive medicine were covered. By sharing their views and experience, the conference helped to enhance the cooperation between experts in both public health and preventive medicine. COSH Chairman, Ms Lisa LAU Man-man, MH, JP, made a speech, "Implementation of MPOWER – Hong Kong Experience and Challenges" on the topic of Prevention and Management of Chronic Diseases. Ms LAU shared the latest development of tobacco control in Hong Kong and mentioned that effective policies should be implemented to protect the general public from the second-hand smoke, expand cessation service, strengthen health warning labels, restrict tobacco promotion and raise tobacco tax.

考察 Visits

我愛香港協會

「我愛香港協會」自2004年成立以來，一直致力推動青少年的品德教育和通識教育。協會於2009年創立全港首個專為學生而設的網上視頻「我愛香港頻道」，並拍攝大量教育短片，通過網絡向青少年灌輸正確品德價值觀，並提倡青少年的均衡發展。

「我愛香港頻道」記者於2010年4月7日到訪委員會秘書處，專訪委員會主席劉文文MH太平紳士，了解香港的吸煙概況、最新的煙害資訊及委員會的控煙宣傳工作。另外，劉主席亦與採訪者分享委員會推動控煙工作的成功因素及所遇到的挑戰。有關訪問已上載到「我愛香港頻道」，讓更多青少年了解這項有關公共衛生的通識專題，從而宣揚「不吸煙」信息。

澳洲 Quit Victoria

委員會於2010年4月13日接待由澳洲遠道而來的Quit Victoria成員Mr Luke Atkin。項目籌劃高級經理謝清蘭女士及譚淑琴女士與Mr Atkin會面交流控煙工作及心得。除了討論委員會的宣傳及教育工作外，Mr Atkin對香港的控煙情況及戒煙服務發展也特別感興趣，並與委員會分享他的寶貴經驗，雙方獲益良多。



We Love Hong Kong Association

Since its establishment in 2004, "We Love Hong Kong Association" has long been a supporting organization for the youth in moral and liberal education. The first online channel for youth "We Love Hong Kong Channel" was created in 2009. A number of educational videos were made to promote positive values and all-rounded personal development in youth via the internet.

Reporters of "We Love Hong Kong Channel" interviewed the Chairman of Hong Kong Council on Smoking and Health (COSH), Ms Lisa LAU Man-man, MH, JP on Hong Kong's smoking prevalence, latest information on harmful effects of smoking and strategies in smoke-free promotion programmes on 7 April, 2010. The Chairman also shared the fruitful results and challenges over the years. The interview was uploaded to the Channel; hope it can help young people to learn more about the smoke-free issues and promote no smoking message.

Quit Victoria, Australia

Mr Luke Atkin from Quit Victoria, Australia visited COSH on 13 April, 2010. Senior Project Manager, Ms Janice TSE Ching-lan and Ms Angel TAM Suk-kam had a meeting with Mr Atkin and exchanged their experience in tobacco control strategies. They had an in-depth discussion and an exchange of views on smoke-free promotion and education programmes. Mr Atkin particularly expressed his interest about the tobacco control development and smoking cessation service and gave his opinions on the issue.

澳門戒煙保健會

澳門戒煙保健會執行長歐家輝先生及其團隊於2010年5月7日到訪委員會，由委員會主席劉文文MH太平紳士、總幹事黎慧賢女士及秘書處職員負責接待。委員會與代表團介紹香港的控煙立法修訂及執行情況以及委員會的控煙工作，代表團亦向委員會分享澳門於推廣控煙時所面對的困難與挑戰，並深入討論，交流控煙的經驗和心得。戒煙保健會亦與委員會就「第四屆兩岸四地煙害防制交流研討會」舉辦事宜作出分享及交流，為2010年11月舉辦之研討會做好準備工作。

香港控煙考察暨媒體建設培訓班

2010年6月22日，由美國中華醫學基金會資助的考察項目「香港控煙考察暨媒體建設培訓班」，共有36名參加者到訪委員會，團員包括四名美國中華醫學基金會人員、四名中山大學工作人員及二十八名來自中華預防醫學會及十三所高校的參會人員。三天培訓活動由中山大學安排，包括訪問香港多個控煙團體及組織，如政府衛生署控煙辦公室及香港大學，以分享香港的控煙經驗。委員會主席劉文文MH太平紳士以「香港的控煙教育工作及媒體倡議」為題，介紹委員會工作、控煙法例及宣傳活動等。代表團對委員會在禁煙法例立法過程的倡議角色特別感興趣，還引起深入討論。

Smoking Abstinence and Good Health Association

Delegation from Smoking Abstinence and Good Health Association of Macau led by Director General, Dr Johnny AU visited COSH on 7 May, 2010. The Chairman of COSH, Ms Lisa LAU Man-man, MH, JP, the Executive Director of COSH, Ms Vienna LAI Wai-yin and the Secretariat staff received the delegation. The content of the meeting included the amendment and enforcement history of tobacco control legislations in Hong Kong. The delegation also shared the challenges and obstacles in promoting tobacco control in Macau. Both parties had an in-depth discussion and exchanged views about tobacco control. Regarding the 4th Cross-Strait Conference on Tobacco Control, COSH and the delegation had a brief meeting for the preparation of that conference to be held in November 2010.

Project of Tobacco Control Experiential Study in Hong Kong

The "Project of Tobacco Control Experiential Study in Hong Kong" subsidized by China Medical Board (CMB) was held on 22 June, 2010. A delegation of 36 people visited COSH, including 4 members of CMB, 4 officials from Sun Yat-sen University, 28 participants from Chinese Preventive Medicine Association and 13 institutions. The 3-day programme was arranged by the Sun Yat-sen University which mainly visited tobacco control groups and organizations, including the Tobacco Control Office of Department of Health (TCO) and the University of Hong Kong (HKU). The main purpose was to learn more about tobacco control strategies in Hong Kong. COSH



南昌、哈爾濱、北京考察團

自2007年1月1日起，香港的法定禁煙範圍已擴大至所有食肆處所的室內地方、室內工作間、公眾場所的室內地方及部份戶外地方。隨著《吸煙（公眾衛生）條例》分階段落實，香港的室內公眾地方已全面禁煙，無煙空間日漸擴大，保障市民健康。

一行二十二人的代表團於2010年6月29日及30日到港考察，汲取香港的控煙經驗。代表團成員包括來自中國南昌、哈爾濱及北京的衛生部門、執法單位及從事健康推廣的非政府組織和學術界團體。

委員會主席劉文文MH太平紳士聯同秘書處職員接待代表團，總幹事黎慧賢女士及項目籌劃高級經理謝清蘭女士向團員講解委員會多年來就推動控煙法例修訂所作的宣傳及倡議工作，並分享控煙宣傳及推廣經驗，加深成員對香港控煙現況的了解。代表團亦參訪其他控煙機構，如香港大學公共衛生學院及護理學院及控煙辦公室，以了解香港如何

Chairman Ms Lisa LAU Man-man, MH, JP introduced the work on promoting tobacco control legislations and advocacy programmes by delivering a presentation on "Education and Media Advocacy in Tobacco Control in Hong Kong". The delegation was particularly interested in the advocacy role of COSH in the legislative process, which aroused in-depth discussions.

Nanchang, Harbin and Beijing Officials Hong Kong Study Tour

Smoking in specific public places was banned under Smoking (Public Health) Ordinance since 1 January 2007, including indoor workplaces and restaurants, indoor public areas and some public outdoor areas. It was a step forward in building a smoke-free Hong Kong and protecting public health.

A delegation of 22-member from Nanchang, Harbin and Beijing came to Hong Kong for a study tour on 29-30 June, 2010. The delegation included officials and enforcement units from the provincial Health Department, non-government organizations and academia from health promotions organizations.

Chairman of COSH, Ms Lisa LAU Man-man, MH, JP and the Secretariat staff received the delegation. Executive Director, Ms Vienna LAI Wai-yin and Senior

推動室內工作間、室內公眾地方禁煙及戒煙等。

粵港合作舉辦戒煙技能培訓班 (第一期)

2010年8月，一班來自廣東省醫護界的「與煙草危害密切相關的慢性病預防及戒煙技能培訓班」學員來港進行一連十天的培訓。學員在港培訓期間參觀多個控煙機構，了解香港控煙工作。學員獲安排於8月11日到訪委員會，秘書處項目籌劃高級經理謝清蘭女士負責接待，並向學員簡介委員會近年推行的教育工作，分享本會推廣控煙教育活動的經驗，讓學員更深入了解委員會的工作。由於中國內地開始逐步擴大禁煙範圍，而醫護人員在控煙及戒煙工作的角色越來越重要，因此學員也相當關注控煙推廣工作，希望汲取香港控煙經驗，在內地積極推動無煙理念。

深圳市香港考察團

中國簽署《煙草控制框架公約》接近五年，但中國在控煙工作方面仍然面對嚴峻的挑戰。深圳市衛生界的官員一行十五人特別來港取經，更於2010年10月20日到委員會參訪，希望進一步了解香港控煙工作，從而汲取相關經驗。

委員會項目籌劃高級經理謝清蘭女士跟考察團講述香港控煙宣傳及教育工



Project Manager, Ms Janice TSE Ching-lan shared COSH's experience and advocacy role over the years in promoting tobacco control regulations. That helped the delegation to better understand the latest development of tobacco control in Hong Kong. The delegation also paid a visit to the School of Public Health and School of Nursing, HKU as well as the Tobacco Control Office to see how the Ordinance was implemented and smoking cessation service was promoted.

Hong Kong/Guangdong Training Workshop in Smoking Cessation (Phase 1)

Participants working in the health care sector organized a 10-day "Training Workshop on Prevention of Tobacco-related Chronic Diseases and Smoking Cessation Technique" to Hong Kong in August 2010. They visited various tobacco control organizations so as to know more about their works on tobacco control. A visit to COSH was scheduled on 11 August. Senior Project Manager of COSH, Ms Janice TSE Ching-lan, welcomed them and briefed them about the education programmes and experience in health promotions. As China's smoking ban has been largely extended to include more places, health professionals have become more important in tobacco control related issues. Therefore, the purpose of the visit was to learn from Hong Kong's experience.

Shenzhen Officials Hong Kong Study Tour

China signed the Framework Convention on Tobacco Control (FCTC) 5 years ago, but there are tremendous challenges on tobacco control to be dealt with. A group of 15 officials from the Bureau of Health of Shenzhen Municipality visited Hong Kong for a study tour. They met COSH's



作，期間亦分享了不少控煙立法及爭取增加煙草稅的經驗。

粵港合作舉辦戒煙技能培訓班 (第二期)

繼「粵港合作舉辦與煙草危害密切相關的慢性病預防及戒煙技能培訓班 (第一期)」獲得完滿成功，有關單位積極開辦第二期培訓班，並於2010年10月28日率領學員一行三十一人到訪委員會，由委員會項目籌劃高級經理謝清蘭女士接待，跟學員分享控煙立法的經驗與宣傳教育之配合。由於距離履行世界衛生組織之《煙草控制框架公約》的日子漸近，一眾參訪之醫護人員希望透過了解香港的控煙歷程，汲取相關經驗，使《公約》之實踐更見成效。

中華預防醫學會培訓班

由中華預防醫學會舉辦之「香港控煙考察暨政策宣導能力培訓班」於2010年11月舉行，學員一連五天來港參觀各控煙機構、學院及醫院。委員會於11月

representatives on 20 October to learn about the latest development of tobacco control in Hong Kong. Senior Project Manager of COSH, Ms Janice TSE Ching-lan introduced COSH efforts on promotions and education programmes and advocacy experience especially in raising tobacco tax.

Hong Kong/Guangdong Training Workshop in Smoking Cessation (Phase 2)

With the success in Phase 1, Phase 2 of the Hong Kong/Guangdong Training Workshop in Smoking Cessation was organized and held on 28 October, 2010. A group of 31 participants visited COSH and were warmly received by Senior Project Manager of COSH, Ms Janice TSE Ching-lan, who shared the experience on tobacco control regulations and promotions as well as education programmes. The implementation deadline of FCTC was near and it was high time to learn from Hong Kong's success in tobacco control.

Training Workshop, the Chinese Preventive Medicine Association

A "Hong Kong Study Tour and Training Workshop on Policy Advocacy" brought about a group of 20 participants to Hong Kong for a 5-day programme



23日接待二十位培訓班學員，由總幹事黎慧賢女士及項目籌劃高級經理謝清蘭女士負責向學員介紹委員會重點宣傳及教育工作，並跟與會者分享控煙心得。

瀋陽、天津及蘭州考察團

來自中國瀋陽、天津及蘭州等城市的醫護人員，一行二十一人到港考察，希望汲取香港的控煙經驗，使內地的控煙工作更順利推行。委員會於2010年12月1日接待代表團，由總幹事黎慧賢女士及項目籌劃高級經理譚淑琴女士負責向代表團介紹香港控煙情況及委員會的宣傳教育工作。簡介會後，代表團對香港以短片或廣告形式宣傳控煙的方法深感興趣，認為能廣泛及有效地表達重要訊息，而且深入民心，希望日後有機會在內地採取相同的宣傳手法。此外，委員會與代表團就公共地方禁煙的問題及宣傳方式作深入探討，互相交流經驗及心得。

in November 2010. They were warmly received by Executive Director of COSH, Ms Vienna LAI Wai-yin and Senior Project Manager, Ms Janice TSE Ching-lan. The group visited different organizations such as schools and hospitals that support tobacco control in Hong Kong. And Ms LAI and Ms TSE introduced COSH's work in tobacco control and shared their experience with participants.

Shenyang, Tianjin and Lanzhou Officials Hong Kong Study Tour

A delegation of 21 members from Shenyang, Tianjin and Lanzhou came to Hong Kong for a study tour on 1 December, 2010 with an aim to learn from Hong Kong's experience in the implementation of tobacco control strategies. Executive Director of COSH, Ms Vienna LAI Wai-yin and Senior Project Manager, Ms Angel TAM Suk-kam warmly received the delegation and introduced the latest development in tobacco control and COSH's efforts on promotions and education programmes. The delegation was impressed by the promotional videos and advertisement by their effectiveness in publicity values which could be adopted in China. Both parties had a fruitful discussion on issues about tobacco control and publicity strategies which served as a great exchange experience.

韓國吸煙與健康協會

來自韓國吸煙與健康協會一行十三人的代表團於2011年2月17日來訪，委員會項目籌劃高級經理譚淑琴女士與秘書處職員負責接待。由於代表團成員中不乏中小學教師，各人對本港控煙教育均深表興趣。

譚淑琴女士向代表團講解香港吸煙現況及簡介委員會之宣傳教育工作，並提及香港未來控煙發展方向。代表團對本港控煙條例實施後的實際情況特別感興趣，希望透過委員會的經驗分享及交流，研究於當地實施相關條例的可行性。代表團更特別針對校內之控煙教育及具體罰則與委員會分享心得，希望有助回國推行類似的控煙宣傳及教育工作。

中南大學湘雅醫學院

Mr Zachary Rich是一位來自美國的富布賴特學者，他正研究湖南省長沙市男性的吸煙習慣。他於中南大學湘雅醫學院修讀，並與其公共衛生學院合作研究，參與制訂疾病預防控制中心的控煙方案。他來訪香港時，曾到訪委員會並由項目籌劃高級經理譚淑琴女士負責接待，向他介紹本港控煙的最新情況及分享委員會在推廣控煙時所遇到的難題及挑戰。他對全港的控煙工作、宣傳活動及委員會的倡議角色深表興趣。

Korea Association of Smoking and Health

The delegation of Korea Association of Smoking and Health paid a visit to COSH on 17 February, 2011. A delegation of 13 people was received by Senior Project Manager of COSH, Ms Angel TAM Suk-kam and the Secretariat staff. Some of the delegates are school teachers and they are interested in the smoke-free education programmes in Hong Kong.

Ms TAM introduced the latest development of tobacco control, education programmes and future strategy in Hong Kong. By sharing different views and experience, the delegation was very interested in the actual situation of post-implementation of tobacco control regulations which served as good example for evaluating the feasibility of enacting related regulations in Korea. The delegation shared their experience in tobacco control education and punishment on campus, hoping that it could help to facilitate the promotions and education in tobacco control in Korea.

Mr Zachary Rich, Xiangya School of Medicine, Central South University

Mr Zachary Rich is a Fulbright Fellow from the United States who is researching male smoking customs in Changsha, Hunan province. He has been studying in Xiangya School of Medicine and working with the School of Public Health on tobacco control issues. During his visit to Hong Kong, Mr Rich paid a visit to COSH to learn about the latest development of tobacco control in Hong Kong. Ms Angel TAM Suk-kam Senior Project Manager received Mr Rich and introduced the work of COSH and shared the challenges and opportunities in tobacco control in Hong Kong. Mr Rich was especially impressed by effective enforcement on smoke-free legislations in Hong Kong. He expressed his interest in the territory-wide tobacco control publicity programmes and advocacy actions taken by COSH.

資訊及研究項目計劃 Information and Research Projects

資訊項目計劃 Information Projects

資源中心

委員會設有一個資源中心，供市民索取本會印製之研究報告書、宣傳及教育資料如小冊子、海報等。

資源中心提供各類有關煙草禍害、二手煙、控煙法例等本地和國際期刊、書籍、學術研究論文、控煙會議文獻，參考資料套及影音資料。

參訪資源中心的人士主要包括：學生、老師、家長、來自公共衛生及控煙界別的研究人員及海外參訪代表團、醫學及護理界人員等。

諮詢熱線

委員會裝設了一套自動電話系統，為市民提供24小時諮詢服務。市民除了可從中獲取各項有關吸煙與健康的資訊外，亦可以透過熱線就吸煙或其他相關的議題或問題作出查詢、建議或投訴。

電話諮詢熱線可協助委員會收集市民大眾對於有關加強控煙及管制吸煙法例等各項措施的意見，亦有助委員會計劃未來的推廣活動。委員會在接到投訴及建議後，將會搜集資料並與有關之政府部門、機構及團體商討處理事宜。

Resource Centre

The Council Secretariat's Resource Centre provides a variety of research, promotional and educational materials, such as research reports, leaflets and posters to the public.

The Centre's collections include various local and international periodicals, journals, books, research papers, conference proceedings and audio-visual materials about tobacco hazards, passive smoking and tobacco control legislation.

Visitors to the Resource Centre include students, teachers, parents, researchers, medical and health practitioners, and overseas delegations.

Enquiry Hotline

The hotline system of COSH provides the public with round-the-clock enquiry service. Apart from receiving information about smoking and health, the public can also make enquiries, suggestions and complaints regarding smoking or other related issues via the hotline.

The hotline is used as a means to collect public opinions on tobacco control policies. Any feedback, complaints or suggestions received will be referred to relevant government departments and organizations accordingly.

在2010年4月1日至2011年3月31日，本會收到市民提出共779宗查詢、建議及投訴個案。個案分類見下表：

Between 1 April 2010 and 31 March 2011, COSH received 779 calls from the public making enquiries, suggestions or complaints. The cases are categorized as below:

熱線個案類別	Topics of Calls to the Hotline	個案數目 Total
(一) 查詢吸煙與健康資料	General enquiries for information related to smoking and health	
吸煙對健康的影響	Health hazards of smoking	49
二手煙對健康的影響	Health hazards of passive smoking	18
戒煙方法及好處	Methods and benefits of quitting smoking	60
煙草產品成份	Content of tobacco products	29
本港戒煙服務詳情	Smoking cessation services available in HK	61
本港控煙法例	Legislation on tobacco control in HK	121
其他吸煙與健康資訊	Other information related to smoking and health	2
(二) 查詢委員會資料及服務	General enquiries for COSH information and services	
委員會背景及資料	Background and general information about COSH	130
申請本會教育及宣傳品外借服務	Loan and request of COSH's educational and publicity materials	81
查詢本會推廣活動	COSH's publicity and community involvement programmes	22
(三) 投訴	Complaints	
法定禁煙區違例吸煙	Statutory no smoking areas – Smoking	36
非法定禁煙區內吸煙	Non-Statutory no smoking areas – Smoking	2
缺乏執法行動	Lack of Enforcement Actions	1
煙草廣告及宣傳手法	Tobacco advertising and promotion tactics	0
煙草產品的售賣規管	Regulations on the sale of tobacco products	0
(四) 建議	Suggestions	
擴大非吸煙區範圍	Extension of statutory no smoking areas	19
對本港控煙法例的意見	Opinions related to tobacco control law	13
煙草稅	Tobacco duty	45
加強執法	Strengthening law enforcement	28
煙草產品的售賣規管	Restriction on the sale of tobacco products	49
對本會的意見	Opinions related to COSH	11
對本港戒煙服務的意見	Opinion on smoking cessation services in Hong Kong	2

總數 GRAND TOTAL 779

委員會新網站

委員會設有網站(www.smokefree.hk)，方便市民透過互聯網掌握最新控煙及其他有關吸煙及健康的資訊如：控煙法例、本地及國際煙害新聞及研究報告等。此外，網站亦有介紹委員會多元化的工作及活動。本會希望藉網站聯繫市民支持無煙香港。

為了使市民能夠透過委員會網站更快捷地接收更多元化的資訊，亦為了增強本會與市民的互動溝通，委員會在2010年5月更新委員會網站，提供更多香港及海外最新控煙資訊及有關吸煙對健康的影響的研究報告，亦開設以不同訪客為對象的推介資訊，更開展網上投票專區、提供網上報名表格、控煙知識遊戲區、可供下載的控煙廣告、歌曲MP3及桌布等。

香港及海內外訪客均可藉這個網上平台了解委員會的工作及最新活動，從而探討吸煙對個人健康、家庭及整體社會所帶來的即時及長遠負面影響。本會希望藉網站積極鼓勵市民建立無煙城市及開展清新健康的生活。

COSH New Website

Our official website (www.smokefree.hk) enables members of the public to stay tuned with the latest information about tobacco control policies, local and international news, reports on smoking hazards, as well as details of the Council's work and diversified activities.

The update of the website does not only improve the design of the site, but it also allows easier access to our news and resources. It facilitates COSH to better interact with the public. It provides more local and international news and researchers on tobacco control and smoking risks. The new website can also recommend information to different users based on their needs. New features like online polling, e-application and forms, tobacco control games, promotional videos, downloadable MP3s and wallpapers are also available on the updated COSH website.

Local and overseas visitors can learn more about our work and the latest activities from the new website. It helps visitors better understand the immediate and long term drawbacks smoking has on individuals, families and the community. With the new website, COSH hopes to build a smoke-free Hong Kong with everyone.



研究項目計劃 Research Projects

2009年戒煙項目成效研究

委員會在2009年首次聯同香港大學護理學院、公共衛生學院及電視廣播有限公司攜手合辦「戒煙大贏家」活動，以豐富禮品鼓勵市民戒煙及支持家人或朋友戒煙。

委員會於2009年5月至7月期間在港九新界各區成功招募了1,119名市民參加比賽，除了向他們提供戒煙資訊及輔導服務外，本會亦同時開展了一項有關本地市民戒煙模式及方法的研究。活動結束後，本會亦有檢討活動的成效。透過是次研究，本會希望了解促使戒煙成功的因素及探討未來戒煙服務之發展方向並期望將來能利用是次研究的資料作為參考，提供切合香港戒煙人士需要的服務。

比賽由2009年7月開始，為期十二個月，參賽者須於比賽期間完全停止吸煙。所有參賽者均被隨機安排接受不同形式的戒煙輔導服務：446位獲派戒煙小冊子、338位接受電話戒煙輔導，335位則收到戒煙短訊。戒煙輔導員每隔2、6和12個月便會透過電話進行問卷調查，以跟進他們的戒煙情況。同時，戒煙人士亦會被邀請至香港大學進行身體檢查，以便核實其戒煙狀況。

Study on Effectiveness of Smoking Cessation Intervention Programme 2009

In 2009, COSH collaborated with the School of Nursing and School of Public Health, the University of Hong Kong (HKU) and Television Broadcasts Limited (TVB) to organize the "Quit to Win' Smoking Cessation Contest". The Contest attracted many smokers to quit smoking as well as people supporting family and friends to kick the habit of smoking, with fabulous prizes.

Recruitment events were carried out in Hong Kong from May to July and successfully attracted 1,119 participants. Apart from offering smoking cessation information and counselling services, COSH conducted a research to study cessation patterns and methods of Hong Kong smokers. The findings were used to evaluate the efficacy the activity and to explore the keys to success, so that smoking cessation services could be improved to meet the needs of smokers.

Participants were required to quit smoking completely for 12 months starting from July 2009. They were assigned randomly with different smoking cessation services: 446 received a self-help cessation manual, 338 received additional telephone cessation advice, while 335 received SMS cessation messages. All participants were followed up at intervals of every 2, 6 and 12 months. They were also required to undergo a biomedical validation to verify their cessation status.

2009年戒煙大贏家整體成果 Results of the 2009 "Quit to Win" Smoking Cessation Contest

基本資料 Demographics			
性別	Gender	人數 Number of People	%
男性	Male	914	82%
女性	Female	205	18%
年齡組別	Age Groups		
18 – 29	18 – 29	157	14%
30 – 39	30 – 39	242	22%
40 – 49	40 – 49	290	26%
50 – 59	50 – 59	237	21%
60歲或以上	60 years old or above	193	17%
婚姻狀況	Marital Status		
單身	Single	228	20%
已婚	Married	848	76%
其他	Other	40	4%
教育程度	Education Level		
無正式接受教育	No formal education	31	3%
中三或以下	Secondary 3 or below	637	57%
中四至中七	Secondary 4 to 7	358	32%
大專或以上	Post Secondary	93	8%
吸煙情況 Smoking Profile			
開始吸煙年齡	Age of Starting Smoking*	人數 Number of People	%
10歲前	Before 10 years old	54	5%
10 – 19	10 – 19	748	67%
20 – 29	20 – 29	257	23%
30歲或以上	30 years old or above	59	5%
吸煙程度	Tobacco consumption*		
輕量吸煙者	Light smoker	748	67%
重量吸煙者	Heavy smoker	363	33%

* 缺失數據被排除在外 missing data was excluded

吸煙及戒煙人士的跟進結果 Smoking and Quitting Profiles at Follow Ups

	總數 Total (N=1119)	非實驗組 Non-RCT Group (N=116)	電話協助戒煙 RCT Group 1 – TEL (N=338)	短訊協助戒煙 RCT Group 2 – SMS Group (N=335)	對照組 Control Group (N=330)	p值 p-value (χ^2 test)
自我報告的戒煙率 Self-reported Quit Rate						
兩個月跟進結果 2-month follow up	257 (23%)	37 (31.9%)	78 (23.1%)	66 (19.7%)	76 (23%)	0.48
六個月跟進結果 6-month follow up	242 (21.6%)	31 (26.7%)	75 (22.2%)	69 (20.6%)	67 (20.3%)	0.81
十二個月跟進結果 12-month follow up	214 (19.1%)	28 (24.1%)	66 (19.5%)	60 (17.9%)	60 (18.2%)	0.88
減少吸煙大於或等於五成 (戒煙者除外) Smoking Reduction \geq 50% (excluding quitters)						
兩個月跟進結果 2-month follow up	221 / 862 (25.6%)	10 / 79 (12.7%)	73 / 260 (28.1%)	68 / 269 (25.3%)	70 / 254 (27.6%)	0.74
六個月跟進結果 6-month follow up	199 / 877 (22.7%)	6 / 85 (7.1%)	61 / 263 (23.2%)	72 / 266 (27.1%)	60 / 263 (22.8%)	0.45
十二個月跟進結果 12-month follow up	137 / 905 (15.1%)	6 / 88 (6.8%)	46 / 272 (16.9%)	44 / 275 (16%)	41 / 270 (15.2%)	0.86

嘗試戒煙的主要原因

Major Reasons for quit attempt

(n=439: 包括那些在十二個月跟進期內曾嘗試戒煙的人士 included those who had made a quit attempt at 12-month follow up)

- 預防疾病
- 為子女作榜樣
- 增加了捲煙稅收
- 其他人鼓勵/壓力
- 患病, 需要接受治療
- 獎金/獎品吸引
- Illness prevention
- Be a model for children
- Increased in cigarette taxation
- Encouragement / pressure from others
- Sickness
- Reward / Prize attractive

主要採用的戒煙方法

Methods used for quit attempt

(n=439: 包括那些在十二個月跟進期內曾嘗試戒煙的人士 included those who had made a quit attempt at 12-month follow up)

- 沒有任何特別方法
- 利用自助戒煙小冊子
- 利用尼古丁替代治療法
- 諮詢其他人
- 接受診所/醫院的輔導
- No special method
- Used self-help booklet
- Used NRT
- Consulted with others
- Received counseling from clinic / hospital

戒煙後再次吸煙的原因

Reasons to relapse smoking

(n=231: 包括那些已在十二個月跟進期內曾嘗試戒煙後再次吸煙的人士 included those who had made a quit attempt at 12-month follow up and relapsed smoking)

- 渴望吸煙
- 有吸煙者在附近
- 工作壓力
- 感到苦悶
- 難以集中
- 朋輩壓力
- 感到開心/不開心
- 飲酒
- Craving to smoke
- Smokers nearby
- Work Pressure
- Feel bored
- Difficult to concentrate
- Peer Pressure
- Feel happy / unhappy
- Drinking alcohol

香港大學護理學院發現參賽者十二個月的成功戒煙率達19%，與本地戒煙研究的數據相若。對比其他海外的戒煙活動，是次戒煙人士相對具有較高的戒煙意識及動力，他們在決定參加比賽的一刻，已經作好準備及立定決心。

根據香港大學護理學院及公共衛生學院進行的進度報告指出，「戒煙大贏家」比賽成功引起公眾關注，透過地區招募及宣傳活動，吸引了不少吸煙者參加這項戒煙比賽，有效進一步降低吸煙人口及煙草消耗量，而且活動有助了解吸煙人士使用煙草的狀況及習慣，為加強及改善現行戒煙服務提供了重要的數據。

The School of Nursing of The University of Hong Kong reported that the overall quit rate of the participants in the "Quit to Win" contest was 19%, which was comparable to that of other local studies. Compared with other overseas smoking cessation programmes, participants of the Contest were relatively more determined, motivated, and ready to quit since they had decided to join the contest.

According to the follow-up report presented by the School of Nursing and School of Public Health, the "Quit to Win" Smoking Cessation Contest successfully aroused public attention and concern as it attracted a large number of participants. The Contest facilitates understanding of smokers' needs of cessation service in Hong Kong. The findings will be useful for the development of smoking cessation services in Hong Kong.

2010年戒煙項目成效研究

委員會在2010年再次聯同香港大學護理學系、公共衛生學院攜手合辦「戒煙大贏家」活動，以豐富禮品鼓勵市民戒煙及支持家人、朋友戒煙。

委員會於2010年6月至8月期間在港九新界各區成功招募了1,103名市民參加比賽。除了提供戒煙資訊及輔導服務予參賽者，幫助其戒煙外，本會亦藉此活動研究本地市民戒煙的方法，希望進一步了解吸煙人士對戒煙服務的需求及探討未來戒煙服務的發展方向。

這個為期六個月的比賽由2010年6月開始，參賽者須於比賽期間完全停止吸煙。所有參賽者均被隨機安排接受現場戒煙輔導服務或獲派戒煙小冊子。在六個月後，戒煙輔導員會透過電話以問卷形式調查他們的戒煙情況，而成功戒煙人士將須進行身體檢查以核實其戒煙狀況。

Study on Effectiveness of Smoking Cessation Intervention Programme 2010

COSH collaborated with the School of Nursing and School of Public Health, The University of Hong Kong and TVB to organize the "Quit to Win" Smoking Cessation Contest for the second time in 2010. With fabulous prizes to the winners, the Contest encouraged the public to quit smoking and support their family and friends to quit smoking.

Recruitment was carried out in Hong Kong from June to August and successfully attracted 1,103 participants. Apart from offering smoking cessation information and counselling services, it also studied the local cessation methods and evaluated the contest. The findings will be used for the planning of future development of smoking cessation services in Hong Kong.

Participants were required to cease smoking completely for six months starting from June 2010. They were offered either with a self-help cessation manual or on-site cessation counselling. All participants were followed up on the phone after six months, and those who quitted successfully were subject to undergo biological validations for the verification of their cessation status.

2010年戒煙大贏家整體成果

Results of the 2010 "Quit to Win" Smoking Cessation Contest

基本資料 Demographics			
性別	Gender	人數 Number of People	%
男性	Male	924	84%
女性	Female	179	16%
年齡組別	Age Groups		
18 – 29	18 – 29	161	14.6%
30 – 39	30 – 39	237	21.5%
40 – 49	40 – 49	263	23.9%
50 – 59	50 – 59	211	19.1%
60歲或以上	60 years old or above	224	20.3%
遺漏個案	Missing Case	7	0.6%
婚姻狀況	Marital Status		
單身	Single	263	23.8%
已婚	Married	806	73.1%
其他	Other	34	3.1%
教育程度	Education Level		
無正式接受教育	No formal education	37	3.4%
中三或以下	Secondary 3 or below	560	50.8%
中四至中七	Secondary 4 to 7	370	33.5%
大專或以上	Post Secondary	134	12.1%
遺漏個案	Missing case	2	0.2%

吸煙情況 Smoking Profile			
開始吸煙年齡	Age of Starting Smoking*	人數 Number of People	%
10歲前	Before 10 years old	62	5.6%
10 – 19	10 – 19	713	64.7%
20 – 29	20 – 29	252	22.8%
30歲或以上	30 years old or above	76	6.9%
吸煙程度	Tobacco consumption*		
輕量吸煙者	Light smoker	716	65%
重量吸煙者	Heavy smoker	386	35%

* 缺失數據被排除在外 missing data was excluded

吸煙及戒煙人士的跟進結果
Smoking and Quitting Profiles
at Follow Ups

	總數 Total (N=1103)	非實驗組 Non-RCT Group (N=272)	干預組 Intervention Group (N=441)	對照組 Control Group (N=390)	p值 p-value (χ^2 test)
自我報告的戒煙率 Self-reported Quit Rate	181 (16.4%)	46 (16.9%)	81 (18.4%)	54 (13.8%)	0.078

嘗試戒煙的主要原因

Major Reasons for quit attempt

(n=340: 包括那些在六個月跟進期內曾嘗試戒煙的人士 included those who had made a quit attempt at 6-month follow up)

- 預防疾病
- 昂貴/增加了捲煙稅收
- 其他人鼓勵/壓力
- 為子女作榜樣
- 患病，需要接受治療
- 許多非吸煙區所造成的不便
- Illness prevention;
- Expensive / Increased in cigarette taxation
- Encouragement / pressure from others
- Be a model for children
- Sickness
- Inconvenience caused by many no-smoking area

主要採用的戒煙方法

Methods used for quit attempt

(n=340: 包括那些在六個月跟進期內曾嘗試戒煙的人士 included those who had made a quit attempt at 6-month follow up)

- 沒有任何特別方法
- 諮詢其他人
- 利用自助戒煙小冊子
- 接受診所/醫院的輔導
- 利用尼古丁替代治療法
- 參加其他戒煙計劃
- No special method
- Consulted with others
- Used self-help booklet
- Received counseling from clinic / hospital
- Used NRT
- Participated other smoking cessation programme

戒煙後再次吸煙的原因

Reasons to relapse smoking

(n=606: 包括那些已在六個月跟進期內曾嘗試戒煙後再次吸煙的人士 included those who had made a quit attempt at 6-month follow up and relapsed smoking)

- 渴望吸煙
- 有吸煙者在附近
- 工作壓力
- 感到苦悶
- 朋輩壓力
- 難以集中
- 沒有人支持/鼓勵
- 感到開心/不開心
- 沒有自信
- 飲酒
- Craving to smoke
- Smokers nearby
- Work Pressure
- Feel bored
- Peer Pressure
- Difficult to concentrate
- No one support / encourage
- Feel happy / unhappy
- No confidence
- Drinking alcohol

是次比賽六個月後的跟進數據顯示，在被成功聯絡到的787名參賽者中，181位表示已成功戒煙，比率達16%，接受即場戒煙輔導服務或獲派戒煙小冊子的參賽者的成功比率亦相若，沒有明顯分別。同時亦有25%的參賽者表示即使自己未能成功戒煙，亦已將吸煙量大大降低一半。

分析兩年戒煙大贏家的比賽數據後，本會發現參加者的吸煙狀況相近，而透過比賽亦較容易為一些未必有時間或未曾計劃去戒煙的人士建立他們戒煙的決心，可見以這類戒煙為目標的大型比賽是有效推動戒煙並且具成本效益的活動。

香港女性吸煙與健康調查

委員會委託香港大學護理學院進行全港性婦女吸煙與健康調查，目標是了解吸煙與二手煙對婦女健康造成的影響以及探討15至65歲的女性吸煙者、已戒煙或從未吸煙的女士對於吸煙及戒煙的認識、態度及行為。

護理學院在2010年舉行了十五個聚焦小組討論，邀請了73位不同年齡及有不同吸煙習慣的女士分享她們吸煙、不吸煙及戒煙的原因、戒煙經驗、她們對二手煙及吸煙禍害的認識，以及其對煙草價格和政府控煙政策的意見。

According to the follow-up data collected 6 months after the contest, 181 out of the 787 participants who responded reported that they had successfully given up smoking. The quit rate of those who received on-the-site cessation counselling and that of those who received self-help manuals were similar – both were around 16%. And among those who failed to quit smoking, 25% indicated that they had reduced their cigarette consumption by half.

Results of the 2 contests in 2009 and 2010 were similar. In both years, we managed to encourage those who had not had time or had never planned cessation to quit smoking. We helped them become more determined to quit smoking. The results indicated that community-based smoking cessation programmes like “Quit to Win” are highly costeffective ways to promote cessation.

Smoking and Health Survey in Hong Kong Women

COSH commissioned the School of Nursing of The University of Hong Kong to conduct a study about female smokers and health. Female smokers, ex-smokers and non-smokers aged 15 to 65 took part in the survey for the collection of information regarding their knowledge, attitude and behaviour towards smoking and cessation, as well as harms of smoking and second-hand smoke to female.

73 women of different age who have different smoking habits were invited to attend 15 focus group discussions to share their reasons for smoking, not smoking or quitting smoking. The survey also invited them to talk about their smoking habits, knowledge about smoking and passive smoking risks, opinions on cigarette prices and tobacco control policy as well as their experience of quitting smoking.

主要分析重點：

- 大部份曾吸煙的受訪者表示，因受社會環境和心理影響，或對吸煙存在誤解，讓她們在少女時期就開始染上煙癮。
- 吸煙受訪者認為吸煙是種交際手腕，有助社交。
- 非吸煙受訪者因怕有損健康、儀容或擇偶機會而拒絕吸煙。又或種種社會因素如吸煙帶來的負面形象、家庭壓力、建立壞榜樣等的害處也令她們對吸煙卻步。整體而言非吸煙受訪者較善於控制情緒。
- 已戒煙者表示懷孕、餵哺母乳和成為人母均會驅使她們戒煙。令她們感到「必須」(MUST)把煙癮戒除的過程包括：充滿動力(Motivation)、遠離香煙(Unavailability of cigarettes)、獲得朋友或家人的支持(Support from friends/family)和將戒煙大計付諸行動(Translation of plan into action)。
- 大部份受訪者均認為香港越來越多女性吸煙者，而且女性吸煙還有年輕化的趨勢。
- 有不同吸煙習慣的受訪者對煙草所引致的疾病都有一定認知。但她們均認為戒煙宣傳未夠完善。受訪者對女性吸煙的意見不一，當中有正面亦有負面。

是次研究計劃亦透過抽樣研究向不同年齡、背景及吸煙狀況的婦女進行全

Highlights of the study:

- A majority of participants with smoking experience reported that they started smoking since adolescence under the influence of social-environmental and psychological factors. Misconceptions about smoking also led them to start smoking;
- Participants who smoke revealed that smoking is a way to facilitate social interactions.
- Having considered the impact of smoking on the current and future health conditions, appearance and dating opportunity as well as a number of other factors such as having a negative personal image, pressure from family or the possibility of setting a bad example for the next generations, non-smoking women avoid smoking. In addition, they are generally more capable of dealing with emotional problems;
- Ex-smoking women explained that pregnancy, breast-feeding and motherhood encouraged them to quit smoking through the MUST approach (Motivation, Unavailability of cigarettes, Support from friends/family, Translation of plan into action);
- Most participants believed that the number of female smokers in Hong Kong is increasing and that smokers now begin smoking earlier and earlier;
- Most participants were found to know reasonably well about cigarette smoking and smoking-related diseases regardless of whether they smoke or have ever smoked. However, they considered advertising on smoking cessation insufficient. Mixed opinions, both positive and negative, were collected.

Through conducting telephone interviews, the survey also studied Hong Kong women of different age, backgrounds and smoking status. Questions about the interviewees' smoking habits, personal health conditions, cessation methods and experience of quitting

港性電話訪問。問卷內容包括訪問受訪者的吸煙習慣、他們對吸煙影響健康的認知、二手煙的影響、個人健康的狀況、他們戒煙的方法及經驗等。研究結果將可協助委員會在未來開展更有效率的婦女戒煙及教育計劃。是次調查已經完成，研究結果將於報告審訂後向公眾匯報。

中學生控煙短片比賽

香港吸煙與健康委員會及香港大學公共衛生學院於2009至2010學年合辦「中學生控煙短片比賽」，希望學生以YouTube這個互動溝通平台宣揚控煙信息，並透過製作以戒煙、二手煙或異化吸煙為題材的有趣短片，傳達控煙信息及確立無煙文化的生活態度。

比賽一共有57間中學參與，參賽學校中有四成學生都曾觀看短片，令短片在YouTube的點擊率達兩萬多次。本

smoking were asked. The survey also investigated their awareness of the risks of smoking and passive smoking. The findings will be useful for the future development of smoking cessation programmes for women. The study has been completed and the results will be announced to the public once verified.

Secondary School Video Competition for Tobacco Control

COSH and The School of Public Health of The University of Hong Kong (HKU) co-organized the "Secondary School Video Competition for Tobacco Control" in the school year 2009-10, with the purpose of promoting the message of tobacco control through the interactive communication platform – YouTube. Through producing interactive and interesting short videos with the theme of Smoking Cessation, Secondhand Smoke and De-normalization of Smoking, students will be educated with the concept of tobacco control and the importance of having smoke-free and healthy lifestyle.

More than 40% of the students from the participating schools have viewed the videos. The video was clicked for more than 20,000 times on YouTube. A total of 57 secondary schools were enrolled in the competition. Surveys have been conducted before and after the project to evaluate the competition through distributing an anonymous and self-administered questionnaire. The questionnaire was designed to obtain socio-demographic information such as the interviewees' habit of using the Internet, their smoking status, SHS exposure, alcohol drinking habits, as well as knowledge about, attitudes and perceptions towards smoking through paper and online formats.

A total of 5,421 students from 13 participating schools completed the paper survey before the



會在比賽前後均以不記名及自願形式作問卷調查，評估比賽成效。網路與紙本問卷內容包括參賽者的一些個人資料、其上網、吸煙及喝酒習慣、對吸煙的認知、態度和看法等等。

一共有5,421名來自13間不同中學的學生完成賽前紙本問卷，賽後問卷則由3,084名來自10間中學的學生分別填寫。另外我們亦訪問了參賽學生和負責老師，收集他們的意見以研究活動成效。

主要分析重點如下：

- 所有參賽學生和負責老師對比賽主題、形式及獎項都非常了解。
- YouTube是個能有效把無煙訊息傳遞給年青一代的創意媒體；短片製作比賽亦被視為創新之舉。
- 參賽學生認為短片製作過程及比賽本身都十分有趣，參賽同時亦增進了自己的控煙知識。觀看短片的學生則表示短片減低了他們吸煙的意欲，並且提高了他們要遠離二手煙的意識。這批學生比其他同學相對有較強的控煙意識。
- 部分學生表示比賽可改善之處包括網頁設計、比賽及得獎作品的宣傳方式等。他們亦認為報名程序可被簡化，也希望主辦機構可以提供更多有關異化吸煙的資訊。

competition whereas 3,084 students from 10 participating schools completed the paper survey after the competition. Interviews have been conducted with participating students and coordinating teachers for evaluation purposes.

Major findings of the study can be summarized as follows:

- The participating students and teachers knew well about the themes, format and prizes of the competition;
- YouTube was considered an appropriate media platform that can effectively convey smoke-free messages to youngsters. Besides, organizing a YouTube video competition was also seen as innovative;
- The participating students expressed that they enjoyed the process of video production and the competition itself. Students who participated in the competition agreed that the competition had enriched their knowledge about tobacco control while those who watched the video were found to have lower intention to smoke but higher intention to avoid secondhand smoke exposure. When compared with other students who did not participate in the competition, the participants were shown to have higher awareness of the need of tobacco control;
- Students suggested that the competition can be improved by having better website design, promotion of the competition as well as the prizes. They commented that the registration procedures can be simplified and more information about tobacco de-normalization should be provided.

無煙女性宣傳活動成效研究

為研究一系列無煙女性宣傳活動之成效，委員會委託香港浸會大學傳理學院在活動前後進行調查。

在前後兩個調查中，學院一共訪問了1,350位女性，其中515位(38%)每日吸煙，692位(51%)是非吸煙者，143位是間中吸煙、已戒煙或正在戒煙的人士。調查發現電視廣告帶給大眾的印象最為深刻，而它傳遞無煙訊息的效果亦最為顯注。電視廣告令非吸煙人士留下的印象尤其深刻，這相信是因為她們相對吸煙者較少上網所致。在眾多宣傳片中，最令人難忘的宣傳片是一輯名為「戒煙我撐你!」的電視廣告。受訪者普遍在活動前已清楚知道吸煙有損健康，而她們亦普遍支持香港的控煙措施，故這方面在活動後並無顯著改變。縱然宣傳片未必能在短期內增進大眾的認知或改變他們對吸煙和控煙的態度；但在長期薰陶下定能提高市民對煙害的認識，有助爭取各界支持加強控煙措施。



Evaluation of "Smoke-free Women"

To evaluate the effectiveness of a series of promotional programmes of the Smoke-free Women Promotion Campaign, COSH had commissioned the School of Communication, Hong Kong Baptist University to conduct surveys both before and after the campaign started.

In the surveys conducted before and after the campaign, 1350 women were interviewed. Among them, 515 of them (38%) were daily smokers, while 692 (51%) were non-smoking women and 143 (11%) were occasional smokers, smokers who were trying to quit smoking or ex-smokers. It was found that broadcasting advertisements on television was the most effective way of conveying smoke-free messages to the public. This is especially true to non-smokers as when compared with those who have smoked, they are not frequent users of the Internet. Among the recent APIs released, "Just Quit, You can do it" was the most easily recalled advertisements broadcasted on television. As in general, respondents had showed reasonable understanding of health hazards brought about by smoking and most of them already seemed to be supportive of tobacco control in Hong Kong, before the API was on-air, the video therefore had little impact on their knowledge of the drawbacks of smoking or their attitudes towards tobacco control in Hong Kong. Although API may not lead to immediate changes, it can increase the public's awareness of the hazards of smoking in the long-run. In time, through API and other campaigns, the public will realize the importance of tobacco control measures.

港大研究證實戒煙有助改善陽萎

在香港吸煙與健康委員會及香港研究資助局等資助下，香港大學李嘉誠醫學院公共衛生學院及護理學院早年曾開展一項為期三年的研究。該研究發現逾半成功戒煙者(53.8%)表示陽萎問題得到改善，研究結果反映戒煙者改善陽萎的機會較吸煙者高出近一倍(+91.5%)。研究結果同時指出，以病人為中心的戒煙輔導及尼古丁補充劑比簡單戒煙勸告更能幫助受陽萎問題困擾的吸煙人士戒煙(23% vs 12.8%)。是次研究結果刊登於2010年的《美國預防醫學雜誌》。

研究方法

研究團隊進行了全港首個隨機對照研究，評估輔導服務加上尼古丁補充劑(NRT)的協助能否令吸煙者成功戒煙及改善其陽萎問題。719名有陽萎問題及每日吸煙成年人被隨機安排到干預組(接受15分鐘戒煙輔導及獲一星期免費的尼古丁試用裝或額外接受3分鐘堅持使用尼古丁補充劑的輔導)或對照組(只接受簡單的戒煙建議)。

研究發現

在六個月的跟進後，53.8%成功戒煙的人士表示自己的陽萎問題得到改善。而在吸煙者中，則只有28.1%表示自己陽萎問題有改善。結果反映，成功戒煙者改善陽萎的機會較吸煙者高出近一倍(+91.5%)。此外，比較干預組及

HKU study on erectile functioning of smokers and ex-smokers

Supported by COSH, the Research Grants Council and some other organizations, a three-year study on erectile functioning of smokers and ex-smokers was conducted by the Schools of Public Health and School of Nursing at The University of Hong Kong Li Ka Shing Faculty of Medicine. Over half (53.8%) of the quitters reported improvement in their erectile dysfunction, indicating that erectile dysfunction can be improved after quitting smoking (+91.5%). Results showed that erectile dysfunction patients who received smoking cessation counselling together with nicotine replacement therapy (NRT) would have a higher quit rate (23%) than those who received simple advice on quitting (12.8%). Results of the study were published in the *American Journal of Preventive Medicine* in mid-2010.

Research Methodology

The research team conducted the first randomized controlled trial to study whether smoking cessation counselling with NRT could improve smoking cessation and erectile dysfunction.

719 erectile dysfunction patients who smoked on a daily basis were randomly assigned to either intervention groups or the control group. The intervention groups received a 15-minute smoking cessation counselling and 1-week of free NRT or an additional 3-minute NRT adherence counselling session. The control group only received simple smoking cessation advice.

Research Findings

After up to 6 months of follow-up study, 53.8% of the quitters reported improvement in their erectile dysfunction while only 28.1% of those who continued smoking reported the same. This indicated that patients

對照組的結果，可以看到接受過戒煙輔導及尼古丁補充劑的參加者的戒煙成功率比只接受簡單戒煙勸告的高(23% vs 12.8%)。在干預組中，42.5%的參加者吸煙數量減少一半或以上，而在對照組中，只有28%的參加者達到此效果。

研究結論

是次研究結果顯示戒煙有助減輕陽萎嚴重性，為探討吸煙與陽萎的因果關係的研究提供數據。香港大學李嘉誠醫學院公共衛生學院院長林大慶教授建議政府應立刻採取行動對吸煙人士作出警告：「政府應將煙包上的健康忠告『吸煙可能引致陽萎』改寫為『吸煙引致陽萎』。為預防陽萎及其他疾病，吸煙人士應及早戒煙。事實上，有陽萎問題的吸煙者在戒煙後可立即見到好處。」

香港大學李嘉誠醫學院護理學院院長陳肇始教授兼委員會委員強調：「在男士健康診所和治療陽萎的診所中，戒煙應被視為治療的其中一個重要環節。醫護人員除了給予簡單戒煙勸告外，更應加強有關的宣傳及提供專門的戒煙輔導服務，以幫助有需要的吸煙者。」

suffering from erectile dysfunction who quit smoking were more likely (+91.5%) to improve their erectile dysfunction problem. Comparing the results of the two groups, those who received smoking cessation counselling along with NRT were more likely to quit (23% vs 12.8%) than those who received simple quitting advice. The smoking reduction rate in the intervention groups was 42.5%, while the rate in the control group was only 28%.

Research Conclusion

The study showed that smoking cessation could improve erectile dysfunction, providing proof of the causal relationship between smoking and erectile dysfunction.

Professor LAM Tai-hing, Director of School of Public Health at The University of Hong Kong Li Ka Shing Faculty of Medicine called on the government to warn the smokers without delay. "The government should change the warning on cigarette packaging from 'Smoking may cause impotence' to 'Smoking causes impotence'. To avoid erectile dysfunction and other tobacco-induced diseases, smokers should quit smoking as soon as possible. As a matter of fact, those who suffer from erectile dysfunction will see improvement as soon as they start to quit," Lam said.

"In men's health clinics and erectile dysfunction clinics, smoking cessation should be an integral part of the treatment. In addition to brief advice about quitting to smokers, more publicity and specialized smoking cessation services should also be provided to smokers who need such help." Professor Sophia CHAN, Director of School of Nursing at The University of Hong Kong, and a member of COSH said.

報告 Reports



環保工作報告 Environmental Report

目標與政策

本會在進行各項對外或內務工作時一直本著向生態環境負責之環保目標而行。為保護環境，本會奉行以下綠色管理政策：

- 善用資源
- 減少耗用紙張
- 提高職員環保意識

環保措施

善用資源

本會秘書處致力節約能源，各職員均自律省電。各種電器如電燈、冷氣機、電腦、電腦螢幕、影印機和打印機等，在毋須使用時必須關掉。

另外本會已逐步轉用節能燈取代傳統燈泡，前者耗電量僅為後者的六分之一。

減少耗用紙張

為向公眾傳播健康資訊，本會須印刷宣傳品如海報、小冊子、單張等等，故本會藉以下措施減少耗紙量：

- 職員以電子郵件及內聯網代替便箋、信件及列印本作為內部通訊及文件傳遞。
- 使用電子傳真及電子檔案管理系統以減少列印文件。
- 縮減印刷宣傳品之數量及尺寸。
- 上載本會的控煙資訊及宣傳內容到本會官網以供市民瀏覽，減少印刷品之需求。
- 採用雙面印刷，減省用紙。
- 回收廢棄紙張，如錯誤列印的文件、草稿等等。

提高職員環保意識

秘書處不時舉行簡報會及張貼告示，讓職員了解節約能源的目的及提醒他們遵行各項環保措施。

委員會將繼續竭力執行各項環保措施。

Aims and Strategies

The aim of COSH's environmental policies is to devise internal and external strategies to promote a sense of responsibility regarding the protection of the ecological environment. In order to achieve its targets, COSH has adopted the following environmental friendly policies:

- Enhance efficiency of energy consumption;
- Reduce paper consumption;
- Enhance staff awareness on environmental protection issues.

Environmental Protection Strategies

Enhance efficiency of energy consumption

The Secretariat continued to conserve energy by ensuring that staff members switch off lights, air-conditioners, computers, the monitors of computer, photocopiers and printers immediately after use.

Instead of using traditional light bulbs, COSH has started using compact fluorescent lamps with which each consumes 1/6 of the energy used by a traditional globe.

Reduce paper consumption

COSH has to print promotional materials such as posters and leaflets to promote the health message to the public, the following devices are applied to reduce the consumption of paper:

- Staff use e-mail and intranet for internal communication and transfer of document instead of memorandums, letters and hardcopies in order to reduce paper usage;
- Utilization of electronic-fax system and electronic document management system to reduce the amount of printing;
- Reduction of the size and number of the printed promotional materials;
- Most of the tobacco control information, promotional materials and publications have been uploaded on COSH website for public to browse through in order to reduce the demand of hardcopies;
- The use of both sides of paper to avoid wastage; and
- Unwanted paper materials such as drafts of documents or documents with printing errors were collected for recycling.

Enhance staff awareness on environment protection issues

Staff meetings were held and notices were posted on notice board to remind staff the aim of complying with and implementation of all the green measures.

COSH will continue to make every endeavour to comply with the green measures.

獨立核數師報告書 INDEPENDENT AUDITOR'S REPORT

香港吸煙與健康委員會成員

財務報告

截至二零一一年三月三十一日止年度

致 香港吸煙與健康委員會成員

(根據香港吸煙與健康委員會條例於香港註冊成立)

本核數師(以下簡稱「我們」)已審核列載於第99頁至第112頁香港吸煙與健康委員會「貴會」的財務報表，此財務報表包括於二零一一年三月三十一日的資產負債表與截至該日止年度的全面收益表、權益變動表及現金流量表，主要以及會計政策概要及其他解釋資料。

委員就帳項須承擔的責任

委員須負責根據香港會計師公會頒佈的香港財務報告準則編製真實而公平的財務報表，以及落實其認為編製財務報表所必要的內部控制，以使財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述。

核數師的責任

我們的責任是根據我們的審核對該等財務報表作出意見。我們是按照香港吸煙與健康委員會條例第十七(五)條的規定，僅向整體成員報告，除此以外報告書別無其他目的。我們概不就本報告書的內容，對任何其他人士負上或承擔任何責任。我們已根據香港會計師公會頒佈的香港審計準則進行審核。這些準則要求我們遵守道德規範，並規劃及執行審核，以合理確定此等財務報表是否不存有任何重大錯誤陳述。

HONG KONG COUNCIL ON SMOKING AND HEALTH

STATEMENT OF ACCOUNTS

FOR THE YEAR ENDED 31ST MARCH 2011

TO THE MEMBERS OF HONG KONG COUNCIL ON SMOKING AND HEALTH (incorporated in Hong Kong under the Hong Kong Council on Smoking and Health Ordinance)

We have audited the financial statements of Hong Kong Council on Smoking and Health set out on pages 99 to 112, which comprise the balance sheet as at 31st March 2011, and the statement of comprehensive income, statement of changes in equity and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory information.

COUNCIL MEMBERS' RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

The Council members are responsible for the preparation of financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants, and for such internal control as the council members determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud and error.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. This report is made solely to you, as a body, in accordance with section 17(5) of Hong Kong Council on Smoking and Health Ordinance, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report. We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

核數師的責任 (續)

審核涉及執行情序以獲取有關財務報表所載金額及披露資料的審核憑證。所選定的程序取決於核數師的判斷，包括評估由於欺詐或錯誤而導致賬項存有重大錯誤陳述的風險。在評估該等風險時，核數師考慮與該公司編製真實而公平的財務報表相關的內部控制，以設計適當的審計程序，但並非為對公司的內部控制的有效性發表意見。審計亦包括評價委員所採用的會計政策的合適性及所作出的會計估計的合理性，以及評價財務報表的整體列報方式。

我們相信，我們所獲得的審核憑證是充足適當為我們的審核意見提供基礎。

意見

我們認為，該等財務報表已根據香港財務報告準則真實而公平地反映貴會於二零一一年三月三十一日的事務狀況及截至該日止年度的虧損及現金流量。

AUDITOR'S RESPONSIBILITY (continued)

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant of the entity's preparation of financial statements that give a true and fair view in order to design audit procedure that are appropriate in the circumstances, but not for the purpose of expressing the opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the council members, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

OPINION

In our opinion the financial statement give a true and fair view of the state of the Council's affairs as at 31st March 2011 and of its deficit and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards.

李福樹會計師事務所
香港執業會計師
香港，二零一一年八月十二日

F.S. Li & Co.
Certified Public Accountants
Hong Kong, 12th August 2011.

全面收益表

STATEMENT OF COMPREHENSIVE INCOME

截至二零一一年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2011 (HK\$)	二零一一年 2011	二零一零年 2010
收入	INCOME		
香港特別行政區政府津貼	Subventions from the Government of the Hong Kong Special Administrative Region	13,215,800	12,595,000
會議註冊費收入	Registration fee income on conference	-	193,299
銀行利息收入	Bank interest income	45	42
出售物業、機器及設備收益	Gain on disposal of property, plant and equipment	-	5,440
雜項收入	Sundry income	5,560	19,963
		<u>13,221,405</u>	<u>12,813,744</u>
支出	EXPENDITURE		
職工成本	Staff costs		
薪金及津貼	Salaries and allowances	2,649,183	2,436,127
強積金供款	Mandatory provident fund contributions	61,203	58,930
年假撥備 / (回撥)	Provision for annual leave entitlements/(written back)	20,976	(25,185)
職工招募費用	Recruitment expenses	25,857	30,240
職工訓練及發展費用	Staff training and development expenses	5,400	14,040
		<u>2,762,619</u>	<u>2,514,152</u>
項目員工	Project staff		
薪金	Salaries	703,951	699,734
強積金供款	Mandatory provident fund contributions	33,684	33,990
宣傳及推廣費用	Publicity and promotion expenses	7,493,968	6,218,384
會議費用	Conference expenses	160,701	31,235
參考書籍及定期刊物	Reference books and periodicals	10,583	17,731
租金、差餉及管理費	Rent, rates and management fee	1,553,484	1,448,340
倉儲費用	Warehouse expenses	119,026	141,247
維修及保養費用	Repairs and maintenance	12,405	11,512
折舊	Depreciation	107,039	89,938
保險	Insurance	39,560	37,278
電費	Electricity	41,771	43,357
電話及通訊費用	Telephone and communication expenses	43,769	49,379
法律及專業費用	Legal and professional fee	3,200	7,176
郵費	Postage	1,993	9,733
印刷及文具	Printing and stationery	20,631	69,313
清潔費	Cleaning fee	48,137	44,590
核數師酬金	Honorarium to auditors	13,000	13,000
雜項支出	Sundry expenses	72,860	32,537
		<u>13,242,381</u>	<u>11,512,626</u>
本年度(虧損)/盈餘	(DEFICIT)/SURPLUS FOR THE YEAR	<u>(20,976)</u>	<u>1,301,118</u>
本年度全面(支出)/收益	TOTAL COMPREHENSIVE (EXPENSES)/INCOME FOR THE YEAR	<u>(20,976)</u>	<u>1,301,118</u>

資產負債表 BALANCE SHEET

於二零一一年三月三十一日 (港幣)	AS AT 31ST MARCH 2011 (HK\$)	附註 Note	二零一一年 2011	二零一零年 2010
非流動資產	NON-CURRENT ASSETS			
物業、機器及設備	Property, plant and equipment	4	224,810	242,445
流動資產	CURRENT ASSETS			
按金及預付款項	Deposits and prepayments		303,558	280,739
銀行及現金結存	Banks and cash balances		526,643	1,252,256
			830,201	1,532,995
減：流動負債	Less: CURRENT LIABILITIES			
應付費用	Accrued charges		608,868	142,830
年假準備	Provision for annual leave entitlements		126,554	105,578
將退回衛生署之本年度經調整盈餘	Adjusted surplus for the year refundable to the Department of Health	5	17,635	1,186,467
將退回衛生署之累積盈餘	Accumulated surpluses refundable to the Department of Health	6	203,640	203,640
			956,697	1,638,515
流動負債	NET CURRENT LIABILITIES		(126,496)	(105,520)
資產淨值	NET ASSETS		98,314	136,925
等於：	representing:			
累積盈餘	ACCUMULATED SURPLUSES		98,314	136,925

經委員會於二零一一年八月十二日通過。 Approved by the Council on 12th August 2011.



劉文文女士 太平紳士MH
委員會主席
Ms. Lisa LAU Man-man, MH JP
Chairman



馬紹良先生 MH
委員會副主席
Mr. MA Siu-leung, MH
Vice-chairman

權益變動表 STATEMENT OF CHANGES IN EQUITY

截至二零一一年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2011 (HK\$)	二零一一年 2011	二零一零年 2010
累積盈餘	Accumulated surpluses		
上年度轉來之盈餘	Surplus brought forward	136,925	22,274
本年度(虧損)/盈餘/本年度全面(支出)/收益	(Deficit)/Surplus for the year/Total comprehensive (expenses)/income for the year	(20,976)	1,301,118
退回衛生署之經調整盈餘(附註五)	Adjusted surplus refundable to the Department of Health (Note 5)	(17,635)	(1,186,467)
本會應佔之(虧損)/盈餘	(Deficit)/Surplus attributable to the Council	(38,611)	114,651
撥入下年度之盈餘	Surplus carried forward	98,314	136,925

現金流量表

CASH FLOW STATEMENT

截至二零一一年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2011 (HK\$)	二零一一年 2011	二零一零年 2010
營運活動之現金流量	CASH FLOWS FROM OPERATING ACTIVITIES		
本年度(虧損)/盈餘	(Deficit)/Surplus for the year	(20,976)	1,301,118
調整：	Adjustment for:		
利息收入	Interest income	(45)	(42)
出售物業、機器及設備收益	Gain on disposal of property, plant and equipment	-	(5,440)
折舊	Depreciation	107,039	89,938
營運資金變動前之營運盈餘	Operating surplus before working capital changes	86,018	1,385,574
按金及預付款項之增加	Increase in deposits and prepayments	(22,819)	(14,084)
應付費用之增加	Increase in accrued charges	466,038	59,785
年假準備之增加/(減少)	Increase/(Decrease) in provision for annual leave entitlements	20,976	(25,186)
營運活動所產生之淨現金	NET CASH GENERATED FROM OPERATING ACTIVITIES	550,213	1,406,089
投資活動之現金流量	CASH FLOWS FROM INVESTING ACTIVITIES		
購入物業、機器及設備	Purchase of property, plant and equipment	(89,404)	(173,904)
已收利息	Interest received	45	42
投資活動所使用之淨現金	NET CASH USED IN INVESTING ACTIVITIES	(89,359)	(173,862)
融資活動之現金流量	CASH FLOWS FROM FINANCING ACTIVITIES		
盈餘退回衛生署	Surplus refunded to the Department of Health	(1,186,467)	(49,035)
融資活動所使用之淨現金	NET CASH USED IN FINANCING ACTIVITIES	(1,186,467)	(49,035)
現金及現金等值之淨(減少)/增加	NET (DECREASE)/INCREASE IN CASH AND CASH EQUIVALENTS	(725,613)	1,183,192
年初現金及現金等值結存	CASH AND CASH EQUIVALENTS AT BEGINNING OF THE YEAR	1,252,256	69,064
年終現金及現金等值結存	CASH AND CASH EQUIVALENTS AT END THE YEAR	526,643	1,252,256
現金及現金等值結存分析	ANALYSIS OF THE BALANCES OF CASH AND CASH EQUIVALENTS		
銀行及現金結存	Bank and cash balances	526,643	1,252,256

帳目附註

NOTES ON THE ACCOUNTS

1. 概述

香港吸煙與健康委員會(“本會”)乃根據香港吸煙與健康委員會條例於一九八七年十月一日註冊成立的機構。

本會辦公地址為香港灣仔皇后大道東一百八十三號合和中心四十四樓四二零二至四四零三室。

2. 主要會計政策

(a) 編製基準

本帳目已按照香港會計師公會頒佈所有適用的香港財務報告準則(其統稱已包括個別適用的香港財務報告準則、香港會計準則及詮釋)及香港公認會計準則編製。本帳目以歷史成本慣例編製。

香港會計師公會已頒佈一系列於本年度始生效之全新及經修訂香港財務報告準則。本會採用下列與本會運作相關的全新/經修訂之香港財務報告準則：

2009年度香港財務報告準則改善方案

改善方案包含對一系列香港財務報告準則之微調及非迫切性的數個修改，而香港會計師公會已就該等綜合修改發出公佈。

採用此等財務報告準則對本財務報表並沒有財務影響，亦沒有導致本會會計政策有所改變。

此外，本會並沒有提早採用本年度尚未生效之香港財務報告準則。本會管理層預計採用該等未生效財務報告準則對本會帳目影響並不重大。

1. General

The Hong Kong Council on Smoking and Health (“the Council”) is an organization incorporated under Hong Kong Council on Smoking and Health Ordinance on 1st October 1987.

The office address of the Council is at Unit 4402-03, 44th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong.

2. Principal accounting policies

(a) Basis of preparation

The accounts have been prepared in accordance with all applicable Hong Kong Financial Reporting Standards (“HKFRSs”), which collective term includes all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards (“HKASs”) and Interpretations issued by the Hong Kong Institute of Certificate Public Accountants (“HKICPA”), and accounting principles generally accepted in Hong Kong. The accounts have been prepared under the historical cost convention.

The HKICPA has issued a number of new and revised HKFRSs that are first effective for the current accounting year of the Council. The Council has adopted the following new/revised HKFRSs which are relevant to its operations:

Annual improvements to HKFRSs 2009

The improvements comprise a number of minor and non-urgent amendments to a range of HKFRSs which the HKICPA has issued as an omnibus batch of amendments.

The adoption of these HKFRSs has no financial effect on these accounts, and did not result in changes to the Council’s accounting policies.

In addition, the Council has not early adopted new and revised HKFRSs that are not yet effective for the current accounting year. The management of the Council anticipates that the adoption of them is unlikely to have a significant impact on the Council’s accounts.

2. 主要會計政策 (續)

(a) 編製基準 (續)

在編製符合香港財務報告準則之財務報表時，管理層需作出判斷、估計和假設，此等對會計政策之應用，以及對資產、負債、收入和支出之報告數額構成影響。這些估計和相關假設是根據以往經驗和管理層應當時情況認為合理之多項其他因素作出的，其結果構成了管理層在無法依循其他途徑及時得知資產與負債之賬面值時所作出判斷之基礎。實際結果可能有別於估計數額。

管理層會不斷審閱各項估計和相關假設。如果會計估計之修訂只是影響某一期間，其影響便會在該期間內確認；如果修訂對當前和未來期間均有影響，則在作出修訂之期間和未來期間確認。

(b) 收入與支出

除香港特別行政區政府就指定目的所提供的撥款外，本會之一切經常性收入及支出會記入盈餘或虧損內。盈餘會退回衛生署。

(c) 收入確認

(i) 政府津貼是根據期間本會已確認為支出的相關成本，有系統地確認於盈餘或虧損內。津貼及相關成本是分別列示於帳目內。

(ii) 銀行利息收入按實際利率法累計。

(d) 外幣折算

本會以港元為功能及列帳貨幣。本年度的外幣交易均以交易當日的匯率換算為港元。以外幣為單位的貨幣性資產及負債則按年結日的外幣匯率換算為港元。匯兌盈餘會記入盈餘或虧損內。

2. Principal accounting policies (continued)

(a) Basis of preparation (continued)

The preparation of the financial statements in conformity with HKFRSs requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimates is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

(b) Income and expenditure

With the exception of grants received from the Government of the Hong Kong Special Administrative Region for specified purposes, all of the Council's recurrent income and expenditure are dealt with in surplus or deficit. Any surplus is refundable to the Department of Health.

(c) Revenue recognition

(i) Government subvention is recognized in surplus or deficit on a systematic basis over the periods in which the Council recognizes the related costs as expenses. The subvention and related costs are separately disclosed in the accounts.

(ii) Bank interest income is recognized as it accrues using the effective interest method.

(d) Foreign currencies translation

The Council's functional currency and presentation currency are Hong Kong dollars. Transactions arising in foreign currencies during the year are converted at exchange rates approximating to those ruling at transaction dates. Monetary assets and liabilities denominated in foreign currencies at year end are translated at rates of exchange approximating to those ruling at balance sheet date. All exchange differences are dealt with in surplus or deficit.

2. 主要會計政策 (續)

(e) 減值損失

於每個年結日，若有跡象顯示資產出現減值情況，則需要估計該資產的可收回價值。可收回價值為其公允價值減出售費用及使用價值兩者中的較高者。若可收回價值低於帳面值，該資產須減值至其可收回價值，而減值虧損則記入盈餘或虧損內。倘用以釐定可收回價值的估計出現有利變動，則撥回減值虧損。撥回減值虧損僅限於過往年度並無確認減值虧損所應已釐定之資產賬面值。撥回之減值虧損計入收入內。

(f) 物業、機器及設備

物業、機器及設備以成本價減已收或可收的資助、累積折舊及累積減值損失列帳。

折舊計算方法乃將物業、機器及設備以成本價減已收或可收的資助及累積減值損失，按其估計使用年期，以直線攤銷方法，依照下列比率按年撇除：

租賃物業改良工程	尚餘租賃年期
傢俬及裝置	每年百分之二十五
辦公室設備	每年百分之二十五

(g) 出售物業、機器及設備

出售物業、機器及設備之盈餘按所得款與該資產帳面值的差額釐定，並記入盈餘或虧損內。

(h) 經營租賃

經營租賃乃擁有資產的風險及回報大致全歸出租人之租賃。經營租賃作出之付款，於租賃期內以直線法記入盈餘或虧損內。

(i) 按金

按金首先以公允價值確認，其後以攤銷成本列帳，若折現影響不大時，則以成本列帳。

2. Principal accounting policies (continued)

(e) Impairment losses

At each balance sheet date, where there is any indication that an asset is impaired, the recoverable amount of the asset should be estimated. The recoverable amount of an asset is the higher of its fair value less costs to sell and value in use. If the recoverable amount is less than the carrying amount, an impairment loss is recognized to reduce the asset to its recoverable amount. Such impairment losses are recognized in surplus or deficit. An impairment loss is reversed if there has been a favourable change in the estimates used to determine the recoverable amount. A reversal of an impairment loss is limited to the asset's carrying amount that would have been determined has no impairment loss been recognized in prior years. The reversal of impairment losses is recorded as income.

(f) Property, plant and equipment

Property, plant and equipment are stated at historical cost less any subsidies received or receivable, any accumulated depreciation and any accumulated impairment losses.

Depreciation is calculated to write off the cost of property, plant and equipment less subsidies received or receivable and accumulated impairment losses over their estimated useful lives using a straightline basis at the following rates:

Leasehold improvements	over unexpired period of lease
Furniture and fixtures	25 percent per annum
Office equipment	25 percent per annum

(g) Disposal of property, plant and equipment

The gain or less arising from disposal of property, plant and equipment is the difference between the net sale proceeds and the carrying amount of the relevant assets, and is recognized in surplus or deficit.

(h) Assets held under operating leases

Leases where substantially all the risks and rewards of ownership of assets remain with the lessor are accounted for as operating leases. Payments made under operating leases are charged to surplus or deficit on a straightline basis over the lease periods.

(i) Deposits

Deposits are initially recognized at fair value and thereafter stated at amortized cost unless the effect of discounting would be immaterial, in which case they are stated at cost.

2. 主要會計政策 (續)

(j) 應付費用

應付費用首先以公允價值確認，其後以攤銷成本列帳，若折現影響不大時，則以成本列帳。

(k) 現金及現金等值

就編製現金流量表而言，現金及現金等值包括現金和於存入後三個月內到期的銀行存款。

(l) 僱員獲享假期

僱員所享有的年假按有關年假應歸僱員時入帳。截至年結日，本會已就僱員提供的服務所產生的有薪年假，作出評估及撥備。

(m) 有關連人士

就財務表而言，任何人士於以下情況下被視為與本會有關連：

- (i) 該名人士能直接或間接通過一間或多間中介公司控制本會，或對本會之財務及運作政策決策行使重大影響力，或共同控制本會；
- (ii) 本會與該名人士受共同控制；
- (iii) 該名人士為本會之主要管理層成員，或為該等人士之近親家屬，或為受到該等人士控制、共同控制或重大影響之實體；
- (iv) 該名人士為第(i)段所述人士的近親家屬，或為受到該等人士控制、共同控制或重大影響之實體；或
- (v) 該方為就本會或屬本會關連人士之任何實體之僱員利益而設之退休福利計劃。

一名人士之近親家屬指預期在與該實體交易時對其有所影響或受其影響之該等家庭成員。

2. Principal accounting policies (continued)

(j) Accrued charges

Accrued charges are initially recognized at fair value and thereafter stated at amortized cost unless the effect of discounting would be immaterial, in which case they are stated at cost.

(k) Cash and cash equivalents

For the purposes of the cash flow statement, cash and cash equivalents comprise cash on hand and deposits with banks within 3 months to maturity from date of deposit.

(l) Employee leave entitlements

Employee entitlements to annual leave are recognized when they accrue to employees. A provision is made for the estimated liability for annual leave as a result of services rendered by employees up to the balance sheet date.

(m) Related parties

For the purposes of these financial statements, a party is considered to be related to the Council if:

- (i) the party has the ability, directly or indirectly through one or more intermediaries, to control the Council or exercise significant influence over the Council in making financial and operating policy decisions, or has joint control over the Council;
- (ii) the Council and the party are subject to common control;
- (iii) the party is a member of key management personnel of the Council, or a close family member of such an individual, or is an entity under the control, joint control or significantly influenced of such individuals;
- (iv) the party is a close family member of a party referred to in (i) or is an entity under the control, joint control or significant influence of such individuals; or
- (v) the party is a post-employment benefit plan for the benefit of employees of the Council, or of any entity that is a related party of the Council.

Close family members of an individual are those family members who may be expected to influence, or be influenced by, that individual in their dealings with the entity.

3. 委員會成員的酬金

本會所有委員會成員於本年度內均未因向本會提供服務而收取酬金（二零一零年：無）

3. Council members' remuneration

None of the council members received any remuneration in respect of their services to the Council during the year (2010 : Nil).

4. 物業、機器及設備

4. Property, plant and equipment

(港幣)	(HK\$)	租賃物業 改良工程 Leasehold improvements	傢俬 及裝置 Furniture and fixtures	辦公室 設備 Office equipment	總額 Total
成本	Cost				
於二零零九年三月三十一日	At 31st March 2009	30,619	45,777	199,094	275,490
添置	Additions	11,900	28,420	139,084	179,404
出售和撇除	Disposals	(20,494)	-	(714)	(21,208)
於二零一零年三月三十一日	At 31st March 2010	22,025	74,197	337,464	433,686
添置	Additions	14,280	19,706	55,418	89,404
於二零一一年三月三十一日	At 31st March 2011	36,305	93,903	392,882	523,090
累積折舊	Accumulated depreciation				
於二零零九年三月三十一日	At 31st March 2009	23,971	21,512	76,968	122,451
截至二零一零年三月三十一日 止年度計提	Charge for the year ended 31st March 2010	6,910	14,576	68,452	89,938
出售和撇除時回報	Written-back on disposal	(20,434)	-	(714)	(21,148)
於二零一零年三月三十一日 截至二零一一年三月三十一日 止年度計提	At 31st March 2010 Charge for the year ended 31st March 2011	10,447	36,088	144,706	191,241
於二零一一年三月三十一日	At 31st March 2011	8,105	16,485	82,449	107,039
於二零一一年三月三十一日	At 31st March 2011	18,552	52,573	227,155	298,280
帳面淨值	Net book value				
於二零一一年三月三十一日	At 31st March 2011	17,753	41,330	165,727	224,810
於二零一零年三月三十一日	At 31st March 2010	11,578	38,109	192,758	242,445

5. 退回衛生署的經調整盈餘

由於衛生署並不承認僱員年假準備為費用而只在年假補償付出時承認，及視物業、機器及設備的添置為購入年度的費用而不承認撇銷及折舊。因此，在計算可退回衛生署的盈餘時，不包括此年假補償準備/準備回撥、物業、機器及設備的撇銷及折舊，而扣除物業、機器及設備的添置。

6. 將退回衛生署的累積盈餘

本會管理層認為截至一九九八年三月三十一日累積盈餘將會於衛生署要求時退回。

7. 金融資產及金融負債

(a) 金融資產及負債類別

(港幣)	(HK\$)	二零一一年 2011	二零一零年 2010
金融資產	Financial assets		
流動資產 – 按攤銷成本值：	Current assets – at amortized cost:		
按金	Deposits	279,794	279,794
銀行及現金結存	Bank and cash balances	526,643	1,252,256
		<u>806,437</u>	<u>1,532,050</u>
金融負債	Financial liabilities		
流動負債 – 按攤銷成本值：	Current liabilities – at amortized cost:		
應付費用	Accrued charges	608,868	142,830
年假準備	Provision for annual leave entitlements	126,554	105,578
將退回衛生署之本年度經調整盈餘	Adjusted surplus for the year refundable to the Department of Health	17,635	1,186,467
將退回衛生署之累積盈餘	Accumulated surpluses refundable to the Department of Health	203,640	203,640
		<u>956,697</u>	<u>1,638,515</u>

5. Adjusted surplus refundable to the Department of Health

As the Department of Health does not recognize the provision for annual leave entitlements as expenses until actual payment is made, and regards additions to property, plant and equipment as expenses during the year of acquisition without recognition of write-off and depreciation, accordingly, for the purpose of calculating the surplus refundable to the Department of Health, the provision/provision written back for annual leave entitlements and write-off and depreciation of property, plant and equipment have been excluded, and additions to property, plant and equipment have been deducted.

6. Accumulated surplus refundable to the Department of Health

The management of the Council considers that the accumulated surpluses up to 31st March 1998 will be refunded to the Department of Health upon request.

7. Financial assets and liabilities

(a) Categories of financial assets and liabilities

7. 金融資產及金融負債 (續)

(b) 財務風險管理的目標及政策

(i) 外幣風險

在日常運作中，本會並不會存在重大的外幣風險。

(ii) 利率風險

在日常運作中，本會並不會存在重大的利率風險。

(iii) 其他價格風險

本會無需面對商品及證券價格風險。

(iv) 信貸風險

本會之信貸風險基本上源自銀行存款，但由於對方為擁有高信用評級之銀行，所以信貸風險並不重大。

(v) 流動資金風險

本會會定期監管現時和預計的流動資金的需求，以確保維持充裕之現金儲備，滿足短期和較長期的流動資金需求。

於二零一一年及二零一零年三月三十一日，本會金融負債之剩餘合約還款期均在一年以內，該等金融負債之賬面值相等於其合約之未貼現現金流量。

(c) 合理價值

於二零一零年及二零一一年三月三十一日所有金融資產及金融負債之價值與其合理價值並無重大差異。合理價值乃按照日後現金流量以現時利率折算現值而估計。

7. Financial assets and liabilities (continued)

(b) Financial risk management objectives and policies

(i) Foreign currency risk

In the normal course of the operation, the Council does not expose to significant foreign currency risk.

(ii) Interest rate risk

In the normal course of the operation, the Council does not expose to significant interest rate risk.

(iii) Other price risk

The Council is not exposed to commodity and security price risk.

(iv) Credit risk

The Council's credit risk is primarily attributable to cash at bank and is insignificant because the counterparty is a bank with high credit rating.

(v) Liquidity risk

The Council's policy is to regularly monitor current and expected liquidity requirement to ensure it maintains sufficient reserves of cash to meet its liquidity requirements in the short and longer term.

As at 31st March 2011 and 2010, the contractual maturities of all the Council's financial liabilities, whose carrying amounts are equal to total contracted undiscounted cash flows, are due within one year.

(c) Fair values

All financial assets and liabilities are carried at amounts not materially different from their fair values as at 31st March 2010 and 2011. The fair value is estimated as the present value of future cash flows, discounted at current market interest rate.

8. 經營租約承擔

於年結日，本會根據不可撤銷的土地及樓宇經營租賃而須於未來支付的最低租賃付款總額如下：

(港幣)	(HK\$)	二零一一年 2011	二零一零年 2010
第一年內	Not later than one year	1,287,300	1,377,300
第二至第五年內	Later than one year but not later than five years	1,269,300	2,556,600
		<u>2,556,600</u>	<u>3,933,900</u>

8. Commitments under operating leases

At the balance sheet date, the Council had the following future aggregate minimum lease payments under non-cancellable operating leases in respect of land and buildings:

9. 有關連人士交易

在年度內本會與有關人士所進行的日常營運交易如下：

(港幣)	(HK\$)	二零一一年 2011	二零一零年 2010
主要管理人員的報酬 (即總幹事)	Remuneration for key management personnel (i.e. Executive Director)		
短期員工福利	Short-term employee benefits	1,113,200	1,024,512
離職後福利	Post-employment benefits	12,000	12,921
		<u>1,125,200</u>	<u>1,037,433</u>

9. Related party transactions

During the year the Council undertook the following transactions with related parties in the normal course of its operation:

附錄

Appendices



鳴謝

Acknowledgement

年度內本推行之各項工作，獲下列個別人士、組織及政府部門之鼎力協助及支持，委員會謹此致謝。

We would like to thank all those who have rendered great help and supported COSH during the year, in particular the following individuals, organizations and government departments.

個人 Individuals

翟凱泰先生	Mr. Tyson CHAK	高永文醫生 BBS太平紳士	Dr. KO Wing-man, BBS, JP
陳弄年女士	Ms. Anita CHAN	郭晉安先生	Mr. KWOK Chun-on
陳志球博士 太平紳士	Dr. Johnnie Casire CHAN Chikau, JP	黎潔廉醫生 太平紳士	Dr. Cindy LAI, JP
陳肇始教授	Prof. Sophia S.C.CHAN	黎克勤博士	Dr. H.K. LAI
陳倩揚女士	Ms. CHAN Sin-yeung, Skye	林愛斌女士	Ms. Christina LAM
陳特楚先生 BBS, MH太平紳士	Mr. CHAN Tak-chor, BBS, MH, JP	林民聰醫生	Dr. Manny LAM Man-chung
陳華裕先生 MH	Mr. CHAN Wahyu, MH	林文健醫生	Dr. Ronald LAM Man-kin
陳以誠醫生	Dr. Alvin CHAN Yeeshing	林席賢先生	Mr. Paul LAM
陳耀榮博士	Dr. CHAN Yiu-wing	林秉恩醫生 太平紳士	Dr. P.Y. LAM, JP
奚安妮醫生	Dr. Anne CHEE	林大慶教授 太平紳士	Prof. LAM Tai-hing, JP
陳美嘉女士	Ms. Monica CHEN	李子榮先生	Mr. LEE Chi-wing
鄭家富議員	Hon. Andrew CHENG Kar-foo	李力持先生	Mr. LEE Lik-chee
張家禎女士	Ms. Chelsia CHEUNG	李兆妍醫生	Dr. LEE Siu-yin
張敬軒先生	Mr. Hins CHEUNG	李楊一帆女士	Mrs. LEE YEUNG Yatfan
詹瑞文先生	Mr. Jim CHIM	梁燕萍博士	Dr. Doris LEUNG
蔡堅醫生	Dr. CHOI Kin	梁小雲女士	Ms. Iris LEUNG
周奕希議員 BBS太平紳士	Mr. CHOW Yick-hay, BBS, JP	梁卓偉教授 太平紳士	Prof. Gabriel M LEUNG, JP
周一嶽醫生 GBS太平紳士	Dr. York CHOW, GBS, JP	梁世民醫生	Dr. Sigmund LEUNG
朱慶虹先生 太平紳士	Mr. CHU Ching-hong, JP	盧鶴年先生	Mr. LO Hok-lin
朱迪慧女士	Ms. Teri CHU	羅莽先生	Mr. LO Mang
夢特嬌全女士	Ms. Montaugut CHUEN	勞鏞珍女士 MH	Ms. LO Tip-chun, MH
扈嘉雯醫生	Dr. FU Kar-mun, Louisa	麥龍詩迪教授 OBE, SBS太平紳士	Prof. Judith MACKAY, OBE, SBS, JP
封瑩醫生	Dr. FUNG Ying	麥國風議員	Mr. Michael MAK
何韻詩女士	Ms. Denise HO	吳秀敏博士	Dr. Catalina S.M. NG
何理明醫生	Dr. HO Lei-ming, Raymond	吳家樂先生	Mr. NG Ka-lok
何世賢博士	Dr. Daniel S.Y.HO	吳雨霏女士	Ms. Kary NG
高威林先生	Mr. William KO	吳國強醫生	Dr. Daniel NG Kwok-keung

個人 Individuals

龐創先生 BBS太平紳士	Mr. Edward PONG, BBS, JP	黃彥勳先生 太平紳士	Mr. Alex WONG, JP
史立德博士	Dr. SHI Lop-tak	王中嶽博士	Dr. David WONG
戴志偉先生	Mr. TAI Chi-wai, Andy	黃帆風先生	Mr. WONG Fan-fung
譚卓賢醫生	Dr. TAM Cheuk-yin	王菀之女士	Ms. Ivana WONG
譚一翔醫生	Dr. Alfred TAM Yat-cheung	黃堅成先生	Mr. WONG Kin-shing
謝安琪女士	Ms. Kay TSE	黃慕蓮醫生	Dr. Maureen WONG Mo-lin
曹聖玉女士	Ms. TSO Shing-yuk	楊英偉先生	Mr. YEUNG Ying-wai
王文炳先生	Mr. Kelvin WANG		

政府部門 Government Departments

衛生署	Department of Health
教育局	Education Bureau
食物及衛生局	Food and Health Bureau
香港警務處	Hong Kong Police Force
醫院管理局	Hospital Authority
政府新聞處	Information Services Department
香港電台	Radio Television Hong Kong
衛生署控煙辦公室	Tobacco Control Office, Department of Health

組織 Organizations

美國胸肺學院（港澳分會）	American College of Chest Physicians (Hong Kong and Macau Chapter)
建設健康九龍城協會	Building Healthy Kowloon City Association Limited
無煙草青少年運動	Campaign for Tobacco-Free Kids
中西區區議會	Central and Western District Council
長江實業（集團）有限公司	Cheung Kong (Holdings) Limited
中國控制吸煙協會	Chinese Association on Tobacco Control
商業電台	Commerical Radio
公民教育委員會	Committee on the Promotion of Civic Education
東區區議會	Eastern District Council
東區健康城市計劃及社區服務工作小組	Eastern Healthy City and Community Services Working Group
廣州市控制吸煙協會	Guangzhou Association on Tobacco Control
香港青少年發展聯會	Hong Kong Association of Youth Development
香港房屋委員會	Hong Kong Housing Authority

組織 Organizations

香港教育專業人員協會	Hong Kong Professional Teachers' Union
香港兒童呼吸病學會	Hong Kong Society of Paediatric Respiriology
香港胸肺學會	Hong Kong Thoracic Society
合和中心管理有限公司	Hopewell Centre Management Limited
國際防癆與肺部疾病聯合會	International Union Against Tuberculosis and Lung Disease
董氏基金會	John Tung Foundation
Kidults年青人創作雜誌	Kidults Magazine
九龍城民政事務處	Kowloon City District Office
葵涌醫院	Kwai Chung Hospital
沙田區議會李子榮議員辦事處	Lee Chi Wing Shatin District Council Member's Office
生活教育活動計劃	Life Education Activity Programme (LEAP)
PIP兒童劇場	PIP Theatre Kids Ltd
香港大學護理學院	School of Nursing, The University of Hong Kong
香港大學公共衛生學院	School of Public Health, The University of Hong Kong
沙田區議會	Shatin District Council
信和物業管理有限公司	Sino Estates Management Limited
澳門戒煙保健會	Smoking Abstinence & Good Health Association of Macau
南區健康安全協會	Southern District Healthy and Safe Association
南區民政事務處	Southern District Office
新鴻基地產代理有限公司	Sun Hung Kai Real Estate Agency Limited
電視廣播有限公司	Television Broadcasts Limited
香港防癌會	The Hong Kong Anti-cancer Society
香港哮喘會	The Hong Kong Asthma Society
香港醫學會	The Hong Kong Medical Association
香港防癆心臟及胸病協會	The Hong Kong Tuberculosis, Chest and Heart Diseases Association
領匯管理有限公司	The Link Management Limited
香港新聲會	The New Voice Club of Hong Kong
東華三院戒煙綜合服務中心	Tung Wah Group of Hospitals Integrated Centre on Smoking Cessation
我愛香港協會	We Love HK Organization
黃大仙區健康安全城市	Wong Tai Sin District Healthy & Safe City
世界肺健基金會	World Lung Foundation
青新動力	Youth.gov.hk
青年廣場	Youth Square

附錄 Appendices

學校 Schools

大坑東宣道小學	Alliance Primary School (Tai Hang Tung)
鴨脷洲聖伯多祿天主教小學	Apleichau St. Peter's Catholic Primary School
鴨脷洲街坊學校	Aplichau Kaifong Primary School
基督教神召會梁省德小學	Assembly of God Leung Sing Tak Primary School
香港浸信會聯會香港西北扶輪社幼稚園	Baptist Convention of HK RCHK Northwest Kindergarten
香港浸信會聯會耀興幼稚園	Baptist Convention of HK Yiu Hing Kindergarten
浸信會呂明才中學	Baptist Lui Ming Choi Secondary School
佛教中華康山學校	Buddhist Chung Wah Kornhill Primary school
佛教志蓮小學	Chi Lin Buddhist Primary School
佛教葉紀南紀念中學	Buddhist Yip Kei Nam Memorial College
佛教慧因法師紀念中學	Buddhist Wai Yan Memorial College
中華傳道會呂明才小學	C.N.E.C. Lui Ming Choi Primary School
廣東道官立小學	Canton Road Government Primary School
中華基督教會元朗真光小學	CCC Chun Kwong Primary School
中華基督教會協和小學 (上午校)	CCC Heep Woh Primary School (AM)
陳瑞祺(喇沙)小學	Chan Sui Ki (La Salle) Primary School
啟基學校	Chan's Creative School
長洲聖心學校	Cheung Chau Sacred Heart School
佛教林炳炎紀念學校 (香港佛教聯合會主辦)	Buddhist Lam Bing Yim Memorial School (Sponsored by the Hong Kong Buddhist Association)
漢基國際學校	Chinese International School
青松侯寶垣小學	Ching Chung Hau Po Woon Primary School
潮陽百欣小學	Chiu Yang Por Yen Primary School
香港潮陽小學	Chiu Yang Primary School of Hong Kong
彩虹邨天主教英文中學	Choi Hung Estate Catholic Secondary School
基督教宣道會徐澤林紀念小學	CHR & Missionary Alliance Chui Chak Lam Memorial School
基督教宣道會宣基小學	CHR & Missionary Alliance Sun Kei Primary School
宣道會陳元喜小學	Christian Alliance H.C. Chan Primary School
宣道會葉紹蔭紀念小學	Christian Alliance S.Y. Yeh Memorial Primary School
廠商會中學	CMA Secondary School
浸信宣道會呂明才小學	Conservative Baptist Lui Ming Choi Primary School
拔萃女小學	Diocesan Girls' Junior School
胡素貞博士紀念學校	Dr Catherine F Woo Memorial School
基督教香港信義會馬鞍山信義學校	ELCHK Ma On Shan Lutheran Primary School
基督教香港信義會禾輦信義學校	ELCHK Wo Che Lutheran School
九龍靈光小學	Emmanuel Primary School Kowloon
基督教香港信義會心誠中學	Fanling Lutheran Secondary School

學校 Schools

粉嶺公立學校	Fanling Public School
農圃道官立小學	Farm Road Government Primary School
福建中學(北角)	Fukien Middle School (North Point)
東莞工商總會劉百樂中學	GCC&ITKD Lau Pak Lok Secondary School
天主教善導小學	Good Counsel Catholic Primary School
德望學校 (小學部)	Good Hope School (Primary Section)
懷恩浸信會幼稚園	Grace Baptist Kindergarten
僑港伍氏宗親會伍時暢紀念學校	H.K.ENG.C.A. Wu Si Chong Memorial School
香港紅卍字會屯門卍慈小學	H.K.R.S.S. Tuen Mun Primary School
協恩小學	Heep Yunn Primary School
香海正覺蓮社佛教正覺蓮社學校	HHCKIA Buddhist Ching Kok Lin Association School
香港教師會李興貴中學	HKTA Lee Heng Kwei Secondary School
香港道教聯合會圓玄學院石圍角小學	HKTA Yuen Yuen Institute Shek Wai Kok Primary School
港大同學會小學	HKUGA Primary School
齋色園主辦可立小學	Ho Lap Primary School (Sponsored by Sik Sik Yuen)
聖匠小學	Holy Carpenter Primary School
聖匠中學	Holy Carpenter Secondary School
路德會聖十架學校	Holy Cross Lutheran School
香港浸信會聯會小學	Hong Kong Baptist Convention Primary School
香港能仁書院 (中學部)	Hong Kong Buddhist College (Secondary Section)
香港聖瑪加利女書院	Hong Kong St. Margaret's Girls' College
香港學生輔助會小學	Hong Kong Student Aid Society Primary School
聖母無玷聖心學校	Immaculate Heart of Mary School
香島道官立小學	Island Road Government Primary School
佐敦道官立小學	Jordan Road Government Primary School
九龍城浸信會禧年 (恩平) 小學	K.C.B.C. Hay Nien (Yan Ping) Primary School
英皇書院同學會小學	King's College Old Boys' Association Primary School
九龍禮賢學校	Kowloon Rhenish School
九龍塘官立小學	Kowloon Tong Government Primary School
九龍塘學校 (中學部)	Kowloon Tong School (Secondary Section)
九龍真光中學附屬小學	Kowloon True Light Middle School Primary Section
光明英來學校	Kwong Ming Ying Loi School
觀塘官立小學	Kwun Tong Government Primary School
九龍婦女福利會李炳紀念學校	KWWC Li Ping Memorial School
荔景天主教中學	Lai King Catholic Secondary School
李鄭屋官立小學	Li Cheng Uk Government Primary School
李陞小學	Li Sing Primary School

學校 Schools

嶺南衡怡紀念中學	Lingnan Hang Yee Memorial Secondary School
嶺南小學	Lingnan Primary School
廖寶珊紀念書院	Liu Po Shan Memorial College
樂善堂小學	Lok Sin Tong Primary School
樂善堂余近卿中學	Lok Sin Tong Yu Kan Hing Secondary School
樂善堂楊仲明學校	LST Yeung Chung Ming Primary School
閩僑小學	Man Kiu Association Primary School
明慧國際幼稚園 (北角分校)	Ming Wai International Kindergarten (North Point Branch)
天主教南華中學	Nam Wah Catholic Secondary School
吳氏宗親總會泰伯紀念學校	Ng Clan's Association Tai Pak Memorial School
北角衛理堂幼稚園	North Point Methodist Church Kindergarten
天主教佑華小學	Our Lady Of China Catholic Primary School
保良局陳溢小學	P.L.K. Chan Yat Primary School
保良局馮晴紀念小學	P.L.K. Fung Ching Memorial Primary School
保良局梁周順琴小學 (上午校)	P.L.K. Leung Chow Shun Kam Primary School (AM)
保良局陳南昌夫人小學	P.L.K. Mrs. Chan Nam Chong Memorial Primary School
保良局田家炳千禧小學	P.L.K. Tin Ka Ping Millennium Primary School
保良局莊啟程第二小學 (上午校)	P.L.K. Vicwood K. T. Chong No.2 Primary School (AM)
白田天主教小學	Pak Tin Catholic Primary School
五旬節新茂生小學	Pentecostal Gin Mao Sheng Primary School
坪石天主教小學	Ping Shek Estate Catholic Primary School
保良局甲子年中學	PLK 1984 College
寶覺中學	Po Kok Secondary School
天主教溥仁學校	Po Yan Catholic Primary School
香港培正中學	Pui Ching Middle School
嘉諾撒培德學校	Pui Tak Canossian Primary School
伊利沙伯中學舊生會小學	Q.E.S. Old Students' Association Primary School
聖公會主恩小學	S.K.H. Chu Yan Primary School
聖公會主風小學	S.K.H. Holy Spirit Primary School
聖公會基福小學	S.K.H. Kei Fook Primary School
聖公會聖紀文小學	S.K.H. St. Clement's Primary School
聖公會聖約翰小學	S.K.H. St. John's Primary School
聖公會德田李兆強小學	S.K.H. Tak Tin Lee Shiu Keung Primary School
聖公會天水圍靈愛小學	S.K.H. Tin Shui Wai Ling Oi Primary School
聖公會將軍澳基德小學	S.K.H. Tseung Kwan O Kei Tak Primary School
聖公會青衣邨何澤芸小學	S.K.H. Tsing Yi Estate Ho Chak Wan Primary School
順德聯誼總會梁潔華小學	S.T.F.A. Leung Kit Wah Primary School

學校 Schools

聖光中英文幼稚園	Saint Kwong Anglo-Chinese Kindergarten
沙田圍胡素貞博士紀念學校	Sha Tin Wai Dr Catherine F Woo Memorial School
深水埔街坊福利會小學	Shamshuipo Kaifong Welfare Association Primary School
沙田崇真學校	Shatin Tsung Tsin School
筲箕灣官立小學	Shau Kei Wan Government Primary School
筲箕灣官立中學	Shau Kei Wan Government Secondary School
筲箕灣街坊福利會培元幼稚園	Shaukiwan Kai Fong Welfare Community Centre Elementi Kindergarten
石籬聖若望天主教小學	Shek Lei St. John's Catholic Primary School
石湖墟公立學校	Shek Wu Hui Public School
寶血會思源學校	Si Yuan School Of The Precious Blood
聖公會聖三一堂中學	SKH Holy Trinity Church Secondary School
聖公會基榮小學	SKH Kei Wing Primary School
聖公會基恩小學	SKH Kei Yan Primary School
聖公會李兆強小學	SKH Lee Shiu Keung Primary School
聖公會聖馬太學校	SKH St Matthew's Primary School
聖公會蔡功譜中學	SKH Tsoi Kung Po Secondary School
薈色園主辦可藝中學	SSY Ho Ngai College
天主教聖安德肋小學	St. Andrews' Catholic Primary School
聖安多尼學校	St. Anthony's School
聖安當小學	St. Antonius Primary School
聖若瑟英文中學	St. Joseph's Anglo-Chinese School
路德會聖馬太學校 (秀茂坪)	St. Matthew's Lutheran School (S.M.P.)
聖博德學校	St. Patrick's School
聖保羅書院小學	St. Paul's College Primary School
聖士提反書院附屬小學	St. Stephen's College Preparatory School
順德聯誼總會何日東小學 (下午校)	STFA Ho Yat Tung Primary School (PM)
孫方中小學下午校	Sun Fong Chung Primary School (PM)
崇蘭中學	Sung Lan Middle School
大埔崇德黃建常紀念學校	Sung Tak Wong Kin Sheung Memorial School
東華三院港九電器商聯會小學	T.W.G.Hs. H.K. & KLN. Electrical Appliances Merchants Association Ltd. School
東華三院李志雄紀念小學	T.W.G.Hs. Lee Chi Hung Memorial Primary School
東華三院黃士心小學	T.W.G.Hs. Wong See Sum Primary School
東華三院王余家潔紀念小學	T.W.G.Hs. Wong Yee Jar Jat Memorial Primary School
大埔舊墟公立學校 (寶湖道)	Tai Po Old Market Public School (Plover Cove)
道教青松小學 (湖景邨)	Taoist Ching Chung Primary School (Wu King Estate)
香港四邑商工總會新會商會學校	The HK Sze Yap Commercial & Industrial Association SWCS School
基督教海面傳道會仁愛幼稚園 (幼兒園)	The HKHMC Yan Oi Kindergarten (Nursery)

學校 Schools

天主教聖華學校	The Little Flower's Catholic Primary School
基督教聖約教會堅樂小學	The Mission Covenant Church Holm Glad Primary School
救世軍韋理夫人紀念學校	The Salvation Army Ann Wylie Memorial School
救世軍中原慈善基金學校	The Salvation Army Centaline Charity Fund School
救世軍林拔中紀念學校	The Salvation Army Lam Butt Chung Memorial School
台山商會學校	Toi Shan Association Primary School
香港真光中學	True Light Middle School of HK
曾梅千禧學校	Tsang Mui Millennium School
將軍澳官立小學	Tseung Kwan O Government Primary School
將軍澳官立中學	Tseung Kwan O Government Secondary School
荃灣公立何傳耀紀念小學	Tsuen Wan Public Ho Chuen Yiu Memorial Primary School
荃灣商會學校	Tsuen Wan Trade Association Primary School
崇正中學	Tsung Tsin Middle School
慈雲山聖文德天主教小學	Tsz Wan Shan St. Bonaventure Catholic Primary School
仁濟醫院陳耀星小學	Yan Chai Hospital Chan Lu Seng Primary School
仁濟醫院趙曾學韞小學	Yan Chai Hospital Chiu Tsang Hok Wan Primary School
仁濟醫院羅陳楚思小學	Yan Chai Hospital Law Chan Chor Si Primary School
仁愛堂田家炳小學	Yan Oi Tong Tin Ka Ping Primary School
油蔴地天主教小學 (海泓道)	Yaumati Catholic Primary School (Hoi Wang Road)
余振強紀念中學	Yu Chun Keung Memorial College
元朗朗屏邨東莞學校	Yuen Long Long Ping Estate Tung Koon Primary School
元朗朗屏邨惠州學校	Yuen Long Long Ping Estate Wai Chow School

各常務委員會之職能範圍

Terms of Reference of Standing Committees

甲、行政委員會

1. 就策略性規劃本會各項活動及倡議工作提供意見。
2. 審議及批核本會項目及活動之財政預算。
3. 監督秘書處的運作，尤以人事及財政事宜為首。
4. 監督本會之資訊保安管理。

乙、法例委員會

1. 監察《吸煙（公眾衛生）條例》及《定額罰款（吸煙罪行）條例》的各項控煙措施之執行情況。
2. 檢討及向委員會建議與法例有關之適當行動。
3. 研究有效之方法以提升公眾對控煙法例之認識及鼓勵公眾遵守法例。

丙、教育及宣傳委員會

1. 研究有效之方法以教育公眾有關吸煙與被動吸煙之禍害及向社區宣揚無煙生活方式之信息。
2. 策劃及組織大型之社區宣傳活動，以異化吸煙及宣揚戒煙信息。
3. 策劃及推行預防兒童及青少年吸煙之教育活動。
4. 監督宣傳品之製作，包括：電視宣傳短片、海報、宣傳單張、紀念品及年報。
5. 檢討教育及宣傳活動之成效，並提出適切的改善方法。

A. Executive Committee

1. To advise the Council on the strategic planning of COSH programmes and initiatives.
2. To consider and endorse the budget of COSH projects and activities.
3. To oversee the functioning of COSH secretariat, in particular staffing and financial matters.
4. To oversee the information security management of COSH.

B. Legislation Committee

1. To monitor the implementation of various tobacco control measures stipulated in the Smoking (Public Health) Ordinance and the Fixed Penalty (Smoking Offences) Ordinance.
2. To review and recommend to the Council appropriate action on legislative matters.
3. To consider ways and means to promote public awareness of the legislative requirements and encourage their compliance.

C. Education and Publicity Committee

1. To consider ways and means that can best educate the general public on the harm of smoking and passive smoking, and to promote a smoke-free lifestyle in the community.
2. To plan and organize territory-wide publicity campaigns to de-normalize smoking and promote smoking cessation.
3. To plan and implement education projects to prevent children and youth from taking up the habit of smoking.
4. To oversee the production of publicity materials such as TV commercials, posters, leaflets, souvenirs and annual reports.
5. To evaluate the education and publicity campaigns and to initiate improvements where appropriate.

丁、社區聯絡委員會

1. 與地區及社區組織保持聯繫，向他們推廣委員會之控煙及倡議工作。
2. 擔當委員會與社區在控煙工作上的聯繫點。
3. 與不同社區組織合作策劃及推行控煙項目及活動。

戊、資訊及研究委員會

1. 搜集及整理有關吸煙與健康之資料，並透過各種途徑傳遞給公眾。
2. 訂定調查研究項目及主題。
3. 就調查研究之設計及結果公佈提供意見。
4. 委託機構進行研究，並邀請機構就特定研究題目遞交計劃書；審查研究計劃書及向委員會推薦計劃以申請撥款。
5. 公佈調查研究結果，及建議跟進之工作。
6. 策劃及組織有關吸煙與健康的學術會議、研討會或工作坊。

D. Community Liaison Committee

1. To communicate with district and community groups on COSH's tobacco control works and initiatives.
2. To serve as a focal point for community liaison on matters related to the Council and tobacco control.
3. To partner with various community groups in the planning and implementation of tobacco control programmes and activities.

E. Information and Research Committee

1. To collect and collate all information related to smoking and health and to disseminate such information through appropriate means and networks.
2. To identify appropriate themes of research and survey projects to be carried out.
3. To provide advice for the design of research and surveys and the subsequent presentation of results.
4. To commission out research projects; and to invite submission of research proposals on targeted research topics; to examine research proposals and recommend projects for funding to Council.
5. To publicize the research/survey results and recommend follow-up actions having regard to such results.
6. To initiate and organize scientific conferences, seminars or workshops on smoking and health research.

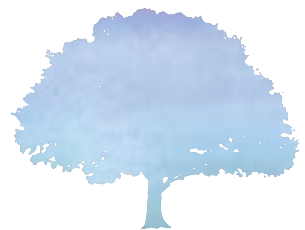
二零一一年九月出版
Published in September 2011

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製作 : 嘉創有限公司
Edited by : Glory Channel Limited





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