

2009-2010 Annual Report 年報



金錢

健康



家庭

起點

朋友

戒



香港吸煙與健康委員會
HONG KONG COUNCIL ON SMOKING AND HEALTH



目錄

Contents

委員會憲章	Charter of COSH	3
委員會組織架構	Organization of COSH	4
委員簡介	Members of COSH	8
主席報告	Chairman's Report	14
專題	Highlights	
決心戒 一定贏 「戒煙大贏家」比賽推動全城戒煙	“Quit to Win” Contest Promotes Territory-wide Smoking Cessation	18
活動	Events	
活動紀要 2009–2010	Highlights of events 2009–2010	27
宣傳及社區推廣活動	Publicity and Community Involvement Projects	30
教育及青少年活動	Education and Youth Programmes	42
與傳播媒介之聯繫	Working with the Mass Media	52
會議及考察	Conferences and Visits	53
資訊及研究項目	Information and Research Projects	64
報告	Reports	
環保工作報告	Environmental Report	71
獨立核數師報告書	Independent Auditor's Report	72
附錄	Appendices	
鳴謝	Acknowledgement	89
各常務委員會之職能範圍	Terms of Reference of Standing Committees	98
第十一號報告書	COSH Report No.11	100



2010

Charter of 委員會憲章 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。

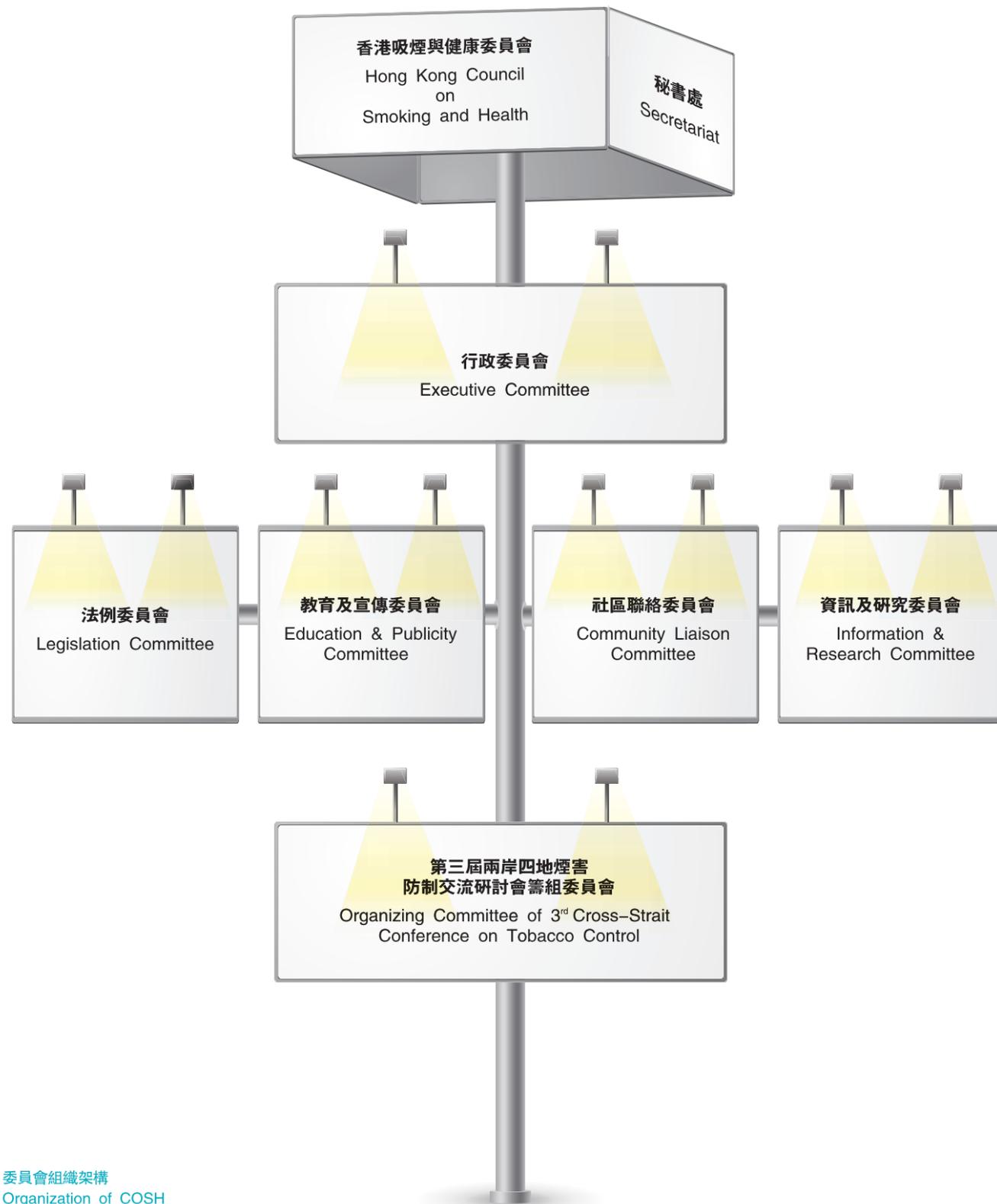
The Council was first established in 1987. It is a statutory body vested with functions, as set out in the "Hong Kong Council on Smoking and Health Ordinance" (Cap.389), to protect and improve the health of the community by:

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.

09 Annual Report 年報 2010

COSH



委員會成員

- 主席** 劉文文 太平紳士 MH
副主席 馬紹良先生 MH
委員 陳志球博士 太平紳士 (2009年10月履職)
 陳潔玲醫生
 陳肇始教授 (2009年10月履職)
 陳宇齡先生
 周裔智先生
 戴兆群醫生 (2009年10月履職)
 鄭祖盛先生 (2009年10月履職)
 李國棟醫生 太平紳士
 伍婉婷女士
 冼日明教授
 溫國雄先生
 鄔淑賢女士
 楊偉誠先生 MH
當然委員 譚麗芬醫生 太平紳士
 斐博歷先生 (2009年10月履職)

任期於2009年9月屆滿之委員

- 周偉強醫生
 張建良醫生 MH
 許美嫦女士
 梁永安先生
 譚羅南華女士

行政委員會

- 主席** 馬紹良先生 MH
副主席 劉文文 太平紳士 MH
委員 譚麗芬醫生 太平紳士
 鄔淑賢女士
 冼日明教授

Members of the Council

- Chairman** Ms. Lisa LAU Man-man, MH JP
Vice-chairman Mr. MA Siu-leung, MH
Member Dr. Johnnie Casire CHAN Chi-kau, JP (from October 2009)
 Dr. Amy CHAN Kit-ling
 Prof. Sophia CHAN Siu-chee (from October 2009)
 Mr. Abraham CHAN Yu-ling
 Mr. Eugene CHAU Yui-chi
 Dr. Daisy DAI Siu-kwan (from October 2009)
 Mr. Antonio KWONG Cho-shing (from October 2009)
 Dr. Donald LI Kwok-tung, JP
 Ms. Yolanda NG Yuen-ting
 Prof. Leo SIN Yat-ming
 Mr. Joseph WAN Kwok-hung
 Ms. Brenda WU Shuk-yin
 Mr. Frankie YEUNG, MH
Ex-officio Member Dr. Gloria TAM Lai-fan, JP
 Mr. Brett McEwan FREE (from October 2009)

Outgoing members who served the Council for the year up to September 2009:

- Dr. David CHAO Vai-kiong
 Dr. Ben Cheung Kin-leung, MH
 Ms. Tennessy HUI Mei-sheung
 Mr. Louis LEUNG Wing-on
 Mrs. Ella TAM LO Nam-wah

Executive Committee

- Chairman** Mr. MA Siu-leung, MH
Vice-chairman Ms. Lisa LAU Man-man, MH JP
Member Dr. Gloria TAM Lai-fan, JP
 Ms. Brenda WU Shuk-yin
 Prof. Leo SIN Yat-ming



教育及宣傳委員會

- 主席** 鄺淑賢女士
委員 劉文文 太平紳士 MH
馬紹良先生 MH
陳志球博士 太平紳士
陳肇始教授
周裔智先生
斐博歷先生
鄭祖盛先生
冼日明教授
楊偉誠先生 MH
增選委員 張永雄先生
楊美娟女士

社區聯絡委員會

- 主席** 劉文文 太平紳士 MH
委員 陳潔玲醫生
陳志球博士 太平紳士
鄭祖盛先生
伍婉婷女士
溫國雄先生
楊偉誠先生 MH
增選委員 孫益華醫生

資訊及研究委員會

- 主席** 冼日明教授
委員 陳潔玲醫生
陳肇始教授
戴兆群醫生
李國棟醫生 太平紳士
增選委員 林大慶教授 太平紳士

Education & Publicity Committee

- Chairman** Ms. Brenda WU Shuk-yin
Member Ms. Lisa LAU Man-man, MH JP
Mr. MA Siu-leung, MH
Dr. Johnnie Casire CHAN Chi-kau, JP
Prof. Sophia CHAN Siu-chee
Mr. Eugene CHAU Yui-chi
Mr. Brett McEwan FREE
Mr. Antonio KWONG Cho-shing
Prof. Leo SIN Yat-ming
Mr. Frankie YEUNG, MH
Co-opted member Mr. CHEUNG Wing-hung
Ms. Cecilia YEUNG Mi-kuen

Community Liaison Committee

- Chairman** Ms. Lisa LAU Man-man, MH JP
Member Dr. Amy CHAN Kit-ling
Dr. Johnnie Casire CHAN Chi-kau, JP
Mr. Antonio KWONG Cho-shing
Ms. Yolanda NG Yuen-ting
Mr. Joseph WAN Kwok-hung
Mr. Frankie YEUNG, MH
Co-opted member Dr. David SUN

Information & Research Committee

- Chairman** Prof. Leo SIN Yat-ming
Member Dr. Amy CHAN Kit-ling
Prof. Sophia CHAN Siu-chee
Dr. Daisy DAI Siu-kwan
Dr. Donald LI Kwok-tung, JP
Co-opted member Prof. LAM Tai-hing, JP

法例委員會

- 主席** 馬紹良先生 MH
委員 劉文文 太平紳士 MH
陳肇始教授
鄭祖盛先生
增選委員 賀達理教授 BBS 太平紳士
麥龍詩迪醫生 OBE SBS 太平紳士
林文健醫生
左偉國醫生 BBS 太平紳士

秘書處編制及職員名單

- 總幹事** 黎慧賢女士
項目籌劃高級經理 謝清蘭女士
譚淑琴女士
(2009年8月履職)
崔彥邦先生
(至2009年6月)
項目籌劃經理 黃沛芬女士
資訊科技經理 潘志聰先生
項目主任 蔡文龍先生
(2009年8月履職)
資訊科技主任 梁凱琪女士
(至2009年6月)
項目聯絡主任 周嘉茵女士
(2009年12月履職)
鄭明發先生
(至2009年10月)
項目籌劃主任 陳凱穎女士
教育幹事 郭翠萱女士
(2009年8月履職)
李淑珮女士
(至2009年5月)
行政助理 李碧雲女士
項目籌劃助理 高素麗女士
(2009年5月履職)

Legislation Committee

- Chairman** Mr. MA Siu-leung, MH
Member Ms. Lisa LAU Man-man, MH JP
Prof. Sophia CHAN Siu-chee
Mr. Antonio KWONG Cho-shing
Co-opted member Prof. Anthony J. HEDLEY, BBS JP
Dr. Judith MACKAY, OBE SBS JP
Dr. Ronald LAM Man-kin
Dr. Homer TSO Wei-kwok, BBS JP

Secretariat

- Executive Director** Ms. Vienna LAI Wai-yin
Senior Project Manager Ms. Janice TSE Ching-lan
Ms. Angel TAM Suk-kam
(from August 2009)
Mr. Philip TSUI Yin-bonn
(up to June 2009)
Project Manager Ms. Fanny WONG Pui-fan
Information and Technology Manager Mr. Lancelot POON Chi-chung
Project Officer Mr. Patrick CHOY Man-lung
(from August 2009)
Information and Technology Officer Ms. Elkie LEUNG Hoi-kei
(up to June 2009)
Project Liaison Officer Ms. Karina CHOW Ka-yan
(from December 2009)
Mr. Anthony CHENG Ming-fat
(up to October 2009)
Project Executive Ms. Wing CHAN Hoi-wing
Educator Ms. Betty KWOK Chui-huen
(from August 2009)
Ms. Mimi LI Shuk-ping
(up to May 2009)
Executive Assistant Ms. Jessica LEE Pik-wan
Project Assistant Ms. Sophie KO So-lai
(from May 2009)



Members of 委員簡介 COSHH



主席 Chairman

劉文文太平紳士 MH

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，行政委員會副主席與教育及宣傳委員會及法例委員會委員。

Ms. Lisa LAU Man-man, MH JP

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

副主席 Vice-chairman

馬紹良先生, MH

馬紹良先生為資深教育工作者，於2005年加入委員會，於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，與教育及宣傳委員會委員。

Mr. MA Siu-leung, MH

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



委員 Member

陳志球博士太平紳士

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, JP

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

陳潔玲醫生

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與社區聯絡委員會委員。

Dr. Amy CHAN Kit-ling

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



陳肇始教授

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

Prof. Sophia CHAN Siu-chee

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





委員 Member

陳宇齡先生

陳宇齡先生是一位商人，於2008年加入委員會。

Mr. Abraham CHAN Yu-ling

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

委員 Member

斐博歷先生

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

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.



周裔智先生

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 Yui-chi

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



鄭祖盛律師

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

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.



戴兆群醫生

戴兆群醫生現為醫院管理局總行政經理（社區及基健服務），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

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.



李國棟醫生太平紳士

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 Kwok-tung, JP

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.



委員 Member

伍婉婷女士

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委員。

Ms. Yolanda NG Yuen-ting

Ms. Yolanda NG is a Councilor 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.



冼日明教授

冼日明教授現為香港中文大學市場學系教授及市場學（理學）碩士課程主任，於2004年加入委員會，現擔任資訊及研究委員會主席、行政委員會和教育及宣傳委員會成員。

Prof. Leo SIN Yat-ming

Prof. Leo SIN is Professor of Department of Marketing and Director of the Master of Science Programme in Marketing of the Chinese University of Hong Kong. He joined COSH in 2004. He is the Chairperson of the Information & Research Committee and member of the Executive Committee and the Education & Publicity Committee.

譚麗芬醫生太平紳士

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 Lai-fan, JP

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



委員 Member

溫國雄先生

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 Kwok-hung

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

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 Shuk-yin

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



楊偉誠先生, 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, MH

Mr. Frankie YEUNG 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.

Protecting public health has always been the major premise of the Hong Kong Council on Smoking and Health, and for many years the mission of promoting tobacco control has been undertaken through a combination of work. I am pleased to see that we have taken a further leap during the past year.

主席報告 Chairman's Report

委員會一向以保障市民的健康為前提，多年來就控制本港各項有關煙草之問題擔當主導角色，同時亦循不同的工作層面爭取社會各界支持控煙的推廣工作。回顧2009年，我們取得了相當大的進步。

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分戶外地方。踏入2009年，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、按摩院及麻將館亦終於在7月1日起實施了全面禁煙，進一步保障公眾，更重要是員工健康。至此，我們欣見香港終於踏入了室內公眾地方全面禁煙的新紀元。另外，48個有蓋公共交通交匯處自2009年9月1日起已劃為禁煙區，並預期在2010年12月底前增加至露天公共交通交匯處。同時，《定額罰款(吸煙罪行)條例》亦已正式生效，違例吸煙會被定額罰款港幣1,500元。隨着2006年《吸煙(公眾衛生)(修訂)條例》分階段落實，香港社會的控煙措施全面強化，並處於世界領先地位。

另外，新修訂的條例亦收緊了對煙草產品銷售及推廣管制，包括規管煙草產品價格板及價格標記的面積、禁止煙草產品與非煙草商品以單一項目形式發售、禁止煙草產品的牌子名稱在受贊助活動中與非煙草產品的名稱一併出現、煙草產品的封包或零售盛器須載有圖片及圖像內容的健康忠告等。值得一提的是，聘用兩名或以下僱員的零售店舖的豁免條款，以及小販攤檔的豁免條款亦於2009年11月1日完全撤銷。換言之，在此之後，所有零售商都不能展示煙草廣告。

The total smoking ban has been extended to cover all indoor areas of dining places, workplace, public places and some outdoor areas. The deferment of smoking ban in six types of establishments including bars, private clubs, nightclubs, bathhouses, massage establishments and mahjong-tinkau premises for persons over the age of 18 years was finally expired on 1 July 2009. Health of the public, and more importantly staff working in those establishments are further protected. We are glad to see the dawn of a new era when smoking ban covered all indoor public areas in Hong Kong. In addition, 48 public transport facilities were designated as no smoking areas effective 1 September 2009, and it was expected to cover public transport facilities in open areas by the end of 2010. At the same time, the "Fixed Penalty (Smoking Offences) Ordinance" also came into effect officially. Smokers who light-up in the statutory no-smoking areas will be given a fixed penalty of HKD1,500. With the enactment of Smoking (Public Health) Ordinance in phases since 2006, the tobacco control policies are strengthened in every aspect of our society. This makes Hong Kong one of the pioneering smoke-free cities in the world.

Apart from that, the new ordinance also tightened restrictions on tobacco sales and promotion, including the regulation of the size of tobacco products price board and price markers, restriction of the sales of tobacco products with non-tobacco products, prohibition of sponsorship by tobacco



根據世界衛生組織倡議的MPOWER有效煙草控制策略，提高煙草稅是其中一項證實是有效控制煙草使用的措施之一，然而香港的煙草稅仍低於世界水平。年度內，我們欣見政府以保障公眾健康為前提，終於在連續凍結八年煙草稅後，增加煙草稅50%。委員會一直倡議政府把增加煙草稅訂為長遠控煙政策，每年增加煙草稅最少15%，香港才能於五年達到煙稅佔捲煙零售價75%的世界指標，有效保障市民大眾與下一代的健康及推動戒煙。

2010年，委員會繼續努力，聯同社會各界積極再爭取增加煙草稅。同年2月，財政司司長曾俊華先生於2010-11年財政預算案宣布取消入境旅客可攜帶免稅煙的優惠，預計於2010年8月生效。這是繼新加坡後，本港成為全球第二個地區取消入境旅客免稅煙優惠，相信此舉能進一步加強控

brand names in appearing together with non-tobacco products, the requirement of bearing a pictorial health warning on cigarette packets and retail containers. More importantly, the exemption clause for retail outlets employing not more than two employees and licensed hawker stalls were finally withdrawn on 1 November 2009. In other words, all retailers are prohibited from displaying tobacco advertisements.

According to the MPOWER tobacco control strategies advocated by World Health Organization (WHO), raising the tobacco tax is proved to be one of the most effective ways to control tobacco consumption. Duty on tobacco in Hong Kong is, however, still lower than the world standard. This year, we are pleased to see the HKSAR government's decision of a 50% increase on tobacco tax after a freeze period of 8 consecutive years, especially with its major reason to protect public health. The Council has been advising the government to adopt a long-termed tobacco control policy with an annual increase of at least 15% on tobacco tax. This would ensure Hong Kong will catch up with the international standard in five years, where tobacco tax will account for about 75% of its retail price, hence would effectively protect the health of the public and our next generation as well as promote smoking cessation.

In 2010, we continuously work with organizations from different sectors of the society in fighting for raising tobacco tax. During his 2010-11 budget briefing in February, the Financial Secretary Mr. John TSANG Chun-wah announced the cancellation of duty-free concessions on tobacco products for incoming passengers, which is expected to be enacted in August 2010. Hong Kong is known to be the second region to cancel duty-free concessions on tobacco products in the world after Singapore. It is believed that this new measure will further strengthen the tobacco control policy, indirectly persuade people not to smoke and effectively reduce tobacco consumption.

The Financial Secretary also stated that despite the 50% increase in tobacco tax in 2009, the government will not rule out the possibility of further tax increases. Apparently, the government also realized the gap between tobacco tax proportion in Hong Kong and the international standard, thus room for further tax increase. Both WHO and the World Bank pointed out that youngsters are most sensitive to cigarette pricing. An increase in

煙措施，間接鼓勵市民不要吸煙，有效減少煙草使用量。

財政司司長更指出，雖然2009年已把煙稅大幅提高50%，但政府不排除再逐步加煙稅。由此可見，政府亦認同本港目前的煙稅比例與世界標準仍有距離且有上調的空間。世界衛生組織及世界銀行均指出，青少年對煙草價格最為敏感，大幅增加煙稅以提高煙價，是遏止青少年吸煙的最有效措施。根據香港大學公共衛生學院的調查顯示，雖然中一至中五學生吸煙的比例於過去10年有顯著滑落，但於2008年仍然佔6.9%，反映香港的控煙政策仍須推進，以減少吸煙對青少年的影響。

展望未來，儘管室內公眾場所已實施了全面禁煙，令市民在更多公共空間免受煙害。然而，吸煙人士轉往室外地方如行人路上、商場外或露天食肆等地方吸煙，令市民仍然深受二手煙的困擾及危害。因此，委員會未有怠慢，繼續強化教育及宣傳工作，在學校方面，繼續加強健康講座內容及互動教育劇場工作，同時在社區舉辦各類大型宣傳活動，以鼓勵市民不吸煙、拒絕二手煙及戒煙。

委員會於2009年便以「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，舉辦2009《戒煙大贏家》比賽，鼓勵全港市民戒煙及支持家人及朋友戒煙，共同投入無煙的健康生活，並成功吸引逾千名市民參與比賽。今年，委員會再接再厲，繼續舉辦2010《戒煙大贏家》比賽，鼓勵市民戒除煙癮，以保障自己及身邊人士免受煙害。

今後，委員會將以保障公眾健康為前提和根據社會大眾的期望，繼續通過宣傳、教育、倡議立法、推廣戒煙等綜合方式推動控煙的工作，向香港成為無煙城市的目標邁進，以實現世衛組織所提出建構百分百無煙環境的目標及落實《煙草控制框架公約》的要求。

最後，對於曾付出寶貴時間及努力、支持本港控煙工作的政府及公共機構、學術及教育組織、傳播媒介及其他個別人士，本人謹此致謝！

tobacco tax will cause a price surge, which will be an effective policy to prevent youth smoking. According to a survey done by the School of Public Health of the University of Hong Kong, although the percentage of youth smoking is obviously dropping for the past 10 years, there are still 6.9% of secondary school students who are smokers. This figure presented a need to push ahead tobacco control policy in Hong Kong, in order to reduce the negative impact of smoking upon the youths.

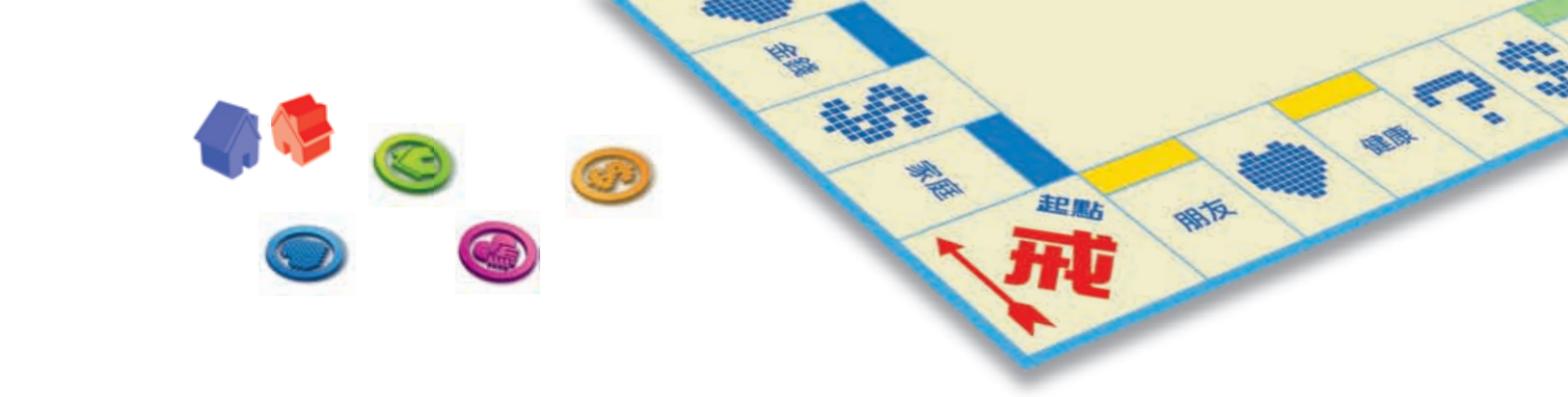
Looking ahead, even though a total smoking ban is implemented in all indoor public places to protect citizens from the health hazard, smokers on pavement, outside areas of shopping malls and roadside dining places still causes much nuisance and threats. The Council, therefore, will keep on with our education and promotion efforts of health talks and interactive educational theatres delivered to schools and promotion campaigns at district level. It is our mission to build a smoke-free city and educate people to refuse second-hand smoke and quit smoking.

The Council launched a series of publicity programmes titled "Quit to Win" in 2009, including the "Quit to Win" Smoking Cessation Contest, so as to encourage people to quit smoking and support their friends and families to quit, so the community could embrace a smoke-free healthy lifestyle. The event successfully attracted over one thousand participants. The Council will continue organizing the "Quit to Win" Smoking Cessation Contest in 2010, aiming to help smokers quit and to protect public health.

Protection of public health will always be our major premise and the council will drive tobacco control to another level through promotion, education, legislative propositions and smoking cessation campaigns. Building a smoke-free city is our goal. Through the implementation of the "Framework Convention on Tobacco Control", we are dedicated to realizing the target of 100% smoke-free environment as advocated by the WHO.

At last, I extend my sincere appreciation to the government, public organisations, academic and education institutions, media and individuals for their precious time and effort in supporting tobacco control in Hong Kong.





決心戒 一定贏

「戒煙大贏家」比賽 推動全城戒煙

“Quit to Win” Contest Promotes Territory-wide Smoking Cessation

推動戒煙是世界趨勢

戒煙比賽源於1980年代美國明尼蘇達州的一個心臟健康活動，主要透過獎金鼓勵吸煙人士加入戒煙行列。戒煙比賽的活動其後不斷推廣至美國各州及其他國家，並由1994年開始每兩年舉行一次國際戒煙比賽，2002年更創出新紀錄，參加國家多達八十個，並成功招攬七十萬名吸煙人士戒煙，爭取國際戒煙比賽大獎，凝聚一股全球戒煙風氣。

《煙草控制框架公約》是世界衛生組織（世衛）推動下創立的第一份公共衛生國際條約，《公約》於2005年2月27日生效後，隨即成為聯合國歷史上獲得最廣泛接受的條約之一。《公約》針對應付煙草流行全球化問題，以實證為基礎重申人人有權享有最高的健康標準，為促進公眾健康開展新的里程碑，並為國際衛生協作提供了新的法律層面。《公約》更要求締約方實施有效的控煙措施，當中促進戒煙及對煙草依賴的人士提供適當治療為重要一環。



Promoting Smoking Cessation is a World Trend

The smoking cessation competition was originated in Minnesota from a heart health initiative during the 1980s in the U.S. It encouraged smokers to quit smoking by monetary rewards. Since then, smoking cessation competition was promoted to other states within the U.S. and other countries. An international smoking cessation competition has been started every two years since 1994. The record was broken in 2002 when over 80 countries participated in the international competition and recruited 700,000 smokers to quit smoking and compete for the grand award. As a result, the trend of smoking cessation around the world has been started since then.

The Framework Convention on Tobacco Control (FCTC), the first treaty negotiated under the auspices of the World Health Organization (WHO), entered into force on 27 February 2005. It has since become one of the most widely embraced treaties in United Nations history. The FCTC was developed in response to the globalization of the tobacco epidemic and is an evidence-based treaty that reaffirms the right of all people to the highest standard of health. The Convention represents a milestone for the promotion of public health and provides new legal dimensions for international health cooperation. It requires the convention parties to implement effective measures on tobacco control, including the

世界衛生組織在2008年更推出MPOWER，展現六種有效的控煙措施，以保護各國人民健康，並可有效履行實施世衛《煙草控制框架公約》的承諾。六種措施中「O - Offer help to quit tobacco use」是為煙草使用者提供戒煙幫助，協助他們克服煙草依賴，並建議由醫療衛生系統肩負重任，將戒煙服務納入公共衛生保健服務之內，其中包括戒煙熱線及以廉價提供戒煙藥物。

綜合上述的國際經驗及世衛的建議，審視本港有關吸煙問題的數據及現況，香港吸煙與健康委員會以推動戒煙為主要工作目標之一。

在香港推動戒煙的契機

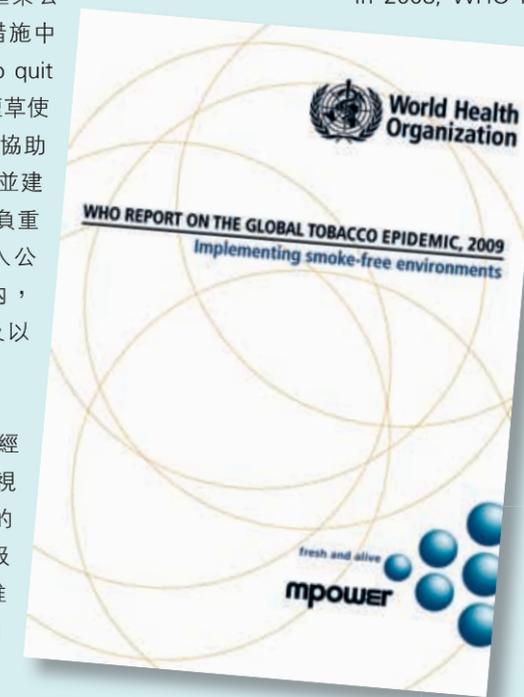
根據政府統計處調查顯示，本港十五歲以上每日吸煙人口由2005年的14.4%，下降至2008年的11.8%，表示每日吸煙人數在三年間下跌2.6%，涉及人數達十萬人。

隨着《2006年吸煙(公眾衛生)(修訂)條例》實施，2007年1月1日新增更多指定禁煙區，六類消費及娛樂場所室內禁煙寬限期亦於2009年7月1日完結。同年9月1日開始實施港幣1,500元定額罰款，以及將有蓋公共交通交匯處列入法定禁煙區。加上2009年初政府落實增加煙草稅50%，在多項控煙措施下，確實有助鼓勵吸煙人士放棄吸煙。

promotion of smoking cessation and provision of appropriate treatment for people dependent on tobacco.

In 2008, WHO launched the MPOWER Measures. It refers to six proven measures in tobacco control, which are designed to protect people's health in different countries and to implement the WHO FCTC effectively. Among the six measures, "O - Offer help to quit tobacco use" aims at providing assistance to tobacco users and help them overcome tobacco dependence. It is suggested that managing tobacco dependence is the responsibility of a country's health care system and smoking cessation should be included in public health services, which cover quitline and provision of low-cost pharmacological therapy.

In view of WHO's recommendation and international experience, as well as the smoking problem in Hong Kong, promoting smoking cessation is on the top of COSH's working agenda.



The Key for Promoting Smoke Cessation in Hong Kong

According to surveys conducted by the Census and Statistics Department, the percentage of daily smokers among Hong Kong population aged 15 and over dropped from 14.4% in 2005 to 11.8% in 2008. One hundred thousand people quit the daily habit of smoking in the three years, representing a 2.6% drop.

With the implementation of a series of new policies, under the 2006 Smoking (Public Health) (Amendment) Bill 2006, the government stepped up its efforts to encourage smokers to quit smoking. These included the expansion of designated no smoking areas starting from 1 January 2007, the end of smoking exemption period in six types of entertainment establishments on 1 July 2009, the implementation of the HKD1,500 fixed penalty for smoking offence starting from 1 September 2009, extending smoking ban to public transport interchanges with cover, and the drastic increase in tobacco tax in early 2009.

政府增加煙草稅後，致電戒煙熱線及使用戒煙服務數字大幅上升，完全符合世界銀行早年發表的「提高煙草價格助戒煙」的論據。當中的理據是增加煙草稅會提高煙草價格，從而促使吸煙人士戒煙，並防止其他人開始吸煙，降低現行吸煙人士的煙草耗用量，同時更減低已經成功戒煙人士復吸的機會。世界銀行以經濟學的「產品需求的價格彈性」，分析若每包煙的價格提高10%，足以令高收入及中低收入國家減少對煙草需求量分別達4%及8%。

事實上，政府立法擴大禁煙區至所有室內公眾場所及加煙稅等多管齊下的控煙政策，亦為推動吸煙人士戒除煙癮營造了有利環境。



《明報》2009年2月27日 Ming Pao, 27 February 2009

舉辦「戒煙大贏家」比賽 推動吸煙人士戒煙

香港吸煙與健康委員會參考國際戒煙比賽的經驗，於2009年以「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，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2009「戒煙大贏家」比賽，向全港市民推廣戒煙對個人、家人及社會的好處，鼓勵市民戒煙及支持家人及朋友戒煙，共同投入無煙的健康生活。

委員會主席劉文文MH太平紳士指出：「法定禁煙區已由2007年起，大幅擴展至大部分室內公眾地方，無煙香港已是大勢所趨的理想生活模式。加上2009年財政司長落實將煙草稅調高50%，煙價即時增加約10元，以每日

After the government increased the tobacco tax, calls to quitlines and requests for smoking cessation services have significantly surged. It resonates with the World Bank's report that higher tobacco cost contributes to smoking cessation. As higher tobacco tax leads to rise in tobacco price, it will push smokers to quit smoking and prevent people from starting a smoking habit.

Therefore, it lowers the tobacco consumption by current smokers and reduces the rate of non-smokers reverting to smoking following successful quitting. The World Bank uses the economic theory "price elasticity of demand" for analysis. According to the World Bank, if the price of each pack of cigarettes increases by 10%, the demand for tobacco in high income countries and medium to low income countries would drop 4% and 8% respectively.

In fact, with a multi-pronged tobacco control policy, the Government had created a favourable environment for smokers to quit.

"Quit to Win" Contest Promotes Smoking Cessation

Adopting the model from the international smoking cessation competition, Hong Kong Council on Smoking and Health (COSH) launched a series of publicity programmes titled "Quit to Win" in 2009, including the "Quit to Win" Smoking Cessation Contest which was supported by the School of Nursing and the School of Public Health of The University of Hong Kong and Television Broadcasts Limited (TVB). The contest showcased the benefits of smoking cessation to individuals and society, encouraged people to quit smoking and support their friends and families to quit, so the community could embrace a smoke-free healthy lifestyle.

Ms. Lisa LAU, MH, JP, COSH Chairman said, "Starting from 2007, statutory no smoking areas have been expanded to cover most of the public indoor areas. A smoke-free community is a trend and an ideal lifestyle for Hong Kong people. On top of this, the 50% increase of tobacco tax announced in The Budget 2009 led to an immediate rise in tobacco price by about HKD10. Based on the consumption of one pack of cigarette per day, smoking cessation helps smokers cut back HKD14,000

吸食一包計算，戒煙每年可節省港幣14,000多元。因此，我們開展了一系列的戒煙及無煙香港的宣傳活動，鼓勵吸煙者能夠早日戒煙，對自己和身邊的人，甚至社會來說絕對是雙贏。

委員會於2009年5至7月在港九新界各區商場舉行招募活動，推動更多有意戒煙的吸煙人士踏出第一步，決心戒煙。透過舉辦超過20場招募活動，比賽成功吸引了超過一千名市民參加，參賽者即場接受並通過戒煙輔導員初步評估吸煙情況。

與此同時，部分參賽者獲邀接受由委員會及TVB安排的甄選面試，參與TVB《戒煙大贏家》電視遊戲節目，在全港市民見證下競逐《戒煙大贏家》獎項。經過甄選及戒煙驗證，四名參賽者晉身決賽，當中包括本身患有哮喘，為了對父母的承諾而決心戒煙的彭先生；希望不再受吸煙朋友引誘、並決心為他們樹立榜樣的鄭先生；吸煙超過40年後決心戒煙的郭先生，以及為了太太及兒子不再受二手煙影響的吳先生，他們代表了無數吸煙人士的心聲－渴望戒煙，但又缺乏動力及決心，但他們終究能透過參與這個比賽，以決心戰勝煙癮。



in one year. To address the trend of smoking cessation, we launched a series of publicity programmes to promote smoking cessation and a smoke-free environment and encourage smokers to quit smoking as soon as possible, so they may create a win-win situation for themselves, families and friends, as well as the society. "

To motivate more smokers who want to quit smoking to take the first step, COSH carried out more than 20 recruitment activities in shopping centers across the territory from May to July and successfully attracted over 1,000 people to participate in the contest. Participants were required to enroll to the contest in person and undertake a preliminary assessment of smoking status by the professional smoking cessation counselors on-site.

Some of the contestants were shortlisted and invited by COSH and TVB to take part in TVB "Quit to Win" game show and compete for championship under the witness of the public. After the process of selection and scientific validations, 4 contestants made their way to the final competition. They included Mr. PANG, an asthmatic who quit smoking to fulfill his promise to his parents; Mr. CHENG, who decided to resist temptation and become a good example for his friends; Mr. KWOK, who determined to quit smoking after keeping this habit for over 40 years; and Mr. NG, who was keen to stop exposing his wife and son to second-hand smoke. They spoke for countless smokers who wish to get rid of smoking habit but lack the motivation and determination.



周一嶽局長 GBS 太平紳士亦於節目上呼籲吸煙人士盡快戒煙：「我年輕的時候亦曾經有吸煙的習慣，但最後因為不想再受煙草影響自己的健康而決心戒煙。我明白戒煙困難之處，但希望大家為了健康、為了家人，今天便要決心戒煙！」委員會主席劉文文女士亦勉勵吸煙者：「吸煙會令你患上致命疾病，那麼何時才是戒煙的好時機呢？當然是愈早戒煙對自己愈有好處！」香港大學控煙及戒煙專家林大慶教授及陳肇始教授，更向觀眾介紹有關戒煙的資訊、提供戒煙小貼士及解答各種戒煙的疑難，鼓勵更多人士加入戒煙行列。

過千名吸煙人士參與成爲「戒煙大贏家」

雖然有電視「戒煙大贏家」誕生，「戒煙大贏家」比賽其餘的過千位參賽者仍繼續努力戒煙。參賽者須於比賽期間完全停止吸煙，並被隨機安排接受不同形式的戒煙輔導服務：獲派戒煙小冊子、接受電話戒煙輔導或接收手機戒煙短訊，戒煙輔導員會於第 2、6 和 12 個月跟進他們的戒煙情況。

委員會於 2010 年 1 月 21 日舉行記者會發佈首兩個月的跟進報告及頒發獎項予各成功戒煙人士，而各得獎人士亦向記者朋友分享戒煙心得。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，招募成

In the game show, Dr. York CHOW, GBS, JP called on smokers to quit smoking as soon as possible. He said, "I used to have smoking habit when I was young. But I decided to quit smoking as I no longer want to suffer from the harm of tobacco. I know how hard smoking cessation could be. Nevertheless, if you concern the health of yourself and your family, you must quit smoking today!" Ms. Lisa LAU, COSH Chairman also encouraged smokers by pointing out that "smoking can cause fatal diseases. It is the best to quit smoking as soon as possible! So, please quit smoking now and enjoy a new smoke-free healthy lifestyle!" Professor LAM Tai-Hing and Professor Sophia CHAN, tobacco control and smoking cessation experts from The University of Hong Kong, urged more people to quit smoking by sharing smoking cessation information, offering tips to the audiences and answering related queries.



Over 1,000 Smokers Pledged to Quit

Despite the announcement of the "Quit to Win" champion on TV, over 1,000 remaining participants continued to quit smoking to compete for prizes. Participants needed to stop smoking completely during the course of the contest. They were assigned randomly for different kinds of smoking cessation services, such as self-help cessation manual, telephone cessation advice and SMS cessation messages. They were followed up at intervals of 2, 6 and 12 months.

At a press conference held on 21 January 2010, COSH announced a report on the progress in the first two months and presented awards to successful candidates, who shared their experiences with the media. The report indicated that the "Quit to Win" Contest successfully captured the interest of the public through various recruitment activities and publicity programmes. It attracted a significant number of smokers to take part in the smoking cessation competition, achieving a high recruitment rate of 97%. According to Professor Sophia CHAN, the quit rate in the first two months was 23.0%, which was comparable to the local studies and much

higher than that of Quitline service. Comparing with other overseas smoking cessation programmes, this group of smokers had higher awareness and motivation and were ready to quit since they had joined the contest. The details of the report about smoking cessation in the first two months, please refer to the Information and Research section of this Report.

功率達 97%。負責檢討比賽成效的香港大學護理學院院長陳肇始教授指出，參賽者首兩個月的成功戒煙率達 23.0%，與本地戒煙研究的數據相若，並遠高於戒煙熱線的成功率。與其他海外的戒煙活動比較，這群參賽者相對具有較高的戒煙意識及動力，由他們決定參加比賽的一刻，他們已經作好準備及立定決心。有關首兩個月的戒煙研究報告詳情，請參考資訊及研究部分。

劉文文主席喜見有關報告並認為：「大部分參賽者在參加『戒煙大贏家』比賽後，增強了戒煙的決心，這意味著這個比賽能夠有效推動吸煙者戒煙及加強他們的決心，這對預測戒煙成功率是一個很重要的因素。委員會將繼續致力鼓勵市民戒煙及推廣無煙健康的生活方式。同時，我們亦建議把增加煙草稅訂為本港的長遠控煙政策，在未來五年每年增加最少 15%，從而鼓勵吸煙人士戒除煙癮，減少香港的吸煙人口，保障下一代的健康。我們希望各界能同心協力，一同締造無煙香港！」

總結

香港吸煙與健康委員會舉辦「戒煙大贏家」比賽，主要是希望透過宣傳、教育及鼓勵的方法，推動社會的戒煙風氣。讓吸煙人士及家人知道，只要有戒煙決心，社會上有各類相關的戒煙服務提供。根據衛生署一項民意調查顯示，香港超過八成市民支持控煙政策，可見公眾亦認同政府有必要保障市民免受二手煙的影響。政府亦已逐步加強戒煙服務，鼓勵更多市民戒煙。

展望未來，委員會將再接再厲，聯同香港大學及電視廣播有限公司攜手合作，以建構無煙社區為藍本，繼續舉辦 2010《戒煙大贏家》比賽，希望吸引更多吸煙人士積極參加比賽，戒除煙癮，重投無煙健康新生活。



COSH Chairman Ms. Lisa LAU welcomed the report and said, "A majority of the participants showed stronger determination to quit smoking after joining the "Quit to Win" Contest, which means the contest has a positive effect on the smoker's motivation to quit, and this is a very important

factor in predicting successful quitting. COSH will endeavor to encourage smoking cessation and promote a healthy smoke-free lifestyle. Meanwhile, we suggest that tobacco tax increase should be set as a long-term tobacco control policy and the tax should be raised by 15% annually, so as to encourage smokers to quit smoking immediately, reduce smoking and protect our next generation. We hope to join forces with different sectors to create a smoke-free Hong Kong!"

Conclusion

The "Quit to Win" Smoking Cessation Contest 2009 raised the public's support for smoke-free environment and the atmosphere to quit smoking. There are different kinds of services available for smoking cessation. According to a public opinion survey conducted by the Department of Health, over 80% of the respondents supported the tobacco control policy, illustrating that the public is aligned with the government in protecting people from the effect of second-hand smoke. Moreover, the government has been strengthening the smoking cessation services to encourage more people to quit smoking.

Committed to establish a smoke-free community, COSH will continue to collaborate with The University of Hong Kong and TVB to organize "Quit to Win" Smoking Cessation Contest 2010 to attract more smokers to join the contest, and to help them quit smoking to embrace a smoke-free healthy lifestyle.

「戒煙大贏家」 比賽電視遊戲節目 分享四個戒煙故事

委員會於2009年以「戒煙一定贏」為口號，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）攜手合辦2009「戒煙大贏家」比賽，吸引逾千名吸煙者參與。當中，四位參賽者經甄選後獲邀參與TVB《戒煙大贏家》電視遊戲節目，在全港市民見證下競逐《戒煙大贏家》寶座！齊來分享他們的戒煙故事吧……

彭建宗先生

彭先生由17歲已開始了吸煙的習慣，已吸煙長達七年，他從小患有哮喘，雖然知道吸煙會令他的病情惡化，但因已吸食多年，故很難消除心癮。年過六十的彭父亦曾經是吸煙者，不過已成功戒煙，他曾以過來人的經驗多次勸戒兒子戒煙，卻無法令他下定決心。彭父於是承諾如他能成功戒煙，必定會獎勵他。彭先生自覺應該戒除煙癮，於是決心參加《戒煙大贏家》比賽。他的戒煙過程由改變生活習慣開始，調節生活作息及多做運動，不再以吸煙來提神。戒煙後，彭先生的健康明顯改善了，他非常感謝雙親的鼓勵，特別是爸爸，因為沒有他的支持及鼓勵，他未必能下定決心戒煙。

Mr. PANG Kin-chung

It has been 7 years since Mr. Pang's had his first cigarette at the age of 17. He has had asthmatic problem since his childhood. Though he knew that smoking would worsen his health, he found it very difficult to quit this addictive habit. Pang's father, aged over 60, was once a smoker. He has shared his successful smoking cessation experiences to urge his son to quit smoking, but Pang was not determined at that time. Pang's father then promised to reward him if he succeed. Pang decided to participate in the "Quit to Win" contest. The process of Pang's smoking cessation was started by changing his habits. Instead of smoking, he adjusted his resting time and did more exercises to refresh himself. After he had successfully quit smoking, Pang's health condition has been getting better. He appreciated the encouragement from his parents very much, especially his father. Without his support and encouragement, he may not be so determined to quit smoking.



Mr. Ken CHENG

Having been smoking for 29 years, the motivation for Mr. Cheng to quit smoking came from his friends. Cheng was a member of the school sports team. Before he ceased smoking, Cheng often experienced short of breath when doing exercises for just 15 minutes. Therefore, Cheng has done a detailed body check to examine the problem. The doctor explained that the increase of the cholesterol and fibrin in his blood vessels caused by smoking over a long period of time has triggered the development of blood clot, and resulted in blood vessels blockage. Moreover, the nicotine in tobacco made his lung tissue lose elasticity. Cheng finally decided to quit smoking and joined the "Quit to Win" TV game show. He wanted to, on one hand, resist the temptation from his friends who are smokers, on the other hand, he decided to set an example for his friends. After all, Cheng started his healthy living style after successful smoking cessation.



鄭偉昌先生

有29年煙齡的鄭先生戒煙的原動力是來自身邊的朋友。從前曾是校隊成員的鄭先生未成功戒煙前，覺得做運動的氣力大不如前，短短十五分鐘已喘不過氣，於是鄭先生進行了詳細的身體檢查，醫生解釋長期吸煙令他血液裡的膽固醇及纖維蛋白增加，形成血塊而阻塞血管，而煙草含有的尼古丁更加令他的肺部組織失去彈性，因而嚴重影響健康。終於鄭先生決心戒煙，並參加TVB《戒煙大贏家》電視遊戲節目，希望不再受吸煙的朋友引誘，並決心為仍然吸煙的朋友樹立榜樣。結果，鄭先生成功戒煙，令他重新投入健康生活。

TV Game Show of "Quit to Win" Smoking Cessation Contest Sharing of 4 Stories

Using "Quit to Win" as the slogan, COSH collaborated with the School of Nursing and the School of Public Health of the University of Hong Kong and the Television Broadcasts Limited (TVB) to organize a publicity programme named "Quit to Win" Smoking Cessation Contest in 2009. The programme has attracted over 1,000 smokers to participate. Among the pool of the participants, four of them were selected to participate in the "Quit to Win" TV game show for the competition of the championship under the witness of citizens across the territory. Let's share their stories!

郭偉先先生

吸煙長達47年的郭先生決心戒煙的原因主要是受到女兒的影響。最初，正如一般吸煙者的心態，吸煙數十年的郭先生認為自己絕對戒不了煙癮，但隨着禁煙範圍日漸擴大及公眾的無煙意識逐漸普遍，郭先生有感家人不喜歡他在家中吸煙，同時，郭先生亦發現要找到合適地方吸煙已愈來愈困難，吸煙逐漸成為不受歡迎及影響他人的行為。於是，他參加了TVB《戒煙大贏家》電視遊戲節目，決心戒除多年煙癮，令自己重獲「自由」之餘，更希望藉此勉勵全港吸煙多年的長者，只要有決心，無論吸煙多久，亦能戒除煙癮！

Mr. KWOK Wai-sin

Under the influence of his daughter, Mr. Kwok who has smoked for 47 years determined to quit smoking. At first, Kwok believed that, like many other smokers, smokers who have smoked for a long time could hardly quit smoking. However, since the expansion of statutory no-smoking areas and the increase in the consciousness of smoke-free community among the general public, Kwok found it more difficult to find a suitable place to smoke as his family did not want him to smoke at home. Smoking has gradually become less welcome and it is the behavior that would affect the others. Therefore, Kwok joined the "Quit to Win" TV game show with an aim to set himself free. Kwok hoped that his experience could encourage the smokers of his age that if they are determined, they could quit smoking no matter how long they have been smoking.



Mr. NG Wing-ki

Mr. Ng had smoked for 16 years and is now a father. His motivation of smoking cessation was from his wife and newly-born son. He hoped that they would not be affected by secondhand smoke. Due to huge pressure resulted from his long working hours and being the breadwinner of the family, Ng took up smoking for relaxation. Ng decided to quit smoking because he was touched when his wife encouraged him with plenty of creative methods, such as secretly changing all the cigarettes in the smoking pack into candies. In addition, Ng knew that he should not expose his newly-born son to harmful secondhand smoke.

Finally, Mr. NG Wing-ki won the championship and became the "Quit Smoking Winner", while the first runner-up went to Mr. KWOK Wai-sin, and the second runner-up and the third runner-up went to Mr. PANG Kin-chung and Mr. Ken CHENG respectively. They understood that many other smokers do want to quit smoking but lack of motivation and determination. The process of the contest could help them to be more determined to cease smoking. In fact, everyone who successfully quits smoking is the winner.

吳永祺先生

剛為人父的吳先生有16年煙齡，他戒煙的推動力源自太太及兒子，希望保護他們不再受二手煙的傷害。由於工作性質關係，吳先生需要長時間工作，加上他是家中的經濟支柱，沉重的工作壓力令他選擇以吸煙來減壓。但令吳先生感動的是，他的太太會以不同的方式鼓勵戒煙，例如悄悄把煙包內的捲煙換成糖果。同時吳先生明白到不應該讓剛出生的孩子在二手煙的環境中長大，影響他的健康及成長，於是決心戒煙。

結果，吳永祺先生勇奪冠軍寶座，成為電視「戒煙大贏家」，第二名是郭偉先先生，而彭建宗先生及鄭偉昌先生則分別獲得第三及第四名。他們代表了無數吸煙者的心聲 – 渴望戒煙，但又缺乏動力及決心，透過這個比賽，他們終於認清自己戒煙的方向，立定決心便戒除煙癮。事實上，每一位成功戒煙者都是大贏家。



活動紀要 2009-2010

Highlights of Events



宣傳及社區推廣活動

Publicity & Community Involvement Projects

推廣活動

Publicity Projects

2009/05/26 2009《戒煙大贏家》比賽
2009 "Quit to Win" Smoking Cessation Contest

《戒煙大贏家》比賽招募日

"Quit to Win" Smoking Cessation Contest Recruitment Days

2009/05/30	—	西九龍中心	Dragon Centre
2009/05/31	—	東港城	East Point City
2009/06/06	—	上水廣場	Landmark North
2009/06/07	—	上水廣場	Landmark North
2009/06/13	—	旺角道有蓋行人天橋	Mong Kok Road Covered Footbridge
2009/06/13	—	合和中心	Hopewell Centre
2009/06/14	—	天瑞商場	Tin Shui Shopping Centre
2009/06/20	—	新元朗中心	Sun Yuen Long Centre
2009/06/21	—	新元朗中心	Sun Yuen Long Centre
2009/06/27	—	龍翔中心	Lung Cheung Mall
2009/06/28	—	藍灣廣場	Island Resort Mall
2009/07/01	—	馬鞍山廣場	Ma On Shan Plaza
2009/07/01	—	慈雲山中心	Tsz Wan Shan Shopping Centre
2009/07/04	—	荃新天地	Citywalk
2009/07/05	—	良景商場	Leung King Shopping Centre
2009/07/06	—	頌富商場	Chung Fu Shopping Centre
2009/07/07	—	禾輦商場	Wo Che Commercial Centre
2009/07/09	—	富善商場	Fu Shin Shopping Centre
2009/07/10	—	尚德商場	Sheung Tak Shopping Centre
2009/07/12	—	秀茂坪商場	Sau Mau Ping Shopping Centre
2009/07/13	—	寶達商場	Po Tat Shopping Centre
2009/07/14	—	龍翔中心	Lung Cheung Mall
2009/07/15	—	天耀商場	Tin Yiu Shopping Centre

2009/06/09 「支持01.07.09全面禁煙」記者會

"Support 01.07.09 Total Smoking Ban" Press Conference

2009/06/25 「你我支持無煙香港」記者會暨電視宣傳短片首播

"We Support Smoke-free Hong Kong" Press Conference cum API Launch Ceremony

2009/09/19 「戒煙大贏家」電視遊戲節目

"Quit to Win" TV Game Show

2010/01/21 「加煙稅 助戒煙 成為戒煙大贏家！」

"Tobacco Tax Increase Encourages Smoking Cessation Quit and be a Winner!"

社區聯繫及推廣

Community Involvement Projects

2009/05/17 「無煙健康家庭我鍾意」嘉年華會
"I love Smoke-free Family" Carnival

2009/05/23 全港青少年競技迎東亞運
Hong Kong Youth East Asian Games Athletics Meet

2009/06/14 LIFE 闊青年音樂會
Music Concert of Hong Kong Association of Youth Development

2009/07/25 東區健康城市專題講座
Eastern District Health City Seminar

2009/11/7-8 2009/10 中西區健康節
Central & Western District Health Festival

2010/11/15 「心臟健康與都市生活2009」展覽
"Heart Health and City Life 2009" Exhibition

2010/01/10 中西區健康城市社區同樂日
Central & Western District Healthy City Fun Day

2010/02/07 南區健康安全城市之活力傳城嘉年華
Southern District Healthy City In Fusing Energy Carnival

教育及青少年活動

Education and Youth Programmes

青少年教育活動

Youth Education Programmes

2009/04-2010/03 「無煙新世代」健康講座
Health Talk for "Smoke-free New Generation"

2009/10-2010/03 學校互動教育劇場 - 《無煙神探X》
School Interactive Education Theatre - "Smoke-free Detective X"

2009/11/14 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

2009/04/24 保良局甲子年中學培訓班
Training for Po Leung Kuk 1984 College

2009/05/21 中醫藥戒煙輔導員培訓課程
Smoking Cessation Counselor Training Programme for Chinese Medical Practitioners

2009/06/06 香港防癆心臟及胸病協會舉辦禁毒和反吸煙教育課程

2010/02/02 Drug Abuse Resistance and Anti-smoking Education Programme hosted by
2010/03/20 Hong Kong Tuberculosis, Chest & Heart Diseases Association

2009/07/08 香港戒煙會凹頭青少年中心 - 控煙健康講座
Health Talk for The Society for the Aid and Rehabilitation of Drug Abusers - Au Tau Youth Centre

2009/07/17 香港中文大學醫科學生社區參訪活動
2009/09/25 Community Visit by Medical Students of The Chinese University of Hong Kong
2009/11/26

2009/08/20 「香港驕傲企業品牌選舉2009-10」研討會
"Hong Kong Brand 2009-10" Seminar

2009/11/02 戒煙培訓工作坊
Training Workshop on Smoking Cessation Counselling

2009/11/12 香港大學護理學系培訓課程
Nursing Programme Organised by the School of Nursing, The University of Hong Kong

2009/11/26 參與官立小學校長會議
Meeting with Heads of Government Primary Schools

2009/07-2009/08 香港戒煙會 - 控煙講座
Health Talk for The Society for the Aid and Rehabilitation of Drug Abusers

2009/11-2010/03 香港懲教署 - 控煙講座
Health Talk for Correctional Services Department

2009/11/23 見習騎師訓練學校控煙健康講座
Tobacco Control Talk at Apprentice Jockeys' School

會議及考察

Conferences and Visits

會議

Conferences

2009/04/17-18 第十四屆全國控制吸煙學術研討會
14th National Symposium on Tobacco Control

2009/06/04 第一屆亞太地區護士和煙草控制研討會
1st Asia Pacific Workshop on Nurses and Tobacco Control

2009/10/20-21 第三屆兩岸四地煙害防制交流研討會
The 3rd Cross-Strait Conference on Tobacco Control

2010/02/03 控煙研討會
Tobacco Control Seminar

考察活動

Visits

2009/04/28 廣州市控制吸煙協會
Guangzhou Association on Tobacco Control

2009/08/10 美國兒科專家
American Academy of Pediatrics Experts

2009/09/03 澳門戒煙保健會
Smoking Abstinence & Good Health Association of Macau

2009/09/18 世界衛生組織代表
Dr. Susan MERCADO from World Health Organization

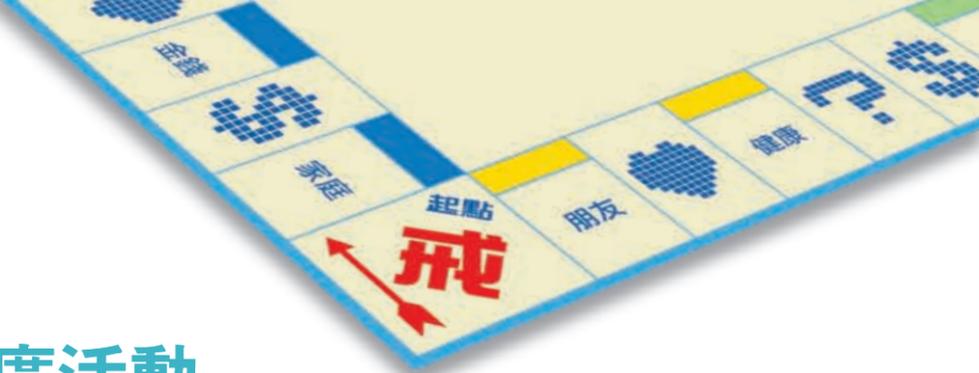
2009/10/02 國際抗癌聯盟
International Union Against Cancer

2009/10/23-24 北京首都醫科大學控煙項目組
Beijing Capital Medical University Tobacco Control Project Team

2010/01/15 美國艾默瑞大學全球健康副主席及全球健康研究所主任 - 杰福瑞考普蘭博士
Dr. Jeffrey Koplan, Vice-President for Global Health and Director, Emory Global Health Institute, Emory University, USA

2010/02/02 韓國吸煙與健康協會
Korean Association of Smoking & Health

2010/03/16 越南公共衛生協會
Vietnam Public Health Association



宣傳及社區推廣活動

Publicity & Community Involvement Projects



推廣活動

2009「戒煙大贏家」比賽

「2009《戒煙大贏家》比賽」的啟動儀式於2009年5月26日假銅鑼灣時代廣場舉行，衛生署署長林秉恩醫生太平紳士、香港吸煙與健康委員會主席劉文文MH太平紳士、委員會副主席馬紹良先生MH、香港大學公共衛生學院暨羅旭蘇基金公共衛生學教授林大慶教授太平紳士、香港大學護理學院及院長陳肇始教授以及電視廣播有限公司製作部非戲劇製作總監何麗全先生擔任活動的主禮嘉賓。活動上，一眾主禮嘉賓手執巨型戒煙鑰匙開啟「無煙寶箱」，寓意戒煙不論對自己、家人、朋友甚至整個社會都有好處，更有機會贏取豐富獎金及獎品，贏得個人健康、贏得家人健康及更贏得財富！委員會委員包括衛生

Publicity Projects

“Quit to Win” Smoking Cessation Contest 2009

The launch ceremony of the “Quit to Win” Smoking Contest 2009 was held on 26 May 2009 at Times Square, Causeway Bay. The event was officiated by Dr. PY LAM, JP (Director of Health), Ms. Lisa LAU, MH, JP (COSH Chairman), Mr. MA Siu-leung, MH (COSH Vice Chairman), Prof. LAM Tai-hing, JP (Sir Robert Kotewall Professor in Public Health, School of Public Health, The University of Hong Kong), Prof. Sophia CHAN (Head, School of Nursing, The University of Hong Kong) and Mr. HO Lai-chuen, Controller (Non-drama Production), Production Division of TVB. At the event, the officiating guests held a smoke-free key to open a “smoke-free chest”, symbolizing that smoking cessation not only brings benefits to oneself, family, friends and the society, but also provides an opportunity to win fabulous prizes, including personal health, the family’s health and wealth. COSH members including Dr. Gloria TAM Lai-fan, JP (Deputy Director of Health), Ms. Tennesy HUI Mei-sheung, Ms. Brenda WU Shuk-yin, Mr. Frankie YEUNG, MH, and Mr. Joseph WAN

署副署長譚麗芬醫生太平紳士、許美嫦女士、鄒淑賢女士、楊偉誠先生MH及溫國雄先生亦出席是次活動。

啟動儀式上，一眾年輕電視藝員包括高鈞賢先生、高皓正先生、徐淑敏小姐、陳小瑤小姐、2008年度香港小姐亞軍陳倩揚小姐及2008年度香港小姐季軍馬賽小姐於活動上身體力行宣揚無煙信息，參與以戒煙及無煙香港為題的遊戲環節，近距離向現場市民宣傳「戒煙就可以成為大贏家」的信息。



Kwok-hung joined the activity.

A group of TVB celebrities, including Mr. Matthew KO, Mr. Zac KAO, Miss. Suki CHUI, Miss. Yo Yo CHEN, Miss. Hong Kong 2008 first runner up Miss. Skye CHAN and second runner up Miss. Sire MA, promoted the notion about “quit smoking to become a winner” and “smoke-free Hong Kong” through various games.

支持01.07.09全面禁煙記者會

自2007年1月1日起，室內公眾場所禁煙，已普遍獲得市民支持，事實證明禁煙後餐飲業及整體業務並未受影響，以飲食業為例，2007年擴展非吸煙區法例生效後，食肆總收入由2006年的616億港元升至2007年的698億港元，可見無煙食肆更受消費者歡迎。隨着六種娛樂場所的禁煙限期於2009年6月30日屆滿，市民受二手煙的禍害會減少，進一步保障市民健康。



有見及此，香港吸煙與健康委員會聯同飲食業界代表於2009年6月9日假銅鑼灣時代廣場金滿庭京川滬菜館舉行記者會，支持政府7月1日起於六類場所實施全面禁煙，包括酒吧、會所、夜總會、浴室、按摩院及麻將館，並帶出全面室內禁煙以保障公眾及員工健康的重要信息。

出席記者會的飲食業界代表包括

“Support 01.07.09 Total Smoking Ban” Press Conference

Most people in Hong Kong support smoking ban in indoor public places since 1 January 2007. It was proven that the overall business of restaurants and related trades had not been affected after the implementation of the smoking ban. For example, since the ordinance to expand non-smoking areas had come into force, the total revenue of restaurants rose from HKD61.6 billion in 2006 to HKD69.8 billion in 2007, showing that smoke-free restaurants are more popular among consumers. As the smoking ban exemption in six types of entertainment establishments came to an end by 30 June 2009, the risks of second-hand smoke was deemed to reduce, thus the health of the public could be better protected.

Thus, COSH and representatives from restaurants and related trades held a press conference on 9 June 2009 at Modern China Restaurant, Times Square, Causeway Bay to support the government’s implementation of total smoking ban in six types of establishments starting 1 July. These places include bars, club houses, nightclubs, bathrooms, massage parlors and mahjong rooms. The event conveyed an important message that total smoking ban in indoor areas is instrumental to protect the health of employees and the public.

Representatives from restaurants and related trades attended the conference to support the total smoking ban policy and called on the



老趙越南餐廳董事趙祚豪先生、香港潮州商會會員俱樂部助理經理周政澤先生、火車頭越南餐室經理周麗貞女士、貴德宮店主馮羅鈺鈞女士及加州紅行政及人力資源總監李楸夏女士及他們的員工，以及金滿庭員工。他們均支持



全面禁煙措施及呼籲公眾攜手同創無煙香港，並表示自2007年1月1日食肆全面禁煙後，生意不跌反升，大多數顧客及員工都歡迎禁煙措施。部分食肆代表更指出不吸煙的食客其實佔大多數，不少訂位的客人知道店內禁煙反而更開心，清楚顯示全面無煙政策受到市民歡迎。有食肆東主亦希望實施禁煙措施能保障員工免受二手煙的傷害，並使客人對無煙清新的食店環境充滿信心。

數十名出席記者會的食肆員工代表更高舉「我不要吸二手煙」及「支持全面禁煙」等標語橫額，以表達他們對控煙措施的支持，及對無煙工作環境的訴求。

「你我支持無煙香港」記者會

根據《吸煙(公共衛生)條例》，六類獲暫緩禁煙令的娛樂場所包括酒吧、會所、夜總會、浴室、按摩院及麻將場所於2009年7月1日起實施全面禁煙。藉此歷史性時刻的到臨，為了呼籲各界人士支持禁煙法例，委員會於6月25日舉行記者會，帶出全面室內禁煙以保障公眾及場所員工健康、攜手建設無煙香港的重要信息。同時，為鼓勵市民戒煙及積極支持身邊人戒煙，共同投入無煙的健康生活，委員會亦於2009年推出一系列以戒煙及無煙香港為題的電視宣傳短片，希望鼓勵吸煙人士戒煙，並推動各界人士支持無煙香港，宣傳短片於記者會上首播。

public to collectively create a smoke-free Hong Kong. These included Mr. Patrick CHIU (Director of Lo Chiu Vietnamese Restaurant), Mr. Danny CHOW (Assistant Manager, Hong Kong Chiu Chow Chamber of Commerce), Ms. Raymi CHOW (Manager, Locomotive Contemporary Vietnamese Cuisine), Mrs. Beryl FUNG (Owner, Veggie Palace), Ms. Jessica LI (Administration and Human Resources Director, California Red Ltd.) and their staff as well as staff from Modern

China Restaurant. After smoking had been completely prohibited in restaurants since 1 January 2007, they confirmed their businesses have been growing instead of dropping. Most of the customers and employees welcomed the smoking ban measure. Some of the restaurant representatives pointed out, the majority of their customers are indeed non-smokers and they were happy to learn that the restaurant was now smoke-free. It clearly illustrated that the public welcome the total smoking ban policy. With the implementation of smoking prohibition, restaurant owners hope to prevent employees from hazards of second-hand smoke, while customers would increase their confidence in a fresh and smoke-free environment.

Tens of restaurant employees who joined the event held up banners with slogans of "No Second-hand Smoke" and "Support Total Smoking Ban" to express their support for the tobacco control measures and request for a smoke-free work environment.

“We Support Smoke-free Hong Kong” Press Conference

According to the Smoking (Public Health) Ordinance, six types of entertainment establishments which were previously entitled to deferment of smoking ban ordinance, including bars, club houses, nightclubs, bathrooms, massage parlors and mahjong rooms, have to implement total smoking ban starting 1 July 2009. In the face of this historical moment, COSH arranged a press conference on 25 June to call on all sectors to support the legislation to ban smoking and build a smoke-free Hong Kong. The event also aimed to help people understand that total indoor smoking ban is essential to protect the health of the public and employees. Furthermore, a new series of COSH APIs about smoking cessation and smoke-free Hong Kong was launched in 2009 to motivate smokers or one's family and friends to quit smoking. Not only would the APIs rouse smokers to quit smoking and embrace a smoke-free lifestyle, it would also inspire people across all sectors to support a smoke-free society. The APIs were premiered at the press conference.

衛生署署長林秉恩醫生太平紳士、香港吸煙與健康委員會主席劉文文MH太平紳士、委員會副主席馬紹良先生MH、委員會教育及宣傳委員會主席許美嫦女士、蘭桂坊控股有限公司主席盛智文博士 GBS 太平紳士，聯同無線電視藝人高鈞賢先生、王君馨小姐、周家蔚小姐、李亞男小姐及陳智藥先生，擔任活動的主禮嘉賓，並攜手揭開「無煙香港」新一頁，寓意眾人全力支持全面室內禁煙及「無煙香港」。主禮嘉賓攜手按動巨型遙控器，為委員會製作的全新系列宣傳片「全城戒煙篇」及「室內禁煙篇」啟動首播儀式。委員會委員包括衛生署副署長譚麗芬醫生太平紳士、鄔淑賢女士、冼日明教授、楊偉誠先生MH、李國棟醫生太平紳士、溫國雄先生、伍婉婷女士及陳宇齡先生都出席活動以表支持。

委員會主席劉文文表示：「無煙香港已是市民大眾需求的理想生活模式，室內公眾場所禁煙早已普遍獲得市民支持。委員會在此呼籲娛樂業界和市民能一起支持實施全面室內地方禁煙，共同建設無煙香港。是次活動獲娛樂業界提供協助，充分反映業界對控煙政策及全面室內禁煙的支持。隨著六類娛樂場所將於數日後全面禁煙，市民及員工受二手煙禍害的風險會進一步減少。委員會於較早前已展開2009『戒煙大贏家』比賽，鼓勵吸煙者能夠早日戒煙，加上新一系列以戒煙及無煙香港為題的電視宣傳短片配合推出，希望鼓勵吸煙人士積極戒煙，並推動社會大眾支持無煙香港。」

一眾年輕電視藝員包括活動主持李璧琦小姐、高鈞賢先生、王君馨小姐、周家蔚小姐、李亞男小姐及陳智藥先生，呼籲公眾支持及宣揚無煙信息，並於活動上演唱宣傳片的戒煙主題曲，呼籲全港市民齊心合力支持吸煙人士戒煙及共建無煙香港。



The event was officiated by Dr. LAM Ping-yan, JP (Director of Health), Ms. Lisa LAU, MH, JP (Chairman, COSH), Mr. MA Siu-leung, MH (Vice Chairman, COSH), Ms. Tennesy HUI Mei-sheung (Chairman, Education and Publicity Committee, COSH), Dr. Allan Zeman, GBS, JP (Chairman, Lan Kwai Fong Holdings Limited), jointly with TVB celebrities Mr. Matthew KO, Miss. Grace WONG, Miss. Janet CHOW, Miss. Leanne LI and Mr. Jason CHAN. They unveiled a new page of "Smoke-free Hong Kong", symbolizing the collective effort to advocate indoor smoking ban. The officiating guests switched on a gigantic remote control to preview the new series of COSH APIs "Quit Smoking" and "Indoor Smoking Ban". Other COSH members including Dr. Gloria TAM Lai-fan, JP (Deputy Director of Health), Ms. Brenda WU Shuk-yin, Prof. Leo SIN Yat-ming, Mr. Frankie YEUNG, MH, Dr. Donald LI Kwok-tung, JP, Mr. Joseph WAN Kwok-hung, Ms. Yolanda NG Yuen-ting and Mr. Abraham CHAN Yu-ling also attended the conference.

COSH Chairman Ms. Lisa LAU said, "A smoke-free Hong Kong has become the public's ideal lifestyle. Smoking ban in all indoor public areas has gained most people's support. We call on the entertainment industry and general public to support the implementation of total indoor smoking ban and establish a smoke-free community. This activity is assisted by the entertainment industry, reflecting their support for tobacco control policy and total indoor smoking ban. As the six types of entertainment establishments will implement a total smoking ban a few days later, the public and venue employees could suffer less from second-hand smoke hazards. COSH has launched the 2009 'Quit to Win' Contest earlier to encourage smokers to quit smoking. Now with the new series of APIs to promote smoking cessation and smoke-free Hong Kong, we hope to motivate smokers to quit smoking and to build a smoke-free Hong Kong in collaboration with the public."

A group of young TVB celebrities, including emcee Miss. Becky LEE, Mr. Matthew KO, Miss. Grace WONG, Miss. Janet CHOW, Miss. Leanne LI and Mr. Jason CHAN, urged on the public to support and promote a smoke-free lifestyle. They sang out the theme song of the smoking cessation APIs to propel the community to support smokers to quit smoking, and to join forces to build a smoke-free city.

「戒煙 我撐你！」

電視宣傳短片

委員會2008年以「戒煙」及「無煙家庭」為主題製作了兩輯電視宣傳片《贏上門篇》及《好男人篇》，深受社會大眾好評，於2009年，委員會繼續以戒煙為推廣主題，推出全新系列兩輯「戒煙 我撐你！」電視宣傳短片 - 分別為《全城戒煙篇》和《室內禁煙篇》。

宣傳片以社會不同階層人士為主角，首次採用饒舌形式作為廣告歌，風格新穎特別，帶給觀眾新鮮感，加上主題曲歌詞簡單，瑯瑯上口，吸引觀眾之餘更能深入民心。《全城戒煙篇》主要帶出戒煙已成為社會新趨勢，希望鼓勵更多人士戒煙。至於《室內禁煙篇》則著重帶出室內公眾場所禁煙已普遍獲得市民支持，希望藉此呼籲業界和市民一起支持實施全面室內地方禁煙，共同建設無煙香港。

委員會希望透過輕鬆的表達手法，向吸煙人士指出吸煙不但令自己及身邊人健康造成傷害，更加令自己的形象及外表大受影響，因此更應該及早戒煙，同時，委員會亦希望宣傳短片能促使不吸煙人士支持身邊的吸煙者戒煙。

全新系列《全城戒煙篇》及《室內禁煙篇》宣傳片分別於6月26日及7月1日於本港各電視台及電台播放。

“Quit Now. We'll Support You!” Promotion Video

COSH produced two APIs “Winning” and “Good Man” in 2008 with focus on smoking cessation and smoke-free family, and these videos were well received by audiences. In 2009, COSH continued its effort in promoting smoking cessation and released a new series of two APIs under the theme of “Quit Now. We'll Support You!”, namely “Quit Smoking” and “Indoor Smoking Ban”.

The APIs featured characters from all walks of life, and for the first time using rap songs, bringing the audience a fresh, catchy new style to appeal to the public. The “Quit Smoking” video stressed that smoke-free environment has already been the most wanted lifestyle of our community to encourage people to quit. While the other one, “Indoor Smoking Ban”, pointed out that the indoor smoking ban has been generally supported by the public, hoping to appeal to the industry and the public to support the policy, in order to build a smoke-free Hong Kong.

COSH wished to persuade people to quit smoking through these light-hearted promotion videos and people would realise the harms of smoking to oneself and others. In addition, COSH wished these videos would also encourage non-smokers to support people who want to quit smoking.

The two sets of APIs titled as “Quit Smoking” and “Indoor Smoking Ban” were broadcast at local television and radio stations from 26 June 2009 and 1 July 2009 respectively.



「戒煙大贏家」電視遊戲節目

香港吸煙與健康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舉辦2009「戒煙大贏家」比賽，成功於5月至7月期間招募超過1,000名吸煙人士參加比賽，加入戒煙行列。委員會與電視廣播有限公司挑選出四名成功戒煙的參賽者參與「戒煙大贏家」電視遊戲節目，在節目中剖析他們戒煙的心路歷程之餘，更以遊戲比賽形式爭奪「戒煙大贏家」寶座，贏取豐富獎金及獎品。節目於9月19日晚上十時半於無綫電視翡翠台播出。

節目由主禮嘉賓食物及衛生局局長周一嶽醫生 GBS 太平紳士、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暨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及院長陳肇始教授為比賽揭開序幕。開幕禮後由熊熊兒童合唱團的小朋友演唱委員會最新系列宣傳片《全城戒煙篇》主題曲 - 「戒煙我撐你」，帶出無煙新一代的信息。委員會委員包括衛生署副署長譚麗芬醫生太平紳士、楊偉誠先生MH、溫國雄先生、戴兆群醫生、鄭祖盛先生及周裔智先生都出席支持活動。

節目上，林大慶教授及陳肇始教授向觀眾介紹有關戒煙的資訊。另外，四位參賽者除了剖析自己戒煙的心路歷程外，在遊戲環節中還展示戒煙的成果，表演戒煙後練成的絕技、進行一氧化碳含量測試及參與戒煙問答題測試，表現出自己對煙害的熟悉程度及戒煙的定力和決心。

最後，由現場觀眾以一人一票方式投票選出，吳永棋先生勇奪冠軍寶座，成為「戒煙大贏家」，第二名是郭偉先生，而彭建宗先生則獲得第三名。各參賽者異口同聲表示參賽的目的主要是希望能夠成功戒煙，令自己身體更健康及保護家人免受二手煙的侵害，冠軍得主吳永棋先生感謝家人的支持外，更表示這個活動令他立定決心戒除煙癮及遠離煙害。

“Quit to Win” TV Game Show

Collaborating with the School of Nursing and the School of Public Health, The University of Hong Kong, as well as TVB, COSH launched the “Quit to Win” Contest 2009 and successfully recruited over 1,000 smokers from May to July to take part in this smoking cessation competition. COSH and TVB selected 4 candidates to join the “Quit to Win” TV game show. The contestants not only shared their feelings and the journey of smoking cessation, but also competed for the “Quit Smoking Champion” and fabulous prizes. The show was broadcast on TVB Jade at 10:30 pm, 19 September.

The officiating guests, including Dr. York CHOW Yat-ngok, GBS, JP (Secretary for Food and Health), Dr. LAM Ping-yan, JP (Director of Health), Ms. Lisa LAU, MH, JP (COSH Chairman), Prof. LAM Tai-hing, JP (Sir Robert Kotewall Professor in Public Health, School of Public Health, The University of Hong Kong) and Prof. Sophia CHAN (Head, School of Nursing, The University of Hong Kong) launched the competition. After the officiating ceremony, The Bear Children's Choir sang the theme song “Quit Now·We'll Support You!” from the new COSH API “Quit Smoking” to represent a new smoke-free generation. COSH members including Dr. Gloria TAM Lai-fan, JP (Deputy Director of Health), Mr. Frankie YEUNG, MH, Mr. Joseph WAN Kwok-hung, Dr. Daisy DAI Siu-kwan, Mr. Antonio KWONG Cho-shing and Mr. CHAU Yui-chi were present to support the activity.



In the programme, Prof. LAM Tai-hing, JP and Prof. Sophia CHAN shared smoking cessation information with the audiences. The 4 participants shared their experiences of smoking cessation and competed with each other through games, performances, carbon monoxide tests and quiz, which fully demonstrated their determination, knowledge about smoking hazards and the benefits to their lives after they had quit smoking.

After the audience voting, Mr. NG Wing-ki won the championship and became the “Quit Smoking Winner”, while the first and second runner-up went to Mr. KWOK Wai-sin and Mr. PANG Kin-chung respectively. They unanimously said that their main purpose of joining the competition was to quit smoking, so that their health could be improved and their families could be protected from the harms of second-hand smoke. Mr. NG, the champion, was thankful for his family's support and believed that the competition had reinforced his determination to quit smoking and stay away from smoking hazards.

「加煙稅 助戒煙 成爲戒煙大贏家」

委員會於2010年1月21日舉行記者會公布「戒煙大贏家」比賽首兩個月的跟進報告，並評估了參賽者的戒煙情況。記者會上，委員會頒發獎項予各成功戒煙人士，而各得獎人士亦分享戒煙心得。

根據香港大學護理學院及公共衛生學院的進度報告指出，「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，招募成功率達97%。比賽由2009年7月開始，為期6個月，參賽者須於比賽期間完全停止吸煙。這些參賽者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個月跟進他們的戒煙情況。

委員會主席劉文文MH太平紳士於記者會上表示：「報告指出，大部分參賽者在參加『戒煙大贏家』比賽後，都增強了戒煙的決心。委員會將繼續致力鼓勵市民戒煙及推廣無煙健康的生活方式。同時，我們亦建議把增加煙草稅定為本港的長遠控煙政策，每年增加最少15%，鼓勵吸煙人士戒除煙癮，從而減少香港的吸煙人口，保護下一代。」

「戒煙大贏家」比賽大抽獎已於2010年1月12日舉行，所有於2009年7月至12月比賽期間完全停止吸煙、並通過檢查（測量呼氣中的一氧化碳水平及口水中的可的寧含量）的參賽者均符合抽獎資格，當中3名經核實為成功戒煙的幸運兒，各獲得價值港幣10,000元超級市場現金購物禮券。同時，參與「戒煙大贏家」提名抽獎遊戲的人士，若該位被提名人士經核實為成功戒煙6個月，當中3位提名人士獲得港幣3,000元超級市場現金購物禮券。

“Increase Tobacco Tax Encourages Smoking Cessation. Quit and be a Winner!”

A press conference was held on 21 January 2010 to announce a report on the progress of the “Quit to Win” Contest in the first two months and evaluation of the participants' smoking cessation status. COSH also presented awards to successful quitters who also shared their experiences.

According to the progress report prepared by the School of Nursing and the School of Public Health, The University of Hong Kong, the “Quit to Win” Contest successfully captured the interest of the public through various recruitment activities and publicity programmes. It attracted a significant number of smokers to take part in the smoking cessation competition, achieving a high recruitment rate of 97%. All contestants were required to quit smoking for a period of 6 months since July 2009. They were assigned randomly for different smoking cessation services: 446 received the self-help cessation booklet, 338 received additional telephone cessation advice while 335 received additional SMS cessation messages, and they were followed up at intervals of 2, 6 and 12 months.



COSH Chairman Ms. Lisa LAU, MH, JP, said at the press conference, “The report indicates that most of the participants expressed an increase in their determination to quit smoking after joining the ‘Quit to Win’ Contest. COSH will endeavor to encourage smoking cessation and promote healthy smoke-free lifestyle. Meanwhile, we suggest that increase tobacco tax should be set as a long-term tobacco control policy and the tax should be raised by 15% annually, so as to encourage smokers to quit smoking immediately, reduce smoking and protect our next generation.”

The “Quit to Win” Contest lucky draw was held on 12 January 2010. Participants who completely stopped smoking from July to December 2009 and passed the biochemical validation (measuring exhaled CO and salivary cotinine levels) were invited to join the lucky draw, 3 lucky winners each received supermarket coupons worth HKD10,000. Meanwhile, the nominators were also entitled to join a lucky draw if their nominees had quit smoking for 6 months successfully, 3 nominators received supermarket coupon worth HKD3,000 individually.

社區聯繫及推廣

「無煙健康家庭我鍾意」嘉年華會

為配合「世界不吸煙日」推廣清新健康的生活環境，沙田區議會李子榮議員辦事處於2009年5月17日舉行了「無煙健康家庭我鍾意」嘉年華會，內容以推廣健康教育為主題。活動假沙田大圍美林邨美林廣場舉行，是次活動吸引了沙田區居民參與。

活動以嘉年華會形式進行，並包括舞台表演、宣傳展板、中小學及幼稚園比賽作品展覽及攤位遊戲。社會各界齊心合力推廣及建立一個清新健康的生活環境。委員會在場地設置了攤位遊戲及專題展覽，宣傳吸煙對健康的危害，藉此向區內居民宣揚吸煙及二手煙之禍害，並向青少年灌輸不吸煙的好處，建立正確的拒煙文化。

全港青少年競技迎東亞運

2009年，香港成為第五屆東亞運動會的主辦城市，香港青少年發展聯會聯同民政事務局合辦「全港青少年競技迎東亞運」活動，透過徑賽項目、障礙競技等有益身心的體育活動，讓參加者體驗體育精神之餘，同時增加他們對東亞運動會的認識，並鼓勵青少年多做運動，強健體魄。活動於2009年5月23日假九龍灣運動場舉行，並廣邀全港中學、青少年服務單位及十八區青少年參與。

委員會對於推動控煙活動一直不遺餘力，不時向大眾及青少年宣傳及教育吸煙的害處，因此，委員會亦支持是次活動，希望能藉此向青少年灌輸正面、健康生活的信息。委員會在活動當天設置了遊戲攤位，透過輕鬆、互動的遊戲，向青少年灌輸正確的拒煙文化及態度。攤位吸引了中小學生的踴躍參與，在學生認真投入地參與遊戲的同時，亦有助提高他們對吸煙禍害的關注。

Community Involvement Projects

“I love Smoke-free Family” Carnival

To tie in with the “World No Tobacco Day” and to promote a fresh and healthy living environment, the Office of Mr. LEE Chi-wing, a Shatin District Council member, hosted the “I love Smoke-free Family” Carnival on 17 May 2009 at Mei Lam Estate, Tai Wai, Shatin. The event aimed at promoting health education and attracted a lot of Shatin residents to participate.



The carnival covered stage performances, display boards, exhibition of works created by secondary school, primary school and kindergarten students, as well as game booths. Every sector in the society worked together to promote and establish a fresh and healthy living environment. COSH set up game booth and theme exhibition to display the risks of smoking and passive smoking, and educate the youth about the merits of non-smoking to foster an appropriate anti-smoking culture.

Hong Kong Youth East Asian Games Athletics Meet

In view of Hong Kong's hosting of the 5th East Asian Games (EAG) in 2009, Hong Kong Association of Youth Development and Home Affairs Bureau co-organized the “Hong Kong Youth East Asian Games Athletics Meet”. Through this event, participants shared the sportsmanship and increased their understanding about EAG by taking part in wholesome activities, such as track events and obstacle courses. At the same time young people were encouraged to do more exercise to strengthen their physical well being. The event took place at Kowloon Bay Sports Ground on 23 May 2009, with participation from schools and youth service organizations across the territory and young people from 18 districts.



COSH spares no efforts to promote tobacco control and constantly educates the public and young people about the harms of smoking. As one of the supporting organizations, COSH endeavored to promote a positive and healthy lifestyle to the youth. Through interactive games, COSH inculcated an anti-smoking culture and correct attitude in young people. The booth attracted many enthusiastic secondary school and primary school students, who fully engaged in the games and increased their awareness about the risks of smoking.

LIFE 閣青年音樂會

由荃灣區青少年發展協會主辦、香港青年協會荃灣青年空間協辦的「LIFE 閣青年音樂會」於2009年6月14日假荃新天地地下園林廣場舉辦，是次活動希望給予青少年發揮音樂表演的才能及天份，並與社區人士分享積極正面信息。委員會主席劉文文MH太平紳士獲邀出席音樂會並擔任主禮嘉賓。

委員會在音樂會場地內展出控煙教育展板，向社區人士介紹煙草成份、吸煙及二手煙的害處，從而闡釋二手煙的禍害，並介紹委員會的控煙工作、香港控煙法例及戒煙資訊等。同時，委員會提供了宣傳物資包括委員會年報、宣傳單張、海報、小冊子及無煙紀念品等，向社區傳達不吸煙的重要性及傳遞無煙健康生活的重要信息。



Music Concert of Hong Kong Association of Youth Development

Organized by Hong Kong Association of Youth Development - Tsuen Wan District Branch and supported by Tsuen Wan Youth S.P.O.T. - the Hong Kong Federation of Youth Groups, a music concert was staged at Citywalk Piazza on 14 June 2009. It provided an opportunity for the youth to demonstrate their music talent and to share a positive message with other people. COSH Chairman Ms. Lisa Lau, MH, JP, was invited to the concert as an officiating guest.

COSH set up display boards at the venue to educate the local community about tobacco ingredients and the risks of smoking and passive smoking. COSH also took this opportunity to share the works in relation to tobacco control, legislations and smoking cessation information. COSH also provided publicity materials, such as annual reports, promotional leaflets, posters, pamphlets smoke-free souvenir to promote the importance of non-smoking and a smoke-free healthy lifestyle.

Eastern District Healthy City Seminar

On 25 July 2009, the Eastern District City Planning and Social Service Working Group of the Eastern District Council held an "Eastern District Healthy City Seminar" at Quarry Bay Community Hall. Based on the theme "Love myself, love my family, face adversity", the seminar was designed to encourage the local community to develop a positive attitude about life.

COSH supported the event and demonstrated the theme "Support Smoke-free Hong Kong" by setting up a game booth to deliver the latest information about tobacco control. Tobacco control leaflets and smoking cessation pamphlets were also available for public at the venue. Through publicity activities in local communities, COSH spur the public to take actions to support a healthy and smoke-free living environment. During the seminar, psychiatrists and nurses from the Department of Health talked about mental health and cervical cancer, while Mr. CHAN Hing-to, founder of The Farm House Restaurant shared how to love one's family and fight against adversity. In addition, a group of seniors performed Taichi.



2009-10 中西區健康節 - 「生活因健康而喜」

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2009年11月7及8日假堅尼地城士美非路體育館舉辦了「2009-10 中西區健康節」，主題為「生活因健康而喜」。

活動主禮嘉賓包括：中西區區議會主席陳特楚BBS, MH太平紳士、中西區民政事務專員何吳靜靜太平紳士、中西區區議會醫療衛生及復康服務小組主席黃堅成議員等及香港吸煙與健康委員會主席劉文文MH太平紳士。儀式完畢後，一眾主禮嘉賓參觀場內多個展覽攤位。

此外，場內舉行了關於疾病預防及護理、家居安全及個人衛生等健康講座和運動示範，吸引數百名市民參與。大會更安排了免費的身體檢查、義診、各類醫療健康及復康展覽。委員會獲邀於是次活動中設置專題展覽及攤位遊戲，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子，向市民提倡無煙健康生活及鼓勵吸煙者戒除煙癮。



Central and Western District Health Festival 2009-10 - "Joy Comes from a Healthy Lifestyle"



To enhance the community's health awareness in the Central and Western District and to promote health education, the Working Group on Health and Rehabilitation Service of the Central and Western District Council collaborated with a number of government departments, local hospitals, clinics and social service organizations to host the "Central and Western District Health Festival 2009-10" under the theme "Joy Comes from a Healthy Lifestyle". The event took place at the Smithfield Sports Centre, Kennedy Town on 7 and 8 November 2009.

The festival was officiated by Mr. CHAN Tak-chor, BBS, MH, JP (Chairman, Central and Western District Council), Mrs Winnie HO, JP, (District Officer, Central and Western), Mr. Nelson WONG Kin-shing (Chairman, Working Group on Health and Rehabilitation Service, Central and Western District Council), Ms. Lisa LAU, MH, JP (COSH Chairman). After the ceremony, the officiating guests visited the exhibition booths.

The event provided a variety of health talks relating to disease prevention and treatment, home safety and personal hygiene, as well as exercise demonstration, thus attracting hundreds of visitors, who were given access to free body check, voluntary medical service and different types of health and rehabilitation exhibitions. COSH set up theme exhibition and game booth to promote the importance of a smoke-free environment and helped the local community understand the risks of smoking and passive smoking. COSH staff also distributed materials about smoke-free lifestyle and smoking cessation during the festival, so as to advocate a smoke-free healthy lifestyle and motivate the public to quit smoking.

「心臟健康與都市生活2009」展覽

心臟病是香港近年的第二號殺手，為了加強大眾對心臟健康及健康生活方式的關注，香港防癆心臟及胸病協會與多個團體於2009年11月15日假荃灣荃新天地舉行了「心臟健康與都市生活2009」展覽，為市民測試身體及以展板介紹心臟病。

展覽內容包括驗膽固醇和血壓等健康測試、心臟健康諮詢、心臟健康與都市生活展板，展板介紹了吸煙對心臟的害處、壓力管理及從中醫角度處理心臟病等，吸引數百名市民參與。香港防癆會健康推廣委員會主席李紹鴻教授SBS，ISO 太平紳士表示，要提高市民的警覺，停止如吸煙等不良嗜好，保護心臟健康。活動協辦單位包括香港吸煙與健康委員會、衛生署、醫院管理局、職業安全健康局、葛量洪醫院、律敦治醫院、鄧肇堅醫院及「關心您的心」心臟病友互助組織。

開幕儀式由香港防癆心臟及胸病協會主席梁仲清先生 MBE 及衛生署首席社會醫學醫生蔡曉陽醫生主禮及揭開序幕。委員會應邀負責其中一個名為「攜手同創無煙香港」的攤位，以輕鬆有趣的遊戲形式向市民灌輸控煙的信息。另外委員會職員亦向市民介紹最新控煙資訊，例如香港的控煙立法情況及戒煙服務等，藉此勸導吸煙者戒煙。

中西區健康城市社區同樂日

中西區區議會轄下的中西區健康城市督導委員會於2010年1月10日假上環文化廣場「秋冬上環假日行人坊」舉辦中西區健康城市社區同樂日暨標誌、標語設計比賽頒獎禮及中區空中健步廊

“Heart Health and City Life 2009” Exhibition

In recent years, heart disease is ranked second killer in Hong Kong. To reinforce the public awareness of heart health and healthy lifestyle, The Hong Kong Tuberculosis, Chest and Heart Diseases Association and various organizations held the “Heart Health and City Life 2009” Exhibition at Citywalk, Tsuen Wan on 15 November 2009. The public received on-site health test and learnt about heart diseases through the exhibition.

Attracting hundreds of visitors, the event provided cholesterol and blood pressure test, heart health consultation, and an array of information covering heart health and city life, heart problems associated with smoking, stress management and Chinese medical treatment of heart diseases. According to Prof. LEE Shiu-hung, SBS, ISO, JP, Chairman of Health Promotion Committee of The Hong Kong Tuberculosis Association, the public should raise their awareness and stop bad habits like smoking to protect their heart. Supporting organizations included COSH, Department of Health, Hospital Authority, Occupational Safety and Health Council, Grantham Hospital, Ruttonjee Hospital, Tang Shiu Kin Hospital and the “Care for Your Heart” cardiac patients mutual support association.

The exhibition was officiated by Mr. Edwin LEUNG, MBE (Chairman, The Hong Kong Tuberculosis, Chest and Heart Diseases Association) and Dr. Jacqueline CHOI (Community Physician, Department of Health). COSH was invited to promote tobacco control through interesting game booth titled “Join hands to create a smoke-free Hong Kong”. To persuade smokers to quit smoking, COSH staff presented the latest tobacco related information to the public, such as the progress of smoke-free legislation and smoking cessation services in Hong Kong.

Central & Western District Healthy City Fun Day

Organized by the Steering Committee on Healthy City in the Central and Western District, Central and Western District Council, the “Central & Western District Healthy City Fun Day cum Logo & Slogan Design Award Celebration”, along with the launching ceremony of the “Central District Air Corridor” took place on 10 January 2010 at the Fall Winter Sheung Wan Promenade in

啟動儀式，向區內市民提供有關「健康城市」的信息，委員會亦獲邀參與協辦攤位遊戲，向市民提供無煙資訊。當日活動舞台內容包括八段錦體操示範、中醫飲食養生講座、標誌及標語設計比賽頒獎禮及魔術表演等。同場亦設有中醫義診攤位、防癌資訊等攤位。

委員會除了向市民派發宣傳無煙生活的單張及戒煙小冊子外，還透過攤位遊戲、以輕鬆的手法向區內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，藉此鼓勵更多市民戒煙及推動身邊的人戒煙。



南區健康安全城市之活力傳城嘉年華

南區健康安全協會、明愛香港仔社區中心合辦，東華三院賽馬會復康中心、香港仔街坊福利會社區服務中心、南區民政事務處協辦，由南區區議會贊助的「南區健康安全城市之活力傳城嘉年華」於2010年2月7日假香港仔海濱公園舉行，以倡導區內居民積極面對人生，注重身體和心理健康，同時確立社會、家庭及人際間的核心價值，建立一個和諧並處、守望互助的社會。當日活動內容包括頒獎典禮、話劇、街頭舞蹈及歌唱表演等，委員會亦獲邀參與及舉辦其中一個攤位遊戲，向市民提供無煙資訊。



Southern District Healthy City Infusing Energy Carnival

Co-organized by Southern District Healthy & Safe Association and Caritas Community Centre – Aberdeen, the “Southern District Healthy City Infusing Energy Carnival” was held at Aberdeen Promenade on 7 February 2010. The activity was supported by TWGHs Jockey Club Rehabilitation Complex, Aberdeen Kai-fong Welfare Association Social Service Centre and Home Affairs Bureau (Southern District), with sponsorship from the Southern District Council. The carnival served to motivate the local community to develop a positive attitude towards life and care about one's physical and mental health. By establishing a core value of society, family and human relationships, a harmonious society and the spirit of mutual support could thrive. The carnival covered award ceremony, drama, street dances and singing performance. COSH was invited to set up a game booth to provide information about smoke-free lifestyle.



教育及青少年活動



Education and Youth Programmes

青少年教育活動

「無煙新世代」健康講座

委員會深信從小教育下一代正確的控煙信息能有效地令他們了解無煙環境的重要性，拒絕第一口煙，並勸導身邊家人朋友戒煙。因此，委員會與全港各區中小學合作，舉辦學校健康講座。有鑑於開始吸煙的年齡有下降趨勢，因此，委員會亦嘗試到訪各區幼稚園舉行講座，務求令小朋友更早明白吸煙的禍害。

2009-2010年，委員會舉行超過一百場學校講座，接近三萬人參加。講座為學生們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、本港的控煙法例、現時的戒煙服務及煙草商的宣傳技倆等。同時，講者亦向學生介紹委員會的控煙工作，及播放最新的宣傳短片。委員會在講座完畢後設有問答環節，以加深學生對無煙信息的認識。



Youth Education Programmes

Health Talk for “Smoke-free New Generation”

COSH believes that educating the youngsters about tobacco control is effective in helping them to recognize the significance of a smoke-free environment, refusing the first cigarette, and encouraging family and friends to quit smoking. To achieve this, COSH works together with secondary schools and primary schools across all districts to conduct health talks for students. In view of the trend that people start to smoke at a younger age, COSH also provides health talks in kindergartens to establish children's awareness of smoking risks at an early age.

In 2009-2010, more than 100 health talks were held and they drew about 30,000 participants. The talks provided students with the latest information on tobacco control, including the origin and types of tobacco, harmful effects of smoking and passive smoking, related legislations in Hong Kong, smoking cessation services and promotional tactics of the tobacco industry. The health talk educator also introduced the Council's tobacco control efforts and the latest APIs. A question and answer session was included at the end of the talk to enhance students' knowledge about the smoke-free message.

學校互動教育劇場 – 《無煙神探X》

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》和《無煙勇者的挑戰》等，均深受學生及老師歡迎。

本年度，委員會與專業劇團「PIP 兒童劇場」合作，推出全新互動音樂劇目《無煙神探X》，以控煙為主題，配以音樂、舞台效果及生動有趣的演繹手法，幫助小學生了解吸煙和二手煙的禍害、讓他們認識到拒絕吸第一口煙的重要性，又加強宣傳無煙家庭的重要性，更揭露幕後黑手煙草商以青少年及兒童為推廣對象的手段。

繼《拒煙三部曲》系列以小武對抗煙界惡勢力為主題的拒煙故事後，《無煙神探X》以另一種表演形式和風格，讓小朋友投入劇場演出氣氛之餘亦能接收正面的無煙信息。演員以角色神探X作為主持人，帶領小朋友一同進入偵探世界，進行一場精彩的互動劇。《無煙神探X》以表演節目形式，進行多個環節，包含表演、遊戲與問答比賽的不同元素。透過查案情節，引起學生逐步找尋更多線索，從中領悟無煙信息。互動劇場的另一重要元素是運用豐富的動畫和影像投影，令觀賞的學生更容易明白拒煙的重要性，再配上有趣的音響效果、歌舞和互動元素，提升現場氣氛。



School Education Theatre Programme “Smoke-free Detective X”

Since 1995, education theatre has been one of the major education and publicity campaigns of 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 were well received by students and teachers. These 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” and “Smoke-free Challenge”.

COSH, in collaboration with “PIP Theatre Kids”, launched a brand-new interactive theatre show “Smoke-free Detective X” this year. The key message of tobacco control was delivered with music, stage effects and humorous presentation. It enabled primary school students to recognize the hazards of smoking and passive smoking, thus realizing the significance of refusing the first cigarette. The show reinforced the value of smoke-free family and unmasked the truth that the tobacco industry is targeting teenagers and children.

Following the smoke-free series, which featured three stories of Momo's battle against the evil power of tobacco, “Smoke-free Detective X” engaged children in stage performance and delivered a positive message about smoke-free lifestyle through a new form and performance. The character Detective X brought the children into a detective world and involved them in different activities, such as performance, games and quiz. Throughout the inspection process, students found out more hints while they grasped the smoke-free message step by step. Interactive theatre uses a blend of presentation methods including animation and graphic projection, interesting sound effect, singing and dancing, as well as interactive engagement to create a favourable atmosphere to help students recognize the importance message of anti-smoking.

委員會於2009年10月12日為學校互動教育巡迴劇場揭幕，並假香港理工大學賽馬會綜藝館特別舉辦《無煙神探X》首演禮，率先邀請超過500位老師及學生觀賞全新互動音樂劇目。委員會主席劉文文MH太平紳士於首演禮上解釋推出互動教育劇場的理念，希望藉委員會多年舉辦教育劇場的經驗及不斷尋求創新的模式，以控煙為主題，配合活潑互動的演繹手法，帶出「吸煙的謬誤」、「煙草的禍害」及「拒絕二手煙」的正確概念，並希望每一位兒童及青少年都能成為無煙大使，與委員會合力推廣無煙信息。



COSH commenced the Education Theatre Programme "Smoke-free Detective X" on 12 October 2009 and invited over 500 students and teachers to enjoy the preview held in Jockey Club Auditorium, The Hong Kong Polytechnic University. Sharing the vision of the Education Theatre at the preview, Ms. Lisa LAU, MH, JP (Chairman, COSH) indicated that The Council aims to leverage their rich experience in Education Theatre to deliver the theme of tobacco control through innovative, lively and interactive formats. It was hoped that students would realize the myths about smoking and the hazards of tobacco, and foster an attitude of refusing second-hand smoke. COSH would be pleased to see every youngster to act as a smoke-free ambassador and promote the smoke-free messages collectively.

「無煙短片創一番」 中學控煙短片比賽

香港吸煙與健康委員會及香港大學公共衛生學院舉辦2009-10年「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。是次比賽邀請了著名舞台劇劇作家詹瑞文先生、導演李力持先生及控煙專家林大慶教授太平紳士擔任比賽顧問，邀請全港中學生參與是次比賽。

參賽者組成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活動主題的短片。學校的同學和老師可先投票選出短片代表學校參賽，然後在比賽網站公開讓其他學校的同學和老師瀏覽，而最後由評判選出的優勝短片將會透過傳媒宣傳及上載至

“Smoke-free Video ICHIBAN” – Secondary School Video Competition for Tobacco Control

In order to encourage students to establish a positive attitude towards smoking, COSH and the School of Public Health of The University of Hong Kong (HKU) co-organized the 2009-10 "Secondary School Video Competition for Tobacco Control". The event engaged famous theatre creator Mr. Jim CHIM Shui-man, film director Mr. LEE Lik-chee and tobacco control expert Prof. LAM Tai-hing, JP, as consultants of the competition.

Teams of 3 to 6 participants were required to produce a 1 minute video with the theme of either on smoking cessation, secondhand smoke or denormalization of smoking. After being selected internally by students and teachers through voting, the shortlisted video from each participating school would be posted on the competition website and made public to students and teachers from other schools. Then the winning entries selected by the judges would be promoted through the media and

Youtube 網站。比賽獎項非常豐富，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，獎品為總值超過港幣50,000元書券，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。

為加深參賽者對比賽题目的認識及提升創作技巧，大會於2009年11月14日舉辦了一場免費工作坊，由比賽顧問團隊向參賽者教授最新控煙資訊、短片製作及表演技巧。委員會主席劉文文MH太平紳士在工作坊向學生介紹了世界衛生組織所提出六項煙草控制措施 – MPOWER，並以此解構了香港的煙草管制概況與發展，包括香港控煙政策、法例發展概況、委員會的控煙工作等，希望藉此加深參賽者對控煙資訊的認識，令他們能夠在短片製作過程中確立正確的拒煙文化及態度。比賽顧問之一，香港大學公共衛生學院院長暨羅旭蘇基金公共衛生學教授林大慶教授太平紳士向學生詳細闡述控煙比賽的三個主題，包括戒煙、二手煙及異化吸煙，希望加強參賽者的控煙意識，協助宣揚遠離煙害的信息，參與提倡無煙的健康生活模式。

同時，委員會亦邀請了著名導演李力持先生於工作坊上教授短片製作技巧及拍攝時應注意事項，李導演以輕鬆幽默的手法講解如何從生活出發，就地取材以發掘拍攝的題材，以及怎樣在後期製作把短片「起死回生」。此外，PIP兒童劇場資深演員翟凱泰先生亦透過互動遊戲與學生分享如何透過演戲、身體動作及聲音表達主題信息，令參賽者能夠運用表演技巧表達控煙信息，使短片更具感染力。



uploaded to Youtube website. The competition offered attractive prizes of a total of HKD50,000 book coupons. The awards included the Champion, first runner up, second runner up and 30 Merit Prizes, and with special awards such as Best Actor, Best Editing and Best Sound Effects. All participants would be awarded a certificate of completion of "Video Production and IT Application".

To enhance participants' understanding of the competition theme and the creative skills, a free workshop was organized on 14 November 2009. Competition consultants were invited to teach information on tobacco control as well as techniques on video production and performance. Ms. Lisa LAU, MH, JP (Chairman, COSH) introduced "MPOWER" at the workshop, a set of six key tobacco control measures recommended by the World Health Organization (WHO), which have been proven effective to reduce tobacco use. Ms. LAU shared the information of tobacco control measures and development in Hong Kong with the perspective of "MPOWER", including tobacco control policy in Hong Kong, updated information about the smoke-free legislation and smoke-free campaigns of COSH. Ms. LAU hoped that the participants could develop and affirm "say no to smoking" culture and attitude during the production process of smoke-free videos. One of the competition consultants, Prof. LAM Tai-hing, JP, Sir Robert Kotewall Professor in Public Health, Chair Professor and Director, School of Public Health, HKU introduced the three themes of the competition, including smoking cessation, secondhand smoke and denormalisation of smoking. Prof. LAM expected that the competition could increase students' awareness on tobacco control so that they could take part in spreading smoke-free messages and promoting the healthy smoke-free lifestyles.

Meanwhile, Mr. LEE Lik-chee, renowned film director, was invited to teach the participants techniques of video production and offered some important tips on video shooting. Mr. LEE adopted a relaxed and humorous approach to explain the methods for exploring themes of videos and the techniques of video "post-production". On the other hand, Mr. Tyson CHAK, senior actor of PIP Theatre Kids Ltd, also taught the students how to deliver main message through acting, body movement and voice through interactive games, so that participants could adopt the acting skills to express the anti-smoking messages, which would make the video more appealing.

與學界及社區聯繫

保良局甲子年中學培訓班

保良局甲子年中學於2009年5月初舉辦校內「健康人生週」，以攤位遊戲、創作比賽及講座的形式向學生灌輸對煙草及毒品的正確觀念。為了加強學生在籌備活動的能力，學校以「培訓培訓者」(Train the Trainer)形式為學生安排了一系列的專業訓練。

委員會獲邀成為協辦機構之一，學校安排學生於2009年4月24日到訪委員會，委員會項目籌劃高級經理謝清蘭女士向學生講解吸煙和二手煙對健康的影響、吸煙的謬誤、煙草商的宣傳伎倆、最新的控煙法例及戒煙資訊等，從而增加學生對吸煙問題的認識和關注，培養不吸煙的正確態度。謝清蘭女士亦獲邀出席保良局甲子年中學於2009年5月20日舉行的「SDU步操結業禮及頒獎禮」，並頒發「健康人生週講座最佳演繹大獎」。



中醫藥戒煙輔導員培訓課程

委員會一直與各醫護界伙伴緊密交流，並經常與他們分享控煙工作的經驗，希望攜手宣揚無煙信息及鼓勵更多吸煙人士戒煙。近年來中醫藥在醫護界及醫療系統中擔當的角色越來越重要，委員會於2009年5月21日獲香港大學護理學院及社區醫學系的邀請，出席「中醫藥戒煙輔導員培訓課程」活動，委員會總幹事黎慧賢女士代表委員會作出有關香港煙草控制及預防工作的專題演講，跟與會者分享推動控煙工作的經驗，及介紹本港煙草控制政策、宣傳和預防吸煙的教育工作。

Liaison with Academia and Community

Training for Po Leung Kuk 1984 College

Po Leung Kuk 1984 College hosted a “Healthy Life Week” in early May 2009 to help students to develop a correct attitude towards tobacco and drugs through games, creative competition and health talk. To improve the students’ skills in organizing events, the school arranged a series of professional trainings for them by the means of “Train the Trainer”.

On 24 April 2009, the students visited COSH, one of the supporting organizations of the campaign. To help the youngsters understand smoking problems and to foster an anti-smoking attitude, Ms. Janice TSE Ching-lan (Senior Project Manager, COSH) discussed the effects on health from smoking and second-hand smoke, myths about smoking,

propagandas of the tobacco industry, the latest tobacco control legislations and information about smoking cessation. Ms. TSE was also invited to present the “Best

Presentation of Healthy Life Talk” Award at the “Self Discipline Unit Passing-out Parade and Award Ceremony” at Po Leung Kuk 1984 College on 20 May 2009.

Smoking Cessation Counselor Training Programme for Chinese Medical Practitioners

In order to disseminate the smoke-free message and motivate the public to quit smoking, COSH works closely and exchanges experiences with medical practitioners. As Chinese medicine is taking up an increasingly vital role in the medical sector and the medical system, the School of Nursing and the Department of Community Medicine at The University of Hong Kong organized the “Smoking Cessation Counselor Training Programme for Chinese Medical Practitioners” programme. Upon invitation, Ms. Vienna LAI Wai-yin (Executive Director, COSH) delivered a training session on 21 May 2009 and talked about tobacco control and preventive works in Hong Kong. She also shared the Council’s experience in advocating for tobacco control, the local tobacco control policies, as well as the publicity and educational works on smoking prevention.

香港防癆心臟及胸病協會 舉辦禁毒和反吸煙教育課程

現代都市人生活節奏急促，飲食不定時及缺乏運動，因而容易患上心臟病及高血壓等慢性疾病。本港去年有超過6,700人死於心臟病，雖然心臟病已成為「第二號殺手」，但市民對之仍然不夠重視。過去十年間，心臟病死亡率激增，病患亦呈年輕化趨勢，現時青少年飲食習慣漸趨西化，擔心未來十年情況將進一步惡化。

今年，防癆會特別為校長及老師舉辦培訓課程，教授有關健康及藥物知識，題目為「如何在學校推行有效的禁毒和反吸煙教育課程」。委員會獲邀擔任其中一個主講單位，委員會項目籌劃高級經理謝清蘭女士及譚淑琴女士分別獲邀於2009年6月6日、2010年2月2日及2010年3月20日以「香港控煙工作」為講題，與來自不同中、小學的校長及老師分享香港的控煙經驗及控煙教育歷程。



香港戒毒會凹頭青少年中心 控煙健康講座

除了定期到學校舉辦講座外，委員會亦接受機構邀請，到訪政府部門、專上學院、社會服務機構以至商業機構等作控煙專題演講，香港戒毒會便是其中之一。香港戒毒會乃非牟利社會服務機構，主要為濫用藥物人士提供自願性的戒毒治療及康復服務。

委員會於2009年7月8日獲香港戒毒會邀請到訪其轄下的凹頭青少年中心作專題演講。當天，委員會項目籌劃經理黃沛芬女士向中心的青少年講解煙草的起源、吸煙及二手煙的禍害、香港現時控煙法例、委員會的控煙工作、戒煙的資訊、煙草商防止青少年吸煙計劃的真相及無煙生活環境的重要性等。

Drug Abuse Resistance and Anti-smoking Education Programme Hosted by Hong Kong Tuberculosis, Chest & Heart Diseases Association

The fast pace of city life, irregular diet and lack of exercise are contributing factors for chronic illnesses, such as heart disease and high blood pressure. Last year, over 6700 people died from heart disease in Hong Kong. Despite heart disease being the second cause of disease mortality, the public is not paying enough attention. Over the past decade, the death rate of heart disease has surged and the age of cardiac patients is getting younger. As the younger generation adapts to western diet, the situation may worsen within the next ten years.

This year, the Association is running a series of training courses for principals and teachers under the theme “How to Promote Anti-drug Education Effectively in School”. Upon invitation, COSH took up the responsibility of speaking on one of the topics, “Tobacco Control Works in Hong Kong”. COSH Senior Project Managers Ms. Janice TSE Ching-lan and Ms. Angel TAM Suk-kam shared with secondary school and primary school principals and teachers about Hong Kong’s tobacco control experience and its education programmes on 6 June 2009, 2 February 2010 and 20 March 2010 respectively.

Health Talk for the Society for the Aid and Rehabilitation of Drug Abusers – Au Tau Youth Centre

Apart from regular talks in schools, COSH receives invitations from different organizations, such as government departments, tertiary institutions, social service organizations and commercial organizations, to speak about tobacco control. Among those was The Society for the Aid and Rehabilitation of Drug Abusers (SARDA), a non-government organization that provides voluntary drug withdrawal and rehabilitation service for drug abusers.

COSH was invited to visit SARDA’s Au Tau Youth Centre on 8 July 2009. Ms. Fanny WONG Pui-fan (Project Manager, COSH) covered many aspects as she talked to the youngsters, including the origin of tobacco, harms of smoking and second-hand smoking, the current tobacco control legislation, COSH’s tobacco control efforts, information on smoking cessation, the truth behind the tobacco industry’s Youth Smoking Prevention Programme and the importance of a smoke-free living environment.

香港中文大學醫科學生 社區參訪活動

為加深專上學生對公共衛生服務的認識，香港中文大學醫學院定期安排醫科學生到香港不同的公共衛生機構作參訪，而委員會作為本港控煙的唯一法定團體，亦成為他們定期到訪的對象。香港中文大學醫學院分別於2009年7月17日、9月25日及11月26日到訪委員會，委員會職員除了向他們介紹有關吸煙與健康的資訊外，亦向他們簡介本港的吸煙概況與控煙進程、委員會推廣控煙及戒煙的宣傳教育工作等。學生對此深表興趣，並與委員會職員深入討論控煙對社區健康的重要性、推廣無煙香港的教育宣傳工作及未來路向等。此外，委員會職員亦向他們詳細闡釋了煙草商的營銷及公關策略，加強他們對煙草業的宣傳手法的認識，呼籲他們拒絕煙草商提出以協助及推行控煙計劃的資金或任何形式的贊助。

「香港驕傲企業品牌選舉 2009-10」研討會

由《明報》與「香港中文大學市場學（理學）碩士課程」合辦的「香港驕傲企業品牌選舉」，除了表揚擁有驕傲品牌企業之努力和創新外，還致力推動本地企業有效地建立和管理優秀品牌，維持香港的國際競爭力。主辦單位於2009年8月20日舉行「卓越品牌管理研討會」，聚集多位品牌專家及營銷學者分享品牌管理及營銷之道。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出席了研討會。

劉主席獲邀在研討會上以「建構無煙香港，推廣無煙品牌」為題跟與會者分享品牌管理的經驗。劉主席認為「無煙香港」品牌的意義在於展示委員會締造無煙環境的形象，亦切合市民對委員會保障公眾健康的期望，同時加強委員會宣傳與倡議控

Community Visits by Medical Students of The Chinese University of Hong Kong

To enhance students' understanding about public health services, the Faculty of Medicine at The Chinese University of Hong Kong organizes regular visits to different public health organizations, including COSH – Hong Kong's only statutory tobacco control body. During the visits on 17 July, 25 September and 26 November of 2009, COSH staff presented information about smoking and health, the smoking situation and tobacco control progress in Hong Kong, as well as the Council's publicity and educational works. The enthusiastic students had an in-depth discussion with COSH staff about the importance of tobacco control on community health, along with education and future direction of advocating a



smoke-free Hong Kong. At the same time, they acquired a better understanding about the sales and publicity strategy of the tobacco industry. COSH called on the attendees to refuse any funding which is alleged to support tobacco control nor any form of sponsorship offered by tobacco companies.

“Hong Kong Brands Election 2009-10” Seminar

Co-organized by Ming Pao Daily News and MSc Program in Marketing of The Chinese University of Hong Kong, the “Hong Kong Brand Election” commends the efforts and innovation of outstanding enterprises and gives an impetus to local companies to establish and manage a prestigious brand. This is a vital driving force to maintain Hong Kong's international competitiveness. On 20 August 2009, branding experts and marketing scholars met at the “Outstanding Brand Management” Seminar to discuss the key to successful brand management and marketing. Ms. Lisa LAU, MH, JP (Chairman, COSH), Ms. Vienna LAI Wai-yin (Executive Director, COSH) and secretariat staff attended the event.

Speaking on the topic “Establish a Smoke-free Hong Kong and Promote Smoke-free Brand”, Ms. Lisa LAU, MH, JP shared her brand management experience with the attendees. She pointed out that the “Smoke-free Hong Kong” brand reflects COSH's image of being an advocator for smoke-free environment. It fulfilled the public's expectations on COSH's role in protecting public health, while boosting the effect of the Council's tobacco control campaigns. Ms. LAU analyzed how COSH established its brand in Hong Kong from multiple aspects – enterprise

煙活動時的效用。劉主席從企業文化、營建品牌的挑戰、品牌定位、品牌策略、傳播方法及活動成效等分析委員會如何打造了一個香港控煙品牌。一個成功品牌能在顧客心中產生一些意義，對於委員會來說，那就是吸煙除了沒有可取之處，更已經不再是時尚，戒煙更是大勢所趨。

其他講者包括香港中文大學市場學系高級導師郭慧儀博士、弘博國際品牌顧問集團首席品牌執行官鄭保英先生及惠康超級市場市務董事趙敏小姐。



戒煙培訓工作坊

戒煙已成香港一個新趨勢，香港大學護理學院於2009年11月2日舉辦了「女性戒煙培訓工作坊」，目的是讓婦女組織的職員及義工對戒煙有總體認識，參加者學習如何評估吸煙者的吸煙狀態，給予簡短的戒煙勸導及必要時轉介吸煙者到香港大學作進一步的戒煙輔導。工作坊內容包括控煙資訊、吸煙及二手煙的禍害、香港的煙草管制、戒煙之概念、吸煙與女性健康及女性的戒煙輔導等課題。

香港吸煙與健康委員會亦獲邀出席是次工作坊及作專題演講，項目籌劃高級經理譚淑琴女士向參加者講解香港煙草管制的課題，包括介紹本港的控煙政策、法例發展概況、委員會的控煙工作及煙草商的宣傳技倆等，以加深學員對委員會控煙工作及香港煙草管制情況的了解。

工作坊更邀得兩位成功戒煙人士剖析自己戒煙的心路歷程，向參加者解構吸煙者的心態及原因。一眾參加者均獲益良多，從課程中學習到如何評估吸煙者的吸煙狀態、如何為女性吸煙者提供簡短的戒煙輔導及幫助他們戒煙等。

culture, challenges of brand building, brand positioning, brand strategy, communication strategy and effectiveness of campaigns. A successful brand inspires customers. For COSH, it is the public's realization that smoking brings no benefits and it is no longer a fashionable behavior, whereas smoking cessation has become the trend.

Other speakers included Dr. Susanna KWOK Wai-yee (Senior Instructor, Department of Marketing, The Chinese University of Hong Kong), Mr. Daniel KWONG (Chief Brand Officer, Grandford International Brand Consulting Group) and Ms. Diane CHIU (Marketing Director of Wellcome).

Training Workshop on Smoking Cessation Counselling

To address the trend of smoking cessation in Hong Kong, the School of Nursing, The University of Hong Kong organized the “Training Workshop on Smoking Cessation Counselling” on 2 November 2009 to equip the staff and volunteers of women organizations with general knowledge about smoking cessation. The participants learnt how to assess a person's smoking status and provide brief smoking cessation counselling. They could refer smokers to The University of Hong Kong for further counselling when necessary. The workshop covered information on tobacco control, risks of smoking and second-hand smoke, tobacco control policies in Hong Kong, the concept of smoking cessation, smoking and women health, as well as counseling for women quitters.

COSH was invited to give a talk in the workshop. Speaking about tobacco control in Hong Kong, Ms. Angel TAM Suk-kam (Senior Project Manager, COSH) explained the local tobacco control policies, the progress of related legislations, COSH's efforts in tobacco control and publicity tactics of the tobacco industry. Through this session, the attendees acquired a better understanding of the Council's works and the situation of tobacco control in Hong Kong.

On top of this, two successful quitters shared their experience of smoking cessation and insight of smoker's psychological thinking. This fruitful event empowered the trainees to assess smokers' status, to provide brief smoking cessation counseling to women smokers and to help them quit smoking.

香港大學護理學院培訓課程

控煙是公共衛生的重要課題之一，故此香港大學護理學院於2009年11月12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，為一班未來專業護理前線人員分析國際最新控煙狀況、香港及鄰近地區的控煙進展，並提供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，藉此推動香港的控煙法例，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吸煙人士開展戒煙上可作出的貢獻，尤其是透過他們以專業醫學角度去講解煙草禍害，對鼓勵他們加入戒煙行列有更大的說服力及更為有效。

參與官立小學校長會議

委員會於2009年11月26日獲邀請出席香港教育局官立小學校長會議，委員會項目籌劃高級經理謝清蘭女士除了向34位校長介紹委員會的職責及主要工作，亦講解委員會所推行的預防青少年吸煙教育及宣傳活動及理念，包括控煙健康講座、互動教育劇場及最新推出的控煙短片比賽等，藉此教育學生吸煙和二手煙對個人及公眾健康的影響，讓他們增加對吸煙問題的認識和關注，培養拒絕吸煙的正確態度，將控煙信息帶到學校，再由學生將「無煙」信息帶入家庭，最後擴大至整個社會層面。此外，謝女士亦向各校長詳細闡釋煙草商的銷售策略及揭露「防止青少年吸煙計劃」的真相，藉以呼籲各校長拒絕所有由煙草業提出及推行的「防止青少年吸煙計劃」及資金贊助，以免被煙草商利用。

香港戒毒會 – 控煙健康講座

香港戒毒會主要透過提供治療與復康服務，幫助濫用藥物的人士重過健康新生活。除了幫助濫藥人士戒除毒癮外，戒毒會亦希望戒毒人士能夠戒除煙癮。因此，

Nursing Programme Organised by the School of Nursing, The University of Hong Kong

Tobacco control is a major issue in public health. Hence, the School of Nursing of The University of Hong Kong invited Ms. Vienna LAI Wai-yin (Executive Director, COSH) and Ms. Angel TAM Suk-kam (Senior Project Manager, COSH) to talk about “Political Action to Improve Public Health – COSH” on 12 November 2009 as guest lecturers. They met the future frontline nursing staff and discussed the latest tobacco control situation in the world, the progress in Hong Kong and neighboring regions, and the researches and publicity campaigns COSH has been conducting in recent years to advocate local tobacco control legislations and future directions. The speakers spurred the professional nursing practitioners to promote smoking cessation. From their position of professional medical perspectives, nurses would be more convincing and effective in encouraging smokers to quit smoking and explain the smoking hazards.

Meeting with Heads of Government Primary Schools

On 26 November 2009, COSH was invited to participate in the meeting with heads of government primary schools organized by the Education Bureau. Ms. Janice TSE Ching-lan (Senior Project Manager, COSH) met with 34 primary school principals and introduced COSH's responsibilities and works, publicity and educational campaigns on youth smoking prevention, including health talks, education theatres and the new video competition for tobacco control. It was explained that through these activities, COSH teaches students the impact of smoking and passive smoking on personal and public health, so they could increase the understanding and awareness about smoking problems and develop an anti-smoking attitude. In turn, the students could bring the tobacco control message into their families and eventually spread it across the society. Furthermore, Ms. TSE explained the tobacco industry's marketing strategy and uncovered the truths behind their “Youth Smoking Prevention (YSP) Programme”. To avoid being deceived by the tobacco companies, she called on the principals to reject the YSP programmes, funding or sponsorship.



Health Talks for The Society for the Aid and Rehabilitation of Drug Abusers

The Society for the Aid and Rehabilitation of Drug Abusers (SARDA) provides treatment and rehabilitation services to help drug abusers to live a new healthy life. Apart from helping drug abusers to withdraw from drug

委員會定期獲戒毒會邀請到其轄下不同服務單位舉辦控煙講座，向戒毒人士提供最新的控煙資訊，以協助及鼓勵他們戒煙。香港大學專業戒煙輔導員陳弄年女士除了向戒毒者講解戒煙的好處及方法外，也向他們介紹吸煙與二手煙的害處及香港的控煙法例等。本年度共舉辦3場講座：

2009/7/31	北九龍社會服務中心	North Kowloon Social Service Centre
2009/8/6	柏立基美沙酮診所	Robert Black Clinic
2009/8/13	深水埗美沙酮診所	Sham Shui Po Clinic

懲教署控煙健康講座

委員會於2009至2010年獲懲教署邀請到其轄下懲教所及監獄舉行多場控煙健康講座，向懲教人員灌輸更多控煙的正確資訊，令他們能有效地勸導囚犯戒煙，促進囚犯的身心健康，保障囚犯及所有懲教人員免受吸煙及二手煙帶來的禍害。香港大學專業戒煙輔導員陳弄年女士於講座中講解本港現時的控煙法例、戒煙小貼士及其他有關控煙的資訊。本年度共舉辦11場講座：

2009/11/14, 2010/1/25, 2010/1/26	芝新懲教所	Chi Sun Correctional Institution
2009/11/30, 2009/12/1	赤柱監獄	Stanley Prison
2009/12/1, 2009/12/2	荔枝角懲教所	Lai Chi Kok Correctional Institution
2010/1/4, 2010/1/7, 2010/1/8	蔴埔坪監獄及塘福中心	Ma Po Ping Prison and Tong Fuk Centre
2010/3/2	勵敬懲教所	Lai King Correctional Institution

見習騎師訓練學校控煙健康講座

委員會於2009年11月23日獲香港賽馬會邀請到訪其轄下位於上水雙魚河鄉村會所的見習騎師訓練學校作控煙健康講座。見習騎師訓練學校為學員提供全面的教育，培養他們成為出色的騎師之餘，亦相當注重有關香港社會及國際事務知識的灌輸，以及健康與運動等方面的培訓。委員會項目籌劃經理黃沛芬女士以「無煙新世代」為主題，向一眾青少年見習騎師講解吸煙及二手煙的禍害，與他們分享香港控煙的進展及發展，並介紹委員會的宣傳及預防吸煙的教育工作。黃女士亦詳細闡釋煙草商的銷售策略及防止青少年吸煙計劃的真相，呼籲年青一代拒絕第一口煙的誘惑。

addiction, SARDA also helps them to quit smoking. Therefore, COSH is regularly invited to visit various SARDA service centres and deliver health talks for drug abusers, which bring across the latest information on tobacco control to assist them to stop smoking. Professional smoking cessation counselor from The University of Hong Kong, Ms. Anita CHAN explained the benefits and methods of smoking cessation, the hazards of smoking and second-hand smoke, as well as the local tobacco control legislations. A total of 3 talks were conducted this year:

Health Talks for Correctional Services Department

During 2009 to 2010, COSH had been invited by the Correctional Services Department to their institutions and correctional centres to deliver health talks to the staff on tobacco control. Hence the staff could exhort and encourage prisoners to quit smoking for their sake of their physiological and psychological health would improve. It is also instrumental to prevent prisoners and staff from the risks of smoking and passive smoking. Professional smoking cessation counselor from The University of Hong Kong, Ms. Anita CHAN, discussed the current tobacco legislations in Hong Kong and provided information on smoking cessation and tobacco control. A total of 11 talks were conducted this year:

Tobacco Control Talk at Apprentice Jockeys' School

Upon invitation by The Hong Kong Jockey Club (HKJC), COSH visited HKJC's Apprentice Jockeys' School (AJS) in Beas River Country Club, Sheung Shui on 23 November 2009 to give a health talk. The AJS aims at providing all-rounded education with emphasis on horsemanship and knowledge about the local community and international issues, along with health and exercises. Commenting on the topic “Smoke-free New Generation”, Ms. Fanny WONG Pui-fan (Project Manager, COSH) explained the damages of smoking and passive smoking. She discussed the progress and development of tobacco control in the community, the Council's publicity and educational works in smoking prevention, the tobacco industry's sales strategy and the truths behind their “Youth Smoking Prevention Programme”. The young apprentice jockeys were called on to resist the temptation of the first cigarette.

與傳播媒介之聯繫

Working with the Mass Media

委員會與各傳媒保持密切聯繫，令控煙資訊及本會之宣傳活動得以有效傳達至社會各階層。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：

主要新聞稿：

2009年4月29日

委員會宣傳片榮獲

「2009 TVB 最受歡迎電視廣告大獎」

2009年5月18日

祝賀麥龍詩迪教授榮獲英國醫學雜誌頒發終身成就獎

2009年5月26日

2009「戒煙大贏家」比賽啟動儀式

2009年6月9日

「支持01.07.09全面禁煙」記者會

2009年6月25日

你我支持無煙香港 決心戒 一定贏!

2009年9月22日

「戒煙大贏家」電視遊戲節目

2009年9月28日

「控煙短片比賽」記者會

2009年10月13日

2009-10年度學校互動教育巡迴劇場
《無煙神探X》首演禮

2009年10月22日

第三屆兩岸四地煙害防制交流研討會

2009年11月18日

「控煙短片比賽」工作坊

2010年1月21日

2009「戒煙大贏家」比賽
成功招募吸煙人士加入戒煙行列

2010年2月24日

委員會回應財政預算案的控煙措施

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, television and radio. The Council initiated the following press releases to media during the year:

Major Press Releases:

29 Apr 2009

COSH API won "TVB Most Popular TV Commercial Awards 2009"

18 May 2009

Congratulations to Prof. Judith Mackay for winning of British Medical Journal Group Lifetime Achievement Award

26 May 2009

"Quit to Win" Smoking Cessation Contest 2009 Launching Ceremony

9 June 2009

"Support 01.07.09 Total Smoke Ban" Press Conference

25 June 2009

We Support Smoke-free Hong Kong! Quit & be a Winner!

22 Sept 2009

"Quit to Win" TV Game Show

28 Sept 2009

"Video Competition for Tobacco Control" Press Conference

13 Oct 2009

Education Theatre Programme 2009-10 Preview of "SMOKEFREE DETECTIVE X"

22 Oct 2009

The 3rd Cross-Strait Conference on Tobacco Control

18 Nov 2009

"Video Competition for Tobacco Control" Workshop

21 Jan 2010

"Quit to Win" Smoking Cessation Contest - A Smoking Cessation Call

24 Feb 2010

COSH response to the tobacco control policies proposed by The Budget



會議及考察

Conferences and Visits

會議

第十四屆全國控制吸煙學術研討會

《第十四屆全國控制吸煙學術研討會》每兩年舉辦一次，為全國控煙專家提供一個聚首一堂研討控煙學術成果和交流分享有關控煙的工作經驗的可貴機會。今屆研討會於2009年4月17至18日在河南省鄭州市舉行，主要就中國實施《煙草控制框架公約》以來，探討各地在控煙立法、控煙干預、創建無煙環境、控煙科學研究等方面的成績。香港吸煙與健康委員會主席劉文文 MH 太平紳士、總幹事黎慧賢女士及秘書處職員出席了是次會議。劉主席就香港在新控煙條例實施兩年後，與來自全國各地的控煙專家分享香港控煙工作上的機遇與挑戰。而各地專家亦與委員會在控煙活動、禁止煙草廣告、煙草稅收、提供戒煙服務和立法等方面交流經驗，令彼此獲益良多。



Conferences

The 14th National Symposium on Tobacco Control



Held every two years, the National Symposium on Tobacco Control provides a precious opportunity for tobacco control experts across the nation to exchange academic research findings and field experiences. The 14th National Symposium on Tobacco Control took place in Zhengzhou, Henan on 17-18 April 2009. It explored the achievements of tobacco control in China after the implementation of Framework Convention on Tobacco Control (FCTC). These included legislations, tobacco control intervention, creation of smoke-free environment and scientific studies. Ms. Lisa LAU, MH, JP (Chairman, COSH), Ms. Vienna LAI Wai-yin (Executive Director, COSH) and the secretariat staff attended the conference. Ms. Lisa LAU, talked about the opportunities and challenges on tobacco control in Hong Kong after the new tobacco control ordinance had been put in force for two years. Experts exchanged their experience with COSH on tobacco control intervention, ban on tobacco advertisement, tobacco tax, smoking cessation services and legislations.

第一屆亞太地區護士和煙草控制研討會 – 工作坊

香港大學護理學院於2009年6月4日假香港大學李嘉誠醫學院大樓舉辦一場工作坊，並邀請榮獲英國醫學雜誌頒發終身成就獎、煙草控制的領導者 – 麥龍詩迪教授以「護士在全球煙草流行中所擔當的角色」作專題演講，工作坊的目的是希望提升亞太地區護士在煙草控制



和戒煙的參與度，發展區域網絡，加強與其他地區醫療專業人員的溝通，共同探討煙草控制的未來發展方向。工作坊吸引了接近60名對煙草控制和戒煙感興趣的護士和醫護人員參加。委員會秘書處職員亦應邀出席工作坊，汲取最新的煙草控制和戒煙資訊。最後，委員會主席劉文文MH太平紳士頒發證書予各位參加者，感謝他們對本港控煙工作的支持，並鼓勵他們協力為香港下一代創建一個無煙社會。

第三屆兩岸四地煙害防制交流研討會 建構無煙社會 推動MPOWER

第三屆兩岸四地煙害防制交流研討會在2009年10月20至21日於香港順利舉行，本屆會議以《建構無煙社會 推動MPOWER》為主題，逾二百位來自中國、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，雲集香港交流各地控煙工作的經驗。

本屆會議的開幕典禮的主禮嘉賓包括中國衛生部副部長暨中國控制吸煙協會會長黃潔夫、香港食物及衛生局局長周一嶽、香港衛生署署長林秉恩、香港吸煙與健康委員會主席劉文文、財團法

1st Asia Pacific Workshop on Nurses and Tobacco Control

The School of Nursing of The University of Hong Kong hosted a workshop in the Li Ka Shing Faculty of Medicine Building on 4 June 2009. Professor Judith MACKAY, OBE, SBS, JP, winner of the British Medical Journal Group Lifetime Achievement Award and a prominent advocate of tobacco control, delivered a keynote lecture titled “The role of the nurse in the global tobacco epidemic”. The goal of the workshop was to increase the involvement of nurses in the Asia Pacific region in tobacco control and smoking cessation, and develop a regional network of nurses and other health care professionals to promote communication, and discuss future directions in tobacco control. The workshop attracted nearly 60 nurses and medical practitioners who are interested in tobacco control and smoking cessation. Upon invitation, the secretariat staff from COSH attended the workshop to acquire the latest information on tobacco control and smoking cessation. At the end of the workshop, Ms. Lisa LAU, MH, JP (Chairman, COSH) presented a certificate to each attendee to thank their support for tobacco control in Hong Kong. She also encouraged them to join forces in creating a smoke-free society for the next generation.

The 3rd Cross-strait Conference on Tobacco Control Construct Smoke-free Society & Promote MPOWER

The 3rd Cross-Straits Conference on Tobacco Control was held in Hong Kong from 20 to 21 October 2009. The theme of this year's conference was “Construct Smoke-free Society & Promote MPOWER”. Experts of tobacco control, scholars and non-government organizations from China, Hong Kong, Taiwan and Macau, gathered in Hong Kong and shared their experience on tobacco control issues. There were more than two hundred participants joining the Conference.

Officiating at the opening ceremony were Dr. HUANG Jie-fu, Vice Minister, Ministry of Health, China cum Chairman of Chinese Association on Tobacco Control; Dr. York CHOW, Secretary for Food and Health, HKSAR; Dr. LAM Ping-yan, Director of Health, HKSAR; Ms. Lisa LAU, Chairman of Hong Kong Council on Smoking and Health; Mr. SUN Yueh, John Tung Foundation; Dr. AU Hon-sum, Chairman of Macau Smoking Abstinence and Good Health Association. Participants at the ceremony

人董氏基金會終身義工孫越，以及澳門戒煙保健會主席歐漢琛。各地代表更在典禮上簽署《香港控煙宣言》，以示對控煙工作的決心，並標示兩岸四地正朝著共同的控煙目標進發。

開幕式上，中國衛生部副部長黃潔夫讚揚香港控煙工作表現出色，值得借鑒。國家將致力履行世界衛生組織的煙草控制框架公約，並宣布明年開始衛生部將全面禁煙。會上並頒發2009年度四地「華人煙害防制貢獻獎」予致力推動及領導當地控煙運動的傑出人士，以表揚他們在控煙工作上所作出的貢獻。來自兩岸四地的五位得主為：香港大學公共衛生學院院長暨羅旭蘇基金公共衛生學教授林大慶（香港）；中國衛生部婦社司宣教處處長李新華（中國）；中國控制吸煙協會副會長兼秘書長許桂華（中國）；財團法人董氏基金會煙害防制組暨公共事務組主任林清麗（台灣）以及澳門戒煙保健會副主席及北美洲分會會長李錦帆（澳門）。

今年，大會邀請了四地從事公共衛生及控煙工作之政府及非政府組織、專業團體、醫護界別及學者等就世界衛生組織提出的MPOWER六項控煙政策分別提交論文及報告，反應非常熱烈。最後27份來自兩岸四地控煙研究報告被揀選作口頭學術報告，另外亦有11份論文透過海報形式向與會人士展現研究成果。



together signed on the “Hong Kong Declaration of Tobacco Control” to showcase their support and determination in fostering a closer tie on tobacco control.

Dr. HUANG Jie-fu, Vice Minister, Ministry of Health, China appraised the outstanding performance of Hong Kong in tobacco control aspects and a good reference. Dr. HUANG also announced that the Ministry of Health would begin total smoke ban next year in order to strive to fulfill the World Health Organization's Framework Convention on Tobacco Control. During the Conference, the “Contribution Award for Chinese in Tobacco Control” was dedicated to recognize those who have outstanding contributions in tobacco control. The award winners were Prof LAM Tai-hing (Hong Kong), Dr. LI Xin-hua (China), Ms. XU Gui-hua (China), Ms. LIN Ching-li (Taiwan) and Dr. John LEE (Macau).

This year, experts and professionals of tobacco control were invited to submit abstracts and conduct presentations relating to the six MPOWER tobacco control policies recommended by the World Health Organization (WHO). Finally 27 scientific papers from Cross-Straits tobacco control experts were selected for oral presentation at concurrent sessions and 11 papers were presented at the poster exhibition during the conference.

Some international and local experts were also invited to deliver keynote presentations during the Conference, including:



此外，今次香港舉辦的會議更首次邀請海內外於控煙範疇舉足輕重的學者及專家作專題演講，他們包括：

- 一、香港大學公共衛生學院院長暨羅旭龢基金公共衛生學教授林大慶教授－「香港戒煙服務的發展與意義」；
- 二、世界肺健基金會高級顧問麥龍詩迪教授－「履行《煙草控制框架公約》及MPOWER」；
- 三、加州大學伯克萊分校衛生經濟學終身教授胡德偉教授－「中國近期捲煙稅調整及其潛在的控煙影響」；
- 四、聖地牙哥加州大學醫學院家庭及預防醫學系教授朱書宏教授－「在有限資源下提升戒煙服務－英美經驗分享及前瞻」。

其次，彭博基金會亦就減少煙草使用倡議行動於會議的第二天舉行介紹會，讓參會人士進一步了解海外的控煙經驗及資訊。

第四屆兩岸四地煙害防制交流研討會將於2010年在澳門舉行，為此，大會在會議的閉幕儀式上舉行了一個簡單而隆重的印鑒交接儀式，主席劉文文於典禮上致謝辭，並將印鑒交予主辦單位－澳門，為一連兩天的交流研討會劃上句號。

四位專題講者的控煙研究成果：

林大慶教授

林教授在會議上概述香港戒煙服務的發展與意義。他特別提及為大眾與指定群體設立的戒煙熱線及戒煙診所，例如為青少年吸煙者而設的朋輩輔導、以社區為基礎照顧年長吸煙者、結合婦女組織力量照顧女性吸煙者，以及為來自中國內地的醫療健康業界開設訓練工作坊對控煙的長遠的影響。

1. “Smoking cessation service development and implications in Hong Kong”, Prof. LAM Tai-hing, JP, Sir Robert Kotewall Professor in Public Health, Chair Professor and Director, School of Public Health, The University of Hong Kong;
2. “Implementation of FCTC and MPOWER”, Prof. Judith MACKAY, OBE, SBS, JP, Senior Advisor, World Lung Foundation;
3. “China's recent adjustment in tobacco tax and its impact”, Prof. HU Teh-wei, Professor Emeritus of Health Economics, University of California, Berkeley;
4. “How to improve tobacco cessation on the population level when resources are limited”, Prof. ZHU Shu-hong, Professor, Department of Family & Preventive Medicine, School of Medicine, University of California, San Diego.

In the 2nd day of the Conference, the Bloomberg Initiative had a session to share their experiences in tobacco control.

The fourth Cross-Strait Conference will be held in Macau in 2010. In the closing ceremony, Ms. Lisa LAU handed over the organizer seal of the conference to the organizer of next meeting – Macau. Ms. LAU also delivered a closing speech to dedicate thanks to the co-organizers, guests and participants, which marked the Conference ending.



Summary of presentations from 4 plenary speakers:

Prof. LAM Tai-hing

Prof. LAM gave an overview of the smoking cessation service development and implications of tobacco control in Hong Kong. He especially highlighted the establishment of quitline and cessation clinics for general public and specific groups of smokers, such as peer counselors for youth smokers, community-based elderly smokers, joint-efforts in women's groups for female smokers as well as the training workshops for medical health practitioners in Mainland China.



林大慶教授
Prof. LAM Tai-hing



麥龍詩迪教授
Prof. Judith MACKAY



胡德偉教授
Prof. HU Teh-wei



朱書宏教授
Prof. ZHU Shu-hong

麥龍詩迪教授

麥龍詩迪教授詳述《煙草控制框架公約》及MPOWER於不同地區及國家的意義。得到世界各地政府及領袖的支持，許多國家已推行一系列的無煙政策、新增煙草控制措施（如健康忠告標籤及平裝煙包的概念等），以及提供戒煙服務。雖然各國的恆常吸煙人數均有下降趨勢，麥龍詩迪教授建議計劃多方面的策略以防止青少年及女性吸煙人數上升，並確保《煙草控制框架公約》及MPOWER能於亞洲各國全面實施。

胡德偉教授

國際級衛生經濟學專家胡德偉教授於第三屆兩岸四地煙害防制交流研討會向與會者分享中國最近於2009年調整煙草稅的分析。由於煙草商承擔了煙草稅的調整，煙草產品的市場價格並沒有相對調整。雖然增加煙草稅有助減低煙草使用量，可是中國在沒有影響市場價格的因素下，實在難以鼓勵逾億吸煙者戒煙及拯救超過五十萬吸煙者的生命。胡教授詳述煙草稅於中國控煙的意義，並建議中國政府引進市場價格因素，增加煙草稅以履行《煙草控制框架公約》。

朱書宏教授

國際著名戒煙專家朱書宏教授分享其於人口層面改善成功戒煙率的全面方案。他認為增加嘗試戒煙的數目比向每位戒煙者提供幫助更為重要。朱教授以英美兩地的數據說明其概念模式，以展示模式如何應用於實際情況。

Prof. Judith MACKAY

Prof. MACKAY elaborated the implementation of FCTC and MPOWER in different regions and countries. With the support of worldwide governments and leaders, many countries have introduced a number of smoke-free policies, new tobacco control measures (health warning labels and the idea of plain packaging, etc) and providing smoking cessation services. Though the prevalences of daily cigarette smokers of many countries are falling, Prof Mackay suggested that cross-sector strategic plans should be developed to prevent rise in youth and female rates and ensure full implementation of FCTC and MPOWER in Asian countries.

Prof. HU Teh-wei

Prof. HU, a world-class expert on health economics, shared his analysis on China's recent adjustment in tobacco tax in 2009 at the 3rd Cross-Strait Conference in Tobacco Control. Since tobacco tax in recent adjustment was absorbed by tobacco manufacturers, the market price of tobacco remained unchanged. Although raise of tobacco tax could reduce tobacco consumption, the absent of pricing factor in China could not encourage millions of smokers to quit and save more than 500,000 smokers' life. Prof. HU gave a detailed account on the implications of tobacco tax for tobacco control in China and he suggested that the Chinese government should introduce pricing factor along raise of tobacco tax in meeting the requirements of FCTC.

Prof. ZHU Shu-hung

The international renowned smoking cessation expert Prof. ZHU shared his comprehensive approach to improve the successful rate of smoking cessation at a population level. He found that it is more important to increase the number of smoker making quit attempts than to provide help to every smoker who is trying to quit. Prof. ZHU illustrated his conceptual model and cited the data from the United States and the United Kingdom to demonstrate how the model could be applied in practice.

控煙研討會

吸煙是可預防的主要致命原因。多年來，衛生署運用多管齊下及妥善運用社會資源的方針，致力為香港建立無煙文化。衛生署於2010年2月3日假衛生防護中心舉辦控煙研討會，並邀請了控煙及戒煙服務的國際知名學者及專家，就有關控煙及戒煙服務的議題上作專題演講。參與的學者專家包括：Dr. Fiona ADSHEAD（曾任職於英國衛生部門的副醫務長）；Dr. Antero HELOMA（芬蘭國家公共衛生研究所－控煙計劃首席醫學顧問）以及 Prof. Richard HURT（美國梅約診所尼古丁依賴中心主管），他們就以下專題作出深入剖析：

- Dr. Fiona ADSHEAD – 在控煙方面運用社會市場營銷的經驗；
- Dr. Antero HELOMA – 關於芬蘭新修訂控煙法例的建議及戒煙服務的成本計算；
- Prof. Richard HURT – 二手煙：科學與煙草商的煙幕。

三位專家亦於專題演講後跟過百位與會人士分享在控煙推廣、法例倡議及戒煙服務等範疇所遇到的挑戰和經驗，委員會總幹事黎慧賢女士聯同秘書處職員亦出席了是次研討會，以加深對其他國家的控煙情況的了解，為委員會的控煙工作提供了極具參考價值的資料。

考察

廣州市控制吸煙協會

由2011年1月起，中國將履行煙草控制框架公約，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。廣州市控制吸煙協會於2009年4月28日到訪委員會作經驗交流，希望向香港的控煙政策推行情況及委員會的控煙宣傳工作借

Tobacco Control Seminar

Smoking is the major preventable cause of death in Hong Kong. The Department of Health (DH) is committed in building a smoke-free culture in Hong Kong through multi-pronged approach and efficient use of community resources. DH invited eminent international experts on tobacco control and cessation services to give presentations in the Seminar on Tobacco Control on 3 February 2010. The experts invited included Dr. Fiona ADSHEAD (Former Deputy Chief Medical Officer, Department of Health, England); Dr. Antero HELOMA (Chief Medical Advisor of Tobacco Control and Addiction Prevention Unit, National Institute for Health and Welfare, Finland); and Professor Richard HURT (Director of Mayo Clinic Nicotine Dependence Center, The United States of America). They provided an in-depth analysis on the following topics:

- Dr. Fiona ADSHEAD – Social Marketing Experience in the Context of Smoking Cessation;
- Dr. Antero HELOMA – The Proposal for a Revised Tobacco Act and Cost Calculations for Smoking Cessation in Finland;
- Professor Richard HURT – Secondhand Smoke: the Science and the Tobacco Industry's Smokescreen.

Following the presentations, the three experts discussed the challenges and experiences of advocating tobacco control, legislation and smoking cessation services with more than 100 seminar participants. Ms. Vienna LAI Wai-yin (Executive Director, COSH) and the secretariat staff attended the seminar to acquire a better understanding about the tobacco control status in other countries, which served as valuable reference to the Council.

Visits

Guangzhou Association on Tobacco Control

Starting January 2011, China will implement the Framework Convention on Tobacco Control and ban smoking entirely at all indoor public places, indoor work places, public transportation and possibly other outdoor public places. The Guangzhou Association on Tobacco Control visited COSH on 28 April 2009 to exchange experience and learn about Hong Kong's implementation status of tobacco control policy, as well as COSH's promotion campaigns which serve as reference to their works. The delegation was received by Ms. Lisa LAU,



鑑及學習。主席劉文文 MH 太平紳士、總幹事黎慧賢女士及秘書處職員接待各團員。主席劉文文女士代表委員會歡迎團員，並以「媒體宣導與控煙運動」為題向代表團講解委員會如何透過媒體及大型宣傳活動推廣控煙工作。委員會總幹事黎慧賢女士亦向團員介紹了香港從事控煙工作的合作伙伴及團體，而項目籌劃高級經理崔彥邦先生亦講解了香港控煙法例修訂情況，讓代表團進一步了解香港的煙草管制概況及發展。最後，代表團與委員會分享廣州及香港兩地的控煙經驗，並就多個專題作出深入討論，令彼此都獲益良多。



MH, JP (COSH Chairman), Ms. Vienna LAI Wai-yin (Executive Director, COSH) and all secretariat staff. Ms. Lisa LAU welcomed the guests and gave a presentation on "Media Promotion and Tobacco Control Campaigns". She discussed how the Council advocated tobacco control through the media and large scale publicity events. Ms. Vienna LAI introduced the partners and other bodies involved in tobacco control works in Hong Kong. Mr. Philip TSUI Yin-bonn (Senior Project Manager, COSH) talked about the status of legislation establishment and amendments to help the guests better understand the legislation landscape and development in Hong Kong. At the end, the delegation and COSH exchanged experiences on tobacco control in Guangzhou and Hong Kong. The visit covered in-depth discussions on various issues and brought tremendous value to both parties.

美國兒科專家

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出席於2009年8月10日由衛生署舉辦之會議，與來自美國之資深兒科專家 Dr. Jonathan KLEIN 會面並交流委員會針對兒童之控煙教育工作。



劉主席指出雖然本港的吸煙數字整體下降，但是青少年吸煙比率正漸漸上升，情況值得關注。青少年之控煙工作乃委員會重點教育活動，多年來一直透過健康講座、互動教育劇場、無煙家庭活動等宣揚吸煙及二手煙的禍害，並因應潮流及社會文化，以創新手法推動控煙教育，如舉辦全港中學控煙短片比賽。委員會的教育活動所傳遞的信息亦由單純的拒絕第一口煙，發展至鼓勵青少年身體力行支持無煙環境，確立無煙文化，甚至推動身邊的親友戒煙。Dr. Jonathan KLEIN 就委員會之教育宣傳工作與委員會主席及秘書處職員作出深入討論。

American Academy of Pediatrics Experts

Ms. Lisa LAU, MH, JP (Chairman, COSH), Ms. Vienna LAI Wai-yin (Executive Director, COSH) and the staff attended a conference organized by the Department of Health on 10 August 2009.

They met with Dr. Jonathan KLEIN, a senior pediatrics from America Academy of Pediatrics, and discussed the Council's education works for children. According to Ms. LAU, despite the overall smoking rate in Hong Kong had decreased, the rate of teenage smoking was gradually rising and that caused concerns. Youth campaigns are one of the major focuses of COSH's education programmes. Throughout the years, COSH increases the awareness of hazards of smoking and second-hand smoke through various activities, such as health talks, education theatres and "Smoke-free Family" campaigns. To tie in with social trend and culture, the Council also adopts innovative methods to promote tobacco control education, such as secondary school video competition for tobacco control. The message has also developed from refusing the first cigarette to taking action to support smoke-free environment and foster smoke-free culture, as well as to motive smoking cessation. Dr. KLEIN had an in-depth discussion with COSH's representatives about the Council's education works.

澳門戒煙保健會

澳門戒煙保健會主席助理歐家輝先生及會員大會副主席黃浩彪先生於2009年9月3日到訪委員會。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接待，介紹香港《吸煙(公眾衛生)條例》的立法修訂及執行情況，以及委員會如何推動控煙工作。代表團亦向委員會介紹了澳門於推廣控煙時所面對的困難與挑戰，並跟委員會作出了深入的討論，交流控煙的經驗和心得。由於委員會正值籌備舉行「第三屆兩岸四地煙害防制交流研討會」，戒煙保健會亦與委員會就研討會舉辦事宜作出分享及交流，希望為澳門舉辦的「第四屆兩岸四地煙害防制交流研討會」做好準備工作。



Smoking Abstinence & Good Health Association of Macau

Mr. Johnny AU, Assistant to Chairman, and Mr. VONG Hou-piu, Deputy Chairman of Smoking Abstinence & Good Health Association of Macau visited COSH on 3 September 2009. Ms. Lisa LAU, MH, JP (Chairman, COSH), Ms. Vienna LAI Wai-yin (Executive Director, COSH) and the secretariat staff received the delegation. They introduced Hong Kong's Smoking (Public Health) Ordinance, including its amendments, the enforcement status, and COSH's efforts in advocating tobacco control. The delegation discussed with COSH the difficulties and challenges of advocating tobacco control in Macau. The two parties had an in-depth discussion on experience exchange. As the Council was preparing for the 3rd Cross-Strait Conference on Tobacco Control, the delegation and the Council also exchanged thoughts about the event so Macau could prepare for the 4th Conference.

世界衛生組織馬卡度醫生

世界衛生組織亞太區控煙主管馬卡度醫生於2009年9月18日到訪委員會，希望了解香港的控煙立法和執法進程，以及委員會透過媒體配合控煙進程所開展的倡議工作，並在不同層面及對象推行控煙教育的工作。

委員會主席劉文文MH太平紳士及總幹事黎慧賢女士聯同秘書處職員歡迎世界衛生組織代表團的到訪，並就「香港的控煙進程」向各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。馬卡度醫生對委員會的控煙教育項目深表興趣，並認為委員會的教育項目如無煙劇場、健康講座等，以及在不同種類的宣傳教育活動中，切合不同年齡層的學生的需要，更可以透過學生進行家庭教育，促使學生鼓勵家人或朋友戒煙及支持無煙環境，是有效的控煙策略。



Dr. Susan MERCADO of WHO

On 18 September 2009, Dr. Susan MERCADO, Head of Tobacco Control, Asia Pacific, World Health Organization (WHO) visited COSH to study Hong Kong's progress in legislation establishment and enforcement on tobacco control. She also learnt about how the Council worked through the media to advocate tobacco control in alignment with the latest development, and their education programmes for different targets.

Ms. Lisa LAU, MH, JP (Chairman, COSH), Ms. Vienna LAI Wai-yin (Executive Director, COSH), together with the secretariat staff welcomed the representatives from WHO. They gave a presentation on "The Progress of Tobacco Control in Hong Kong" and discussed the Council's publicity campaigns and works in advocating tobacco control legislation amendment throughout the years. Dr. MERCADO expressed strong interest in the Council's education campaigns. She thought the "Smoke-free" education theatres, health talks and different kinds of education activities are effective in meeting the needs of students from different age groups. Students can in turn educate their families and encourage their families and friends to quit smoking and to support a smoke-free environment.

國際抗癌聯盟

國際抗癌聯盟主席David HILL教授於2009年10月2日到訪委員會，希望了解香港的控煙立法和執法進程，以及委員會在香港推行的控煙教育工作。

委員會主席劉文文MH太平紳士及總幹事黎慧賢女士聯同秘書處職員歡迎David HILL教授到訪，並以「香港的控煙進程」為題介紹香港在過去二十多年來的控煙歷史，吸煙人口的變化，以及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。



David HILL教授認同委員會以不同層面(中學、小學甚至幼稚園)的教育及宣傳工作方向，尤其是多元化的全港性宣傳教育活動中，以家庭為單位，由年幼兒童鼓勵家人戒煙，對於建立無煙香港有深遠及積極的影響。

北京首都醫科大學控煙項目組

首都醫科大學控煙項目組及一行三十人的代表團於2009年10月23日至24日到香港考察，希望學習香港的控煙經驗。代表團成員包括來自北京市人大、首都醫科大學、北京市衛生局法規處、愛衛辦、愛衛會、總工會等部門的負責人，目的是學習香港的立法和執法經驗。

委員會總幹事黎慧賢女士聯同秘書處職員歡迎代表團到訪，並就「香港吸煙與健康委員會－香港的控煙之路」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，項目籌劃高級經理謝清蘭女士亦與代表分享香港的控煙項目與理念。是



International Union Against Cancer

Professor David HILL, President of the International Union Against Cancer (UICC) visited COSH on 2 October 2009 to study Hong Kong's progress on tobacco control legislation establishment and enforcement, as well as the Council's local education programmes.

Ms. Lisa LAU, MH, JP (Chairman, COSH), Ms. Vienna LAI Wai-yin (Executive Director, COSH), together with the secretariat staff received Professor HILL. Giving a presentation on "The Progress of Tobacco Control in Hong Kong", COSH staff introduced the development of tobacco control in Hong Kong in the last two decades, changes of smoking prevalence and the Council's publicity and promotion campaigns to advocate amendments in the tobacco control legislation.

Professor David HILL agreed with the Council's multifaceted strategy (secondary school, primary school and kindergarten) in education and promotion, particularly its diversified and territory-wide education campaigns that put family as a core unit and let young children to encourage family members to quit smoking. He thought this could bring far-reaching and positive effect on building a smoke-free Hong Kong.

Beijing Capital Medical University Tobacco Control Project Team

Beijing Capital Medical University Tobacco Control Project Team and a delegation of 30 people visited Hong Kong on 23 – 24 October 2009 to learn about Hong Kong's experience on tobacco control. The delegation included officers from People's Congress of Beijing Municipality, Beijing Capital Medical University and a few related institutions. They aimed at learning the legislation establishment and enforcement experience in Hong Kong.



次交流會亦邀請到衛生署控煙辦公室主管林文健醫生介紹香港的控煙執法情況、控煙辦公室的運作及職責。委員會、控煙辦公室與代表團成員就執行法例方面進行深入的討論，互相交流經驗及心得，加深了代表團對香港控煙現況的了解。及後代表團亦參訪葵涌醫院，並獲葵涌醫院反吸煙工作小組麥國風先生接待，向他們介紹葵涌醫院的控煙情況。最後，代表團參觀香港的無煙餐廳，體驗香港成功推廣無煙食肆為市民帶來的好處。

美國艾默瑞大學全球健康副主席及全球健康研究所主任 – 杰福瑞考普蘭博士

來自美國的艾默瑞大學全球健康副主席及全球健康研究所主任杰福瑞考普蘭博士應特區政府邀請造訪香港，委員會於2010年1月15日接待考普蘭博士。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與考普蘭博士會面並交流委員會的控煙工作及心得。除了與劉主席就委員會於宣傳及教育工作作出深入討論及意見交流，身兼艾默瑞全球健康研究所中國控煙伙伴項目首席研究員的考普蘭博士對中國的控煙情況及委員會與大陸交流的經驗特別感興趣，充分表現了他對大陸控煙情況的理解，並與秘書處分享了他的寶貴經驗，雙方獲益良多。

韓國吸煙與健康協會

韓國吸煙與健康協會一行十七人的代表團於2010年2月2日到訪委員會，希望了解香港的控煙立法和執法進程，

Ms. Vienna LAI Wai-yin (Executive Director, COSH) and the secretariat staff welcomed the delegation. Speaking on "COSH – The journey of tobacco control in Hong Kong", Ms. LAI discussed the Council's efforts in promoting and advocating tobacco control legislation amendments throughout the years. Ms. Janice TSE Ching-lan (Senior Project Manager, COSH) shared with the delegation the experience and concepts of tobacco control in Hong Kong. Moreover, Dr. Ronald LAM, Head of the Tobacco Control Office of the Department of Health was invited to join the exchange session. They gave a detailed account of the legislation enforcement status in Hong Kong, as well as the operations and responsibilities of the Tobacco Control Office. COSH, the Tobacco Control Office and the delegation had an in-depth discussion and experiences exchange on legislation enforcement. Through this session, the delegation acquired a better understanding about the current situation in Hong Kong. After the meeting, the delegation visited Kwai Chung Hospital and they were received by Mr. Michael MAK Kwok-fung (Anti-Smoking Workgroup, Kwai Chung Hospital), who talked about the tobacco control situation in the hospital. The last point of the study tour was a visit to a smoke-free restaurant in Hong Kong, where the delegation experienced the benefits of the successful implementation of smoke-free law.

Dr. Jeffrey Koplan, Vice-President for Global Health and Director, Emory Global Health Institute, Emory University, USA

Dr. Jeffrey KOPLAN (Vice-President for Global Health & Director, Emory Global Health Institute, Emory University, USA) paid a visit to Hong Kong upon invitation of the HKSAR government. He was received by COSH on 15 January 2010. Ms. Lisa LAU, MH, JP (Chairman, COSH), Ms. Vienna LAI Wai-yin (Executive Director, COSH) and the secretariat staff discussed with Dr. KOPLAN about COSH's works. Being also the Principal Investigator, Emory Global Health Institute – China Tobacco Partnership, Dr. KOPLAN not only exchanged thoughts with Ms. LAU about the Council's publicity and education efforts, but expressed interest in the tobacco control status in China and COSH's experience exchange with the mainland. He demonstrated an understanding about the tobacco control situation in China and exchanged valuable experience with the secretariat.



Delegation of KASH

A delegation of 17 people from Korean Association of Smoking and Health (KASH) visited COSH on 2 February 2010 to learn about the progress of legislation establishment and enforcement in Hong Kong, and especially the

並學習香港推行的控煙教育工作。代表團成員包括來自韓國不同學校的教師及韓國吸煙與健康協會的人員。

委員會項目籌劃高級經理謝清蘭女士聯同秘書處職員歡迎代表團到訪，並就「香港的控煙進程」向團員講解委員會多年來就推動控煙法例修訂的宣傳及倡議工作，謝清蘭女士亦與團員分享了在學校推行控煙教育的經驗，以及介紹委員會針對不同層面的教育及宣傳工作。代表團成員對委員會的控煙教育項目深表興趣，並認為委員會的教育項目如無煙劇場、健康講座等能切合不同年齡層的學生的需要外，更可以透過學生進行家庭教育，促使學生鼓勵家人或朋友戒煙及支持無煙環境。



local education campaigns. The delegation consisted of teachers from different schools and representatives from KASH.

Ms. Janice TSE Ching-lan (Senior Project Manager, COSH) and the secretariat staff received the delegation and talked about "The Progress of Tobacco Control in Hong Kong", which covered the Council's publicity and advocating efforts on legislation amendments throughout the years. Ms. TSE also discussed the Council's experience in delivering tobacco control education in schools, and the education and publicity campaigns. Some members of the delegation expressed interest in the Council's education campaigns. They thought that activities such as smoke-free education theatres and health talks were effective in meeting the needs of students from different age groups and to promote family education, where youngsters could encourage their family and friends to quit smoking and support a smoke-free environment.

越南公共衛生協會

香港一直致力締造一個無煙城市，成果有目共睹，更吸引不少外國關注公眾衛生的機構來港考察。2010年3月16日，是次從越南遠道而來的包括當地地方官員及來自越南公共衛生協會的職員。

為了更深入考察香港的控煙情況，他們特意親臨委員會作參訪，委員會項目籌劃高級經理謝清蘭女士發表了以建構無煙社區為主題的專題報告，並與參訪人員分享本港的控煙經驗。越南代表對於香港的控煙法例和禁止煙草廣告等題目特別感興趣。是次活動亦促進了港越兩地就控煙問題的交流及溝通。參訪完畢後，他們更參觀葵涌醫院及本港無煙食肆，以了解本港控煙政策的執行及實踐。

Vietnam Public Health Association

Hong Kong's achievements in constructing a smoke-free city are well recognized and it attracted numerous overseas health organizations. Among those included local officers from Vietnam and staff from the Vietnam Public Health Association visited COSH on 16 March 2010.

They visited COSH to learn about the tobacco control status in Hong Kong. Ms. Janice TSE Ching-lan (Senior Project Manager, COSH) presented a report on "Constructing a smoke-free community" and shared Hong Kong's experience on tobacco control. The Vietnamese representatives expressed interest in issues such as legislation and ban on tobacco advertisement. The event was useful to improve experience exchange and communications between Hong Kong and Vietnam on tobacco control issues. After the meeting, the guests visited Kwai Chung Hospital and smoke-free restaurants to understand the implementation and enforcement of Hong Kong's tobacco control policy.



資訊及研究項目

Information and Research Projects

資訊項目計劃

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各式研究報告書、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、參考資料套及影音物資。

參訪資源中心人士主要包括學生、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、醫學與護理界人員及市民大眾。

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，此熱線亦作為委員會接收市民就吸煙有關問題作出查詢、建議及投訴的渠道。

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。委員會在接到投訴及建議後，將會收集資料並與有關之政府部門、機構及團體商討處理事宜。

Information Projects

Resource Centre

The Council Secretariat Resource Centre offers the public a wide variety of publicity and educational materials such as research reports, leaflets and posters.

The centre's collections include a series of local and international journals, books, research papers, conference proceedings, reference kits and audio–videos materials relating to the hazards of tobacco, secondhand smoke and tobacco control legislations.

Visitors to the Resource Centre include students, teachers, parents, researchers and overseas delegations on public health and tobacco control, medical and health practitioners as well as the general public.

Enquiry Hotline

COSH's automatic telephone system provides 24-hour enquiry service. It serves as a channel to provide smoking and health information to the public and receives enquiries, suggestions and complaints about smoking.

The information hotline is very useful in collecting views from the general public about legislative measures that were implemented to stress on tobacco control in public places. The Council gathers feedback and refers complaints and suggestions received to relevant government departments and organizations.

由熱線所收集的資料亦有助委員會計劃未來的推廣活動。

在2009年4月1日至2010年3月31日的12個月期間，本會收到市民提出共1,684宗查詢、建議以及投訴個案。個案分類見下表：

熱線個案類別	個案數目
(一)查詢吸煙與健康資料	
• 吸煙對健康的影響	162
• 二手煙對健康的影響	87
• 戒煙方法及好處	109
• 無煙生活環境及工作間的好處	11
• 煙草產品成份	89
• 本港提供之戒煙服務詳情	186
• 本港控煙法例	259
• 其他吸煙與健康相關的資訊	12
(二)查詢委員會資料及服務	
• 委員會背景及資料	258
• 申請本會教育及宣傳品外借服務	340
• 索取本會刊物或禁煙標貼	6
• 查詢本會推廣活動	58
(三)投訴	
• 法定禁煙區	
違例吸煙	17
執法行動不足	0
• 煙草廣告及宣傳手法	1
• 煙草產品的售賣規管	0
(四)建議	
• 擴大非吸煙區範圍至室外公眾場所	16
• 對本港控煙法例的意見	24
• 煙草稅	41
• 加強執法	2
• 煙草產品的售賣規管	3
• 對本會的意見	3
• 對本港戒煙服務的意見	0
總數	1,684

In addition, information collected via the hotline would help COSH to set out future campaigns.

In a 12-month period between 1 April 2009 and 31 March 2010, COSH received 1,684 enquiries, suggestions and complaints from the public. The cases are categorized below:

Topics of Calls to the Hotline	No. of Calls
(A) General enquiries for information related to smoking and health	
• Health hazards of smoking	162
• Health hazards of passive smoking	87
• Quit methods and benefits	109
• Benefits of smoke-free living environment and workplaces	11
• Contents of tobacco products	89
• Smoking cessation services available in Hong Kong	186
• Legislation on tobacco control in Hong Kong	259
• Others (relate to smoking and health)	12
(B)General enquiries for COSH information and services	
• Background and general information about COSH	258
• Loan of COSH's education and publicity materials	340
• Request for COSH publications or no-smoking labels	6
• COSH's publicity and community involvement programmes	58
(C)Complaints	
• Statutory no-smoking areas	
Smoking in designated no-smoking areas	17
Lack of enforcement action	0
• Tobacco advertising and promotion tactics	1
• Restriction on sales of tobacco products	0
(D)Suggestions	
• Extension of designated no-smoking areas to outdoor public areas	16
• Opinion on tobacco control legislation in Hong Kong	24
• Tobacco tax	41
• Strengthening law enforcement	2
• Restriction on sales of tobacco products	3
• Opinion related to Council	3
• Opinion on smoking cessation services in Hong Kong	0
Total	1,684

委員會網頁

委員會設有機構網頁 (www.smokefree.hk)，方便市民透過互聯網掌握最新控煙法例，本地及國際煙害新聞與研究報告，介紹委員會多元化的工作及活動，並聯繫市民支持無煙香港。

透過委員會網頁這個網上平台，香港及海內外訪客可藉此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即時及長遠的負面影響，積極鼓勵建立無煙城市，開展清新健康的生活。



COSH Website

COSH website (www.smokefree.hk) provides the public with information about the latest tobacco control legislation, local and international news and reports on smoking hazards, the Council's mission and its diversified works and activities. It connects with the public to support a smoke-free Hong Kong.

Through this online platform, visitors from Hong Kong and other countries could acquire an understanding of COSH's works and latest activities. They are able to review the immediate and long term adverse effect of smoking on personal health, family and the entire community, and be encouraged to establish a smoke-free city and embrace a healthy lifestyle.

研究項目計劃

[第十一號報告書]香港小學生於2007年無煙法例生效前後接觸二手煙的比較

透過2007年前後的互動教育劇場年度檢討，委員會聯同香港大學公共衛生學院研究在擴大法定禁煙區前後，香港小學生在家中及家外接觸二手煙的變化。經統計分析顯示受訪者在控煙法例生效後，家外接觸二手煙情況大幅度減少，但家中接觸二手煙卻有所增加，估計其家中吸煙成員因公眾場所成為非吸煙區，增加留在家中吸煙。

研究報告已撰寫成學術論文，並獲得國際著名英國醫學期刊——《控煙》刊登。委員會已將其報告內容撮要編輯成COSHS第十一號報告（附件），並已於2010年發表。

Research Projects

COSH Report No.11- Secondhand Smoke Exposure among Primary School Students in Hong Kong Before and After Smoke-Free Legislation in 2007

Leveraging the annual review of education theatre programmes before and after 2007, COSH, in collaboration with the School of Public Health of The University of Hong Kong, studied the changes of primary school students' exposure to secondhand smoke at home and outside home after the statutory no smoking areas had expanded. According to the statistical analysis, the respondents' exposure to secondhand smoke outside home has drastically dropped after the tobacco control legislation came into effect. However, their exposure to secondhand smoke at home has increased. It is anticipated that their smoking family members have to stay home to smoke as a result of the expansion of no smoking places in public areas.

The study had been composed into a research paper and it was published in British Medical Journal Tobacco Control, an internationally renowned medical journal. COSH edited the report's executive summary and turned it to COSH Report No. 11 (Appendix) in 2010.

2009年戒煙項目成效研究

委員會首次聯同香港大學護理學院、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，除了提供戒煙資訊及輔導服務外，同時開展一項有關本地市民戒煙模式及方法的研究，並檢討活動的成效，從而了解戒煙的成功因素及發展未來戒煙服務方向，以切合戒煙人士的需要。

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，招募成功率達97%。

比賽由2009年7月開始，為期六個月，參賽者須於比賽期間完全停止吸煙。所有參賽者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，戒煙輔導員會於第2、6和12個月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。

香港大學護理學院發現參賽者首兩個月的成功戒煙率達23%，與本地戒煙研究的數據相若，並遠高於戒煙熱線（戒煙診所：27%；6個月戒煙熱線：12%）。相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。

Study on Effectiveness of Smoking Cessation Intervention Programme 2009

For its first time COSH worked together with the School of Nursing and the School of Public Health at The University of Hong Kong to co-organize the "Quit to Win" Smoking Cessation Contest. Offering fabulous prizes, the activity encouraged the public to quit smoking and support their family and friends to cease smoking.

The Council carried out recruitment activities across the territory from May to July and successfully attracted 1,119 people to participate in the contest. Apart from offering smoking cessation information and counseling services, COSH started a research to study local people's smoking cessation pattern and methods. The study would be used to evaluate the effectiveness of the activity and to explore the success factors of people who quit smoking. The findings will facilitate the development of smoking cessation services in future to address the needs of quitters.

According to the progress report prepared by the School of Nursing and the School of Public Health of The University of Hong Kong, the "Quit to Win" Contest successfully captured the interest of the public through various recruitment activities and publicity programmes. It attracted a significant number of smokers to participate, achieving a high recruitment rate of 97%.

All contestants were required to quit smoking for a period of 6 months since July 2009. They were assigned randomly for different smoking cessation services: 446 received the self-help cessation manual, 338 received telephone cessation advice while 335 received SMS cessation messages, and they would be followed up at intervals of 2, 6 and 12 months. Meanwhile, they were invited for biomedical validation in the University of Hong Kong to validate their smoking cessation status.

The School of Nursing at The University of Hong Kong found out that the quit rate in the first 2 months was 23.0%, which was comparable to the local studies and much higher than that of the quitline service (smoking cessation centres: 27%; quitline service in 6 months: 12%). Comparing with other overseas smoking cessation programmes, this group of smokers had higher awareness and motivation and was ready to quit since they had joined the contest.

首兩個月的「戒煙大贏家」 參賽者統計：

Statistics of the “Quit to Win” competition in the first two months:

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	人數 Number of People	%
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	60 years old or above	193	17%
婚姻狀況	Marital Status	人數 Number of People	%
單身	Single	228	20%
已婚	Married	848	76%
其他	Other	40	4%
教育程度	Education Level	人數 Number of People	%
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	30 years old or above	59	5%
吸煙程度*	Tobacco Consumption	人數 Number of People	%
輕量吸煙者	Light smoker	748	67%
重量吸煙者	Heavy smoker	363	33%
戒煙情況	Cessation Profile	人數 Number of People	%
未嘗戒煙超過24小時	Never tried to quit over 24 hours	335	30%
曾嘗試戒煙超過24小時	Tried to quit over 24 hours	784	70%
最近的一次嘗試戒煙是	Recent attempt of quit smoking:		
• 一個月內	• within 1 month	114	10%
• 六個月內	• within 6 months	107	10%
• 十二個月內	• within 12 months	67	6%
• 一年以前	• more than 1 year	496	44%
兩個月跟進結果 (總人數= 1,119)	2-month Follow Up Results (N= 1,119)	人數 Number of People	%
成功跟進	Successful follow up	785	70%
持續7日戒煙率	Smoking rate continued on the 7 day	257	23%
減少吸煙的數量 (減少吸煙的數量達5成)	Reduction of cigarette consumption (Reduction of cigarette consumption by 50%)	252 (221)	30% (25.6%)
嘗試戒煙的主要原因		Major Reasons of Smoking Cessation Attempt	
<ul style="list-style-type: none"> • 預防吸煙引致的嚴重疾病 • 為子女作榜樣 • 其他人鼓勵 / 壓力 • 政府增加煙草稅 • 患病，需要接受治療 • 獎金 / 獎品吸引 • 懷孕 	<ul style="list-style-type: none"> • Prevention of serious illnesses caused by smoking • Be a role model for children • Encouragement / pressure from other people • Raise in tobacco tax • Sickness • Reward / prizes are attractive • Pregnancy 		

總體而言，這項比賽對戒除煙癮絕對有正面的短期影響。由於「戒煙大贏家」比賽於2010年3月仍在進行，香港大學現正繼續跟進參賽者的戒煙進展及情況，以分析比賽對參賽者的長期影響。

香港女性吸煙與健康調查

近年香港十五歲或以上每日吸煙人口百分率已下降至11.8%，男士吸煙率亦已由1982年的39.7%降至20.5%，但近年吸煙女性比率卻未見有下降趨勢，一直維持3%至5%之間水平。有見及此，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15至65歲現行吸煙已戒煙或非吸煙女士對於吸煙及戒煙的認識、態度及行為，以及吸煙及二手煙對婦女健康帶來的影響。

是次調查將分兩階段進行：第一階段將透過聚焦小組，了解不同年齡的現行吸煙、曾吸煙或非吸煙女士對吸煙原因、二手煙對健康的影響、煙草價格、政府控煙政策及戒煙經驗等的意見；第二階段則透過抽樣研究進行全港性電話訪問，對象為不同年齡、背景及吸煙狀況的婦女，問卷內容包括吸煙習慣、吸煙影響健康的認知、二手煙的影響、個人健康的狀況、戒煙方法及經驗等。研究結果將可協助委員會開展更具效能的婦女戒煙及教育計劃。是次調查已於2010年中展開，並預計在2011年發表研究報告。

In general, the competition has positive short-term effect on promoting smoking cessation. As the “Quit to Win” contest is still in progress in March 2010, The University of Hong Kong will continue to follow up with the contestants about their progress. The study will analyze the long-term effect of the competition on the contestants.

Hong Kong Female Smokers and Health Study

In recent years, somking prevalence of daily smokers aged 15 or above has decreased to 11.8%, while the percentage of male smokers also shows a reduction from 39.7% in 1982 to 20.5%. However, the percentage of female smokers tends to stay at a steady level between 3% to 5%. To address this issue, COSH commissioned the School of Nursing, The University of Hong Kong to conduct a study on female smokers and health across the territory. The survey aims at studying the knowledge, attitude and behavior towards smoking and cessation among smoking, ex-smoking and non-smoking women aged 15 to 65; and the impact of smoking and secondhand smoke on female health.

The study is divided into two stages. The first stage is a focus group study to find out the reason of female taking up smoking among smoking, ex-smoking and non-smoking women in different age groups. The second stage is a telephone survey based on statistical sampling, women in different age groups, background and smoking status will be interviewed. The study will find out their smoking habits, knowledge about harm of smoking and second-hand smoke, personal health status, smoking cessation methods and experience etc.

The findings will provide recommendations for COSH to devise more effective female smoking cessation and education programmes in the future, as well as customized smoking cessation methods for women. The study began in mid-2010, and the report is expected to be announced in 2011.



環保工作報告

Environmental Report

目標與政策

本會之環保目標以本著向生態環境負責之態度推行各項對外或內務工作。為達致所訂之目標，本會推行下列綠色管理政策：

- 有效運用能源
- 減少耗用紙張
- 提高職員環保意識

環保措施

有效運用能源

本會秘書處致力節約能源，各職員均自律減少用電，包括於毋須使用時必須關掉電燈、冷氣機、電腦、電腦螢幕、影印機及打印機。

減少紙張耗用

本會需藉印刷宣傳品例如海報、小冊子、單張等向公眾傳播健康資訊，故實施以下措施減少耗紙量：

- 職員以電子郵件及內聯網作內部通訊及文件傳遞，代替便箋、信件及列印本。
- 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面積。
- 本會的控煙資訊及宣傳品大多已上載到委員會的網站供市民瀏覽，減少市民對列印本的需求。
- 紙張兩面使用減少浪費。

提高職員環保意識

秘書處以簡報會及告示形式，提醒及鼓勵各職員遵守節約能源及各項環保措施。

委員會秘書處將繼續竭力實行各項環保措施。

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 of 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 switch off lights, air-conditioners, computers, the monitors of computer, photocopiers and printers immediately after use.

Reduction of 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;
- To utilize electronic-fax system and electronic document management system to reduce the amount of printing;
- To reduce 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; and
- To use both sides of paper to avoid wastage.

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

截至二零一零年三月三十一日止年度

HONG KONG COUNCIL ON SMOKING AND HEALTH STATEMENT OF ACCOUNTS

FOR THE YEAR ENDED 31ST MARCH 2010

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」)已審核列載於第三頁至第十六頁香港吸煙與健康委員會「貴會」的財務報表,此財務報表包括於二零一零年三月三十一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,以及主要會計政策概要及其他附註解釋。

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及真實而公平地列報該等財務報表。這責任包括設計、實施及維護與編製及真實而公平地列報財務報表相關的內部控制,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;選擇和應用適當的會計政策;及按情況下作出合理的會計估計。

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,除此以外本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。

INDEPENDENT AUDITOR'S REPORT

(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 3 to 16, which comprise the balance sheet as at 31st March 2010, and the statement of comprehensive income, the statement of changes in equity and the cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory notes.

COUNCIL MEMBERS' RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

The council members are responsible for the preparation and the true and fair presentation of these financial statements in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and the true and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

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 as to 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帳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及真實而公平地列報財務報表相關的內部控制,以設計適當的審核程序,但並非為對公司的內部控制的效能發表意見。審核亦包括評價委員所採用的會計政策的合適性及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地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二零一零年三月三十一日的事務狀況及截至該日止年度的盈餘及現金流量。

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 and true and fair presentation of the financial statements in order to design audit procedures 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 statements give a true and fair view of the state of the Council's affairs as at 31st March 2010 and of its surplus 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,二零一零年八月二十日

F. S. Li & Co.
Certified Public Accountants
Hong Kong, 20th August 2010

全面收益表

STATEMENT OF COMPREHENSIVE INCOME

截至二零一零年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2010 (HK\$)	2010 二零一零年	2009 二零零九年
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	12,595,000	10,911,552
會議註冊費收入	Registration fee income on conference	193,299	—
銀行利息收入	Bank interest income	42	2,743
出售物業、機器及設備收益	Gain on disposal of property, plant and equipment	5,440	1,000
雜項收入	Sundry income	19,963	8,057
		<u>12,813,744</u>	<u>10,923,352</u>
支出	EXPENDITURE		
職工成本	Staff costs		
薪金及津貼	Salaries and allowances	2,436,127	2,491,483
強積金供款	Mandatory provident fund contributions	58,930	57,483
年假撥備回撥	Provision for annual leave entitlements written back	(25,185)	(15,646)
職工招募費用	Recruitment expenses	30,240	25,950
職工訓練及發展費用	Staff training and development expenses	14,040	2,300
		<u>2,514,152</u>	<u>2,561,570</u>

截至二零一零年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2010 (HK\$)	2010 二零一零年	2009 二零零九年
項目員工	Project staff		
薪金	Salaries	699,734	709,398
強積金供款	Mandatory provident fund contributions	33,990	35,514
宣傳及推廣費用	Publicity and promotion expenses	6,218,384	5,368,356
會議費用	Conference expenses	31,235	137,000
參考書籍及定期刊物	Reference books and periodicals	17,731	17,461
租金、差餉及管理費	Rent, rates and management fee	1,448,340	1,425,710
倉儲費用	Warehouse expenses	141,247	121,881
維修及保養費用	Repairs and maintenance	11,512	23,573
折舊	Depreciation	89,938	63,135
保險	Insurance	37,278	36,153
電費	Electricity	43,357	46,279
電話及通訊費用	Telephone and communication expenses	49,379	44,429
法律及專業費用	Legal and professional fee	7,176	108,208
郵費	Postage	9,733	4,724
印刷及文具	Printing and stationery	69,313	46,415
清潔費	Cleaning fee	44,590	40,876
核數師酬金	Honorarium to auditors	13,000	12,000
雜項支出	Sundry expenses	32,537	31,604
		<u>11,512,626</u>	<u>10,834,286</u>
本年度盈餘/本年度全面 收益	SURPLUS FOR THE YEAR/TOTAL COMPREHENSIVE INCOME FOR THE YEAR	<u>1,301,118</u>	<u>89,066</u>

資產負債表

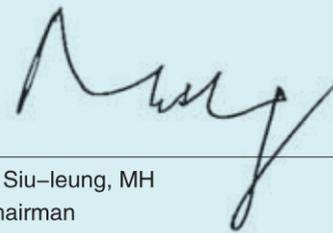
BALANCE SHEET

於二零一零年三月三十一日 (港幣)	AS AT 31ST MARCH 2010 (HK\$)	Note 附註	2010 二零一零年	2009 二零零九年
非流動資產	NON-CURRENT ASSETS			
物業、機器及設備	Property, plant and equipment	4	242,445	153,039
流動資產	CURRENT ASSETS			
按金及預付款項	Deposits and prepayments		280,739	266,655
銀行及現金結存	Bank and cash balances		1,252,256	69,064
			1,532,995	335,719
減：流動負債	Less: CURRENT LIABILITIES			
應付費用	Accrued charges		142,830	83,045
年假準備	Provision for annual leave entitlements		105,578	130,764
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	1,186,467	49,035
將退回衛生署之累積 盈餘	Accumulated surpluses refundable to the Department of Health	6	203,640	203,640
			1,638,515	466,484
流動負債	NET CURRENT LIABILITIES		(105,520)	(130,765)
資產淨值	NET ASSETS		136,925	22,274
等於：	representing:			
累積盈餘	ACCUMULATED SURPLUSES		136,925	22,274

經委員會於二零一零年八月二十日通過。 Approved by the Council on 20th August 2010.



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



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

權益變動表

STATEMENT OF CHANGES IN EQUITY

截至二零一零年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2010 (HK\$)	2010 二零一零年	2009 二零零九年
累積盈餘	Accumulated surpluses		
上年度轉來之盈餘/(虧損)	Surplus/(Deficit) brought forward	22,274	(17,757)
本年度全面收益	Total comprehensive income for the year	1,301,118	89,066
退回衛生署之經調整盈餘 (附註五)	Adjusted surplus refundable to the Department of Health (Note 5)	(1,186,467)	(49,035)
本會應佔之盈餘	Surplus attributable to the Council	114,651	40,031
撥入下年度之盈餘	Surplus carried forward	136,925	22,274

現金流量表

CASH FLOW STATEMENT

截至二零一零年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2010 (HK\$)	2010 二零一零年	2009 二零零九年
營運活動之現金流量	CASH FLOWS FROM OPERATING ACTIVITIES		
本年度盈餘	Surplus for the year	1,301,118	89,066
調整：	Adjustment for :		
利息收入	Interest income	(42)	(2,743)
出售物業、機器及設備收益	Gain on disposal of property, plant and equipment	(5,440)	(1,000)
折舊	Depreciation	89,938	63,135
營運資金變動前之營運盈餘	Operating surplus before working capital changes	1,385,574	148,458
按金及預付款項之增加	Increase in deposits and prepayments	(14,084)	(12,034)
應付費用之增加	Increase in accrued charges	59,785	12,617
年假準備之減少	Decrease in provision for annual leave entitlements	(25,186)	(15,646)
營運活動所產生之淨現金	NET CASH GENERATED FROM OPERATING ACTIVITIES	1,406,089	133,395
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	(173,904)	(86,520)
已收利息	Interest received	42	2,743
投資活動所使用之淨現金	NET CASH USED IN INVESTING ACTIVITIES	(173,862)	(83,777)
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	(49,035)	(199,568)
融資活動所使用之淨現金	NET CASH USED IN FINANCING ACTIVITIES	(49,035)	(199,568)
現金及現金等值之淨增加/ (減少)	NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS	1,183,192	(149,950)
年初現金及現金等值結存	CASH AND CASH EQUIVALENTS AT BEGINNING OF THE YEAR	69,064	219,014
年終現金及現金等值結存	CASH AND CASH EQUIVALENTS AT END THE YEAR	1,252,256	69,064
現金及現金等值結存分析 銀行及現金結存	ANALYSIS OF THE BALANCES OF CASH AND CASH EQUIVALENTS		
	Bank and cash balances	1,252,256	69,064

帳目附註

NOTES ON THE ACCOUNTS

1. 概述

香港吸煙與健康委員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四四零二及四四零三室。

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若干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：

香港會計準則 1 (修訂)
財務報表的呈列
香港財務報告準則 7 (修訂)
改進有關金融工具的披露
2008 年度香港財務報告準則改善方案

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。

香港會計準則 1 (修訂) – 財務報表的呈列

香港會計準則 1 (修訂) 引入若干報告書版式的更改、更改了主要報告書之名稱及其若干項目之陳列，並增添了若干披露要求。

1. General

The Hong Kong Council on Smoking and Health 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 certain 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:

HKAS 1(Revised)
Presentation of Financial Statements
HKFRS 7(Amendment)
Improving Disclosures about Financial Instruments
Annual improvements to HKFRSs 2008

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

HKAS 1 (Revised) – Presentation of Financial Statements

The adoption of HKAS 1 (Revised) makes certain changes to the format and titles of the primary financial statements and to the presentation of some items within these statements. It also gives rise to additional disclosures.

2.主要會計政策 (續)

(a) 編製基準 (續)

香港財務報告準則 7 (修訂) – 改進有關金融工具的披露

該修訂要求金融工具的公平值計量作更廣泛披露，並修訂有關流動資金風險之披露。該修訂亦引進以三個等級披露金融工具之公平值計量。

2008 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。

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。

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。

2.Principal accounting policies (continued)

(a) Basis of preparation (continued)

HKFRS 7 (Amendment) – Improving Disclosures about Financial Instruments

The amendment increases the disclosure requirements about fair value measurement and amends the disclosures about liquidity risk. The amendment introduces a three-level hierarchy for fair value measurement disclosures about financial instruments.

Annual improvements to HKFRSs 2008

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.

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.

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.

2.主要會計政策 (續)

(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收入或支出內。盈餘會退回衛生署。

(c) 收入確認

(i) 政府津貼的確認是以期間的收入能配對其有關之成本，其津貼及有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。匯兌盈虧會記入收入或支出內。

(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，而減值虧損則記入收入或支出內。

2.Principal accounting policies (continued)

(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 income or expenditure. Any surplus is refundable to the Department of Health.

(c) Revenue recognition

(i) Government subvention is recognized as income over the periods necessary to match it with the related costs. 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 income or expenditure.

(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 selling costs 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 income or expenditure.

2.主要會計政策（續）

(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
辦工室設備	每年百分之二十五

(g) 出售物業、機器及設備

出售物業、機器及設備之盈虧按所得款與該資產帳面值的差額釐定，並記入收入或支出內。

(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入或支出內。

(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。

(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。

2.Principal accounting policies (continued)

(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 straight-line basis at the following rates:

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

(g) Disposal of property, plant and equipment

The gain or loss 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 income or expenditure.

(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 income or expenditure on a straight-line 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.

(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.

2.主要會計政策（續）

(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

就財務報表而言，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(ii)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)

(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有因向本會提供服務而收取酬金（二零零九年：無）。

3. Council members' remuneration

None of the council members received any remuneration in respect of their services to the Council during the year (2009 : Nil).

4. 物業、機器及設備

4. Property, plant and equipment

(港幣)	(HK\$)	Leasehold improvements 租賃物業 改良工程	Furniture and fixtures 傢俬及 裝置	Office equipment 辦公室 設備	Total 總額
成本	Cost				
於二零零八年三月三十一日	At 31st March 2008	23,429	45,777	118,764	187,970
添置	Additions	7,190	–	80,330	87,520
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
累積折舊	Accumulated depreciation				
於二零零八年三月三十一日	At 31st March 2008	20,334	10,068	28,914	59,316
截至二零零九年三月三十一日	Charge for the year ended 31st March 2009	3,637	11,444	48,054	63,135
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	Charge for the year ended 31st March 2010	6,910	14,576	68,452	89,938
出售和撇除時回撥	Written-back on disposal	(20,434)	–	(714)	(21,148)
於二零一零年三月三十一日	At 31st March 2010	10,447	36,088	144,706	191,241
帳面淨值	Net book value				
於二零一零年三月三十一日	At 31st March 2010	11,578	38,109	192,758	242,445
於二零零九年三月三十一日	At 31st March 2009	6,648	24,265	122,126	153,039

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。

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. 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。

6. Accumulated surpluses 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. 金融資產及金融負債

(a) 金融資產及負債類別

7. Financial assets and liabilities

(a) Categories of financial assets and liabilities

(港幣)	(HK\$)	2010 二零一零年	2009 二零零九年
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	252,855
銀行及現金結存	Bank and cash balances	1,252,256	69,064
		<u>1,532,050</u>	<u>321,919</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	142,830	83,045
年假準備	Provision for annual leave entitlements	105,578	130,764
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	1,186,467	49,035
將退回衛生署之累積盈餘	Accumulated surpluses refundable to the Department of Health	203,640	203,640
		<u>1,638,515</u>	<u>466,484</u>

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。

於二零一零年及二零零九年三月三十一日，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

於二零一零年及二零零九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 requirements to ensure it maintains sufficient reserves of cash to meet its liquidity requirements in the short and longer term.

As at 31st March 2010 and 2009, 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 2009 and 2010. 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\$)	2010 二零一零年	2009 二零零九年
第一年內	Not later than one year	1,377,300	1,186,856
第二至第五年內	Later than one year but not later than five years	<u>2,556,600</u>	—
		<u>3,933,900</u>	<u>1,186,856</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. 增購物業、機器及設備之資本承擔

(港幣)	(HK\$)	2010 二零一零年	2009 二零零九年
已授權但未簽約	Authorized but not contracted	<u>41,810</u>	—

9. Capital commitments for acquisition of property, plant and equipment

10. 有關連人士交易

在年度內本會與有關連人士所進行的日常營運交易如下：

(港幣)	(HK\$)	2010 二零一零年	2009 二零零九年
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	1,024,512	1,072,205
離職後福利	Post-employment benefits	<u>12,921</u>	<u>12,000</u>
		<u>1,037,433</u>	<u>1,084,205</u>

10. Related party transactions

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

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	個人	Individuals
歐漢琛醫生	Dr. AU Hon-sum	周麗貞小姐	Ms. Raymi CHOW
歐家輝博士	Dr. Johnny AU	周一嶽醫生 GBS,太平紳士	Dr. York CHOW, GBS, JP
翟凱泰先生	Mr. Tyson CHAK	朱慶虹先生	Mr. CHU Ching-hong
陳弄年女士	Ms. Anita CHAN	朱敏聰先生	Mr. Tony CHU
陳淑華女士	Ms. Anita CHAN	徐淑敏女士	Ms. Suki CHUI
陳振彬, SBS, 太平紳士	Mr. CHAN Chung-bun, SBS, JP	馮羅鈺鈞女士	Mrs. Beryl FENG
陳靜嫻女士	Ms. Helen CHAN	方亮璇先生	Mr. Tommy FONG
陳智燊先生	Mr. Jason CHAN	傅翠玉女士	Ms. Idy C.Y. FU
陳倩揚女士	Ms. Skye CHAN	何麗全先生	Mr. HO Lai-chuen
陳敏之女士	Ms. Sharon CHAN	何世賢博士	Dr. Daniel S.Y.HO
陳肇始教授	Prof. Sophia S.C.CHAN	胡德偉教授	Prof. HU Teh-wei
陳特楚, BBS MH 太平紳士	Mr. CHAN Tak-chor, BBS, MH, JP	胡曉明先生	Mr. Xiaoming HU
陳耀星, BBS, 太平紳士	Mr. CHAN Yiu-seng, BBS, JP	黃潔夫先生	Dr. HUANG Jie-fu
張穎君女士	Ms. Yvette CHANG	姜垣女士	Ms. JIANG Yuan
周家怡女士	Ms. Catherine CHAU	關重礎先生	Mr. KWAN Chung-chor
周厚澄, GBS, 太平紳士	Mr. CHAU How-chen, GBS, JP	高鈞賢先生	Mr. Matthew KO
陳自瑤女士	Ms. Yoyo CHEN	高皓正先生	Mr. Zac KOO
張家禎女士	Ms. Chelsia CHEUNG	黎潔廉醫生太平紳士	Dr. Cindy LAI, JP
張嘉兒女士	Ms. Kayi CHEUNG	林愛斌女士	Ms. Christina LAM
詹瑞文先生	Mr. Jim CHIM	林民聰醫生	Dr. Manny LAM Man-chung
程慧玲女士	Ms. Constance CHING	林文健醫生	Dr. Ronald LAM Man-kin
趙祚豪先生	Mr. Patrick CHIU	林秉恩醫生太平紳士	Dr. PY LAM, JP
周月如女士	Ms. Caroline CHOW	林大慶教授太平紳士	Prof. LAM Tai-hing, JP
周政澤先生	Mr. Danny CHOW	來森女士	Ms. Kelly LARSON
周家蔚女士	Ms. Janet CHOW	李淑珊女士	Ms. Susan V. LAWRENCE



個人	Individuals	個人	Individuals
李璧琦女士	Ms. Becky LEE	邵國華先生	Mr. SIU Kwok-wah
李力持先生	Mr. LEE Lik-chee	司徒瑞祺先生	Mr. SZETO Shui-ki
李雙先生	Mr. LEE Sheung	曾超賢醫生	Dr. TSANG Chiu-yin, Chester
李紹鴻教授 SBS, ISO, 太平紳士	Prof. LEE Shiu-hung, SBS, ISO, JP	曾蔭權先生, GBM	Mr. Donald TSANG, GBM
李惠芬女士	Ms. LEE Wai-fun	左偉國醫生, BBS, 太平紳士	Dr. Homer TSO Wei-kwok, BBS, JP
梁燕萍博士	Dr. Doris LEUNG	黃浩彪先生	Mr. Denis VONG
梁仲清先生, MBE	Mr. Edwin LEUNG, MBE	王文炳先生	Mr. Kelvin WANG
梁卓偉教授太平紳士	Prof. Gabriel M LEUNG, JP	王中嶽先生	Mr. David WONG
李楸夏小姐	Ms. Jessica LI	王君馨女士	Ms. Grace WONG
李亞男女士	Ms. Leanne LI	黃家華先生	Mr. WONG Ka-wa
李新華博士	Dr. LI Xinhua	黃堅成先生	Mr. WONG Kin-shing
李應生, MH 太平紳士	Mr. LI Ying-sang, Tommy, MH, JP	王婷婷女士	Ms. Polly WONG
林清麗女士	Ms. LIN Ching-li	黃國威先生	Mr. Ray WONG
林岩教授	Prof. LIN Yan	胡諾言先生	Mr. Jack WU
勞鏞珍女士, MH	Ms. LO Tip-chun, MH	許桂華女士	Ms. XU Gui-hua
馬賽女士	Ms. Sire MA	姚思遠先生	Prof. YAU Sea-wain
麥龍詩迪教授 OBE, SBS, 太平紳士	Prof. Judith MACKAY, OBE, SBS, JP	姚子樑先生	Mr. Ivan YIU
麥國風先生	Mr. Michael MAK	盛智文博士太平紳士, GBS	Dr. Allan ZEMAN GBS, GBS, JP
吳家樂先生	Mr. NG Ka-lok	朱書宏教授	Prof. ZHU Shu-hong
蕭正楠先生	Mr. Edwin SIU		

政府部門	Government Departments
中國疾病預防控制中心	Chinese Centre for Disease Control and Prevention
懲教處	Correctional Services Department
衛生署	Department of Health
教育局	Education Bureau
食物及衛生局	Food and Health Bureau
澳門衛生局	Health Bureau, Macau
香港警務處	Hong Kong Police Force
醫院管理局	Hospital Authority
政府新聞處	Information Services Department
衛生署控煙辦公室	Tobacco Control Office, Department of Health

組織	Organizations
	AAP Julius B. Richmond Center of Excellence
浸信會呂明才中學	Baptist Lui Ming Choi Secondary School
火車頭越南餐室	Cafe Locomotive Contemporary Vietnamese Cuisine
加州紅卡拉OK	California Red Ltd.
無煙草青少年運動	Campaign for Tobacco-Free Kids
明愛香港仔社區中心	Caritas Community Centre – Aberdeen
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
香港潮州商會會員俱樂部	Chiu Chow Association Members Club
商業電台	Commerical Radio
公民教育委員會	Committee on the Promotion of Civic Education
香港中文大學市場學系	Department of Marketing, CUHK
香港大學護理學院	School of Nursing, The University of Hong Kong
東區區議會	Eastern District Council
裕景物業代理有限公司	Eton Properties Agency Co. Ltd
廣州市控制吸煙協會	Guangzhou Association on Tobacco Control
香港醫學專科學院	Hong Kong Academy of Medicine
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
香港教育專業人員協會	Hong Kong Professional Teachers' Union
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
約翰霍普金斯大學彭博公共衛生學院	Johns Hopkins University, Bloomberg School of Public Health
	Kidults Magazine
葵涌醫院	Kwai Chung Hospital
蘭桂坊協會	Lan kwai Fong Association
蘭桂坊控股有限公司	Lan Kwai Fong Holdings
力製作有限公司	Lee Lik Chee Production Co. Ltd
生活教育活動計劃	Life Education Activity Programme (LEAP)
老趙越南餐廳	Lo Chiu Vietnamese Restaurant
	LUX bar & restaurant
明報	Mingpao
金滿庭湘川滬菜館	Modern China Restaurant
PIP兒童劇場	PIP Theatre Kids Ltd
香港大學公共衛生學院	School of Public Health, The University of Hong Kong

組織	Organizations
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
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
熊熊兒童合唱團	The Bear Children's Choir
香港理工大學	The Hong Kong Polytechnic University
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
時代廣場有限公司	Times Square Limited
東華三院戒煙綜合服務中心	Tung Wah Group of Hospitals Integrated Centre on Smoking Cessation
貴德宮皇庭素宴	Veggie Palace
世界肺健基金會	World Lung Foundation
青新動力	Youth.gov.hk

學校	Schools
大坑東宣道小學	Alliance Primary School (Tai Hang Tung)
上水宣道小學	Alliance Primary School, Sheung Shui
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
亞斯理衛理小學	Asbury Methodist Primary School
華德學校(上午校)	Bishop Walsh Primary School (A.M.)
佛教慈敬學校	Buddhist Chi King Primary School
佛教中華康山學校	Buddhist Chung Wah Kornhill Primary 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)
中華基督教會基法小學	C.C.C. Kei Faat Primary School
中華基督教會基慧小學	C.C.C. Kei Wai Primary School
中華傳道會呂明才小學	C.N.E.C. Lui Ming Choi Primary School
嘉諾撒小學(新蒲崗)	Canossa Primary School (San Po Kong)
啟基學校	Chan's Creative School
佛教志蓮小學	Chi Lin Buddhist Primary School
北角循道學校(下午校)	Chinese Methodist School (North Point) (P.M.)
香港九龍塘基督教中華宣道會陳元喜小學	Christian Alliance H.C. Chan Primary School
孔教學院大成小學	Confucian Tai Shing Primary School
胡素貞博士紀念學校(上午校)	Dr. Catherine F. Woo Memorial School (A.M.)

學校	Schools
胡素貞博士紀念學校(下午校)	Dr. Catherine F. Woo Memorial School (P.M.)
粉嶺公立學校	Fanling Public School
五邑工商總會學校	Five Districts Business Welfare Association School
循理會美林小學	Free Methodist Mei Lam Primary School
鳳溪創新小學	Fung Kai Innovative School
鳳溪廖潤琛紀念學校	Fung Kai Liu Yun Sum Memorial 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)
香港道教聯合會圓玄學院石圍角小學	H.K.T.A.The Yuen Yuen Institute Shek Wai Kok Primary School
香海正覺蓮社佛教正覺蓮社學校	HHCKLA Buddhist Ching Kok Lin Association School
耆色園主辦可立小學	Ho Lap Primary School (Sponsored by Sik Sik Yuen)
耆色園主辦可銘學校	Ho Ming Primary School (Sponsored by Sik Sik Yuen)
海墘街官立小學	Hoi Pa Street Government Primary School
聖匠小學	Holy Carpenter Primary 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
香港學生輔助會小學	Hong Kong Student Aid Society Primary School
伊斯蘭學校	Islamic Primary School
九龍城浸信會禧年(恩平)小學	Kowloon City Baptist Church Hay Nien (Yan Ping) Primary School
九龍婦女福利會李炳紀念學校	Kowloon Women's Welfare Club Li Ping Memorial School
寶血會伍季明紀念學校	Kwai Ming Wu Memorial School Of The Precious Blood
光明英來學校	Kwong Ming Ying Loi School
觀塘官立小學(秀明道)	Kwun Tong Government Primary School (Sau Ming Road)
梨木樹天主教小學	Lei Muk Shue Catholic Primary School
李陞小學	Li Sing Primary School
樂善堂梁蕙芳紀念學校	Lok Sin Tong Leung Wong Wai Fong Memorial School
馬頭涌官立小學(紅磡灣)	Ma Tau Chung Government Primary School (Hung Hom Bay)
瑪利曼小學	Marymount Primary School
循道學校(上午校)	Methodist School (A.M.)
循道學校(下午校)	Methodist School (P.M.)
民生書院(小學部)	Munsang College (Primary Section)
吳氏宗親總會泰伯紀念學校	Ng Clan's Association Tai Pak Memorial School
天主教伍華小學	Ng Wah Catholic Primary School
南丫北段公立小學	Northern Lamma School
保良局王賜豪(田心谷)小學	Po Leung Kuk Dr. Jimmy Wong Chi-Ho (Tin Sum Valley) Primary School
保良局馮晴紀念小學	Po Leung Kuk Fung Ching Memorial Primary School
保良局梁周順琴小學(上午校)	Po Leung Kuk Leung Chow Shun Kam Primary School (A.M.)
保良局陸慶濤小學	Po Leung Kuk Luk Hing Too Primary School

學校	Schools
保良局陳南昌夫人小學	Po Leung Kuk Mrs. Chan Nam Chong Memorial Primary School
保良局田家炳小學	Po Leung Kuk Tin Ka Ping Primary School
寶安商會溫浩根小學	Po Leung Kuk Wan Ho Kan Primary School
高主教書院小學部	Raimondi College Primary Section
聖公會牧愛小學上午校	S.K.H. Good Shepherd Primary School, AM Session
聖公會何澤芸小學	S.K.H. Ho Chak Wan Primary School
聖公會基福小學	S.K.H. Kei Fook Primary School
聖公會馬鞍山主風小學	S.K.H. Ma On Shan Holy Spirit Primary School
聖公會聖雅各小學(下午校)	S.K.H. St. James' Primary School (P.M.)
聖公會青衣主恩小學	S.K.H. Tsing Yi Chu Yan Primary School
聖公會青衣邨何澤芸小學	S.K.H. Tsing Yi Estate Ho Chak Wan Primary School
聖公會日修小學	S.K.H. Yat Sau Primary School
救世軍韋理夫人紀念學校	SA Ann Wyllie Memorial School
西貢中心李少欽紀念學校	Sai Kung Central Lee Siu Yam Memorial School
秀茂坪天主教小學	Sau Mau Ping Catholic Primary School
天主教石鐘山紀念小學	Shak Chung Shan Memorial Catholic Primary School
深水埗官立小學	Sham Shui Po Government Primary School
沙田崇真學校	Shatin Tsung Tsin School
石湖墟公立學校	Shek Wu Hui Public School
聖愛德華天主教小學	St. Edward's Catholic Primary School
聖士提反書院附屬小學	St. Stephen's College Preparatory School
聖德蘭學校	St. Teresa's School
東華三院王余家潔紀念小學	T.W.G.Hs. Wong Yee Jar Jat Memorial Primary School
東華三院港九電器商聯會小學	T.W.G.Hs. H.K. & KLN. E.A.M.A. Ltd. School
東華三院黃士心小學	T.W.G.Hs. Wong See Sum Primary School
打鼓嶺嶺英公立學校	Ta Ku Ling Ling Ying Public School
大角嘴天主教小學	Tai Kok Tsui Catholic Primary School
大角嘴天主教小學(海帆道)	Tai Kok Tsui Catholic Primary School (Hoi Fan Road)
大埔浸信會公立學校	Tai Po Baptist Public School
大埔舊墟公立學校(寶湖道)	Tai Po Old Market Public School (Plover Cove)
德雅小學	Tak Nga Primary School
道教青松小學(湖景邨)	Taoist Ching Chung Primary School (Wu King Estate)
基督教聖約教會堅樂小學	The Mission Covenant Church Holm Glad Primary School
天水圍官立小學	Tin Shui Wai Government Primary School
青衣商會小學	Tsing Yi Trade Association Primary School
上水惠州公立學校	Wai Chow Public School (Sheung Shui)
香港普通話研習社科技創意小學	Xianggang Putonghua Yanxishe Primary School of Science And Creativity

學校	Schools
仁濟醫院趙曾學韜小學	Y.C.H. Chiu Tsang Hok Wan Primary School
元朗朗屏邨東莞學校	Y.L. Long Ping Estate Tung Koon Primary School
元朗朗屏邨惠州學校	Y.L. Long Ping Estate Wai Chow School
仁愛堂田家炳小學	Y.O.T. Tin Ka Ping Primary School
香港仔工業學校	Aberdeen Technical School
上水宣道小學	Alliance Primary School, Sheung Shui
亞斯理衛理小學	Asbury Methodist Primary School
何明華會督銀禧中學	Bishop Hall Jubilee School
天主教柏德學校	Bishop Paschang Catholic School
華德學校下午校	Bishop Walsh Primary School (PM)
佛教茂峰法師紀念中學	Buddhist Mau Fung Memorial College
佛教沈香林紀念中學	Buddhist Sum Heung Lam Memorial College
佛教榮苗學校	Buddhist Wing Yan School
中華基督教會馮梁結紀念中學	C.C.C. Fung Leung Kit Memorial Secondary School
中華基督教會基全小學	C.C.C. Kei Tsun Primary School
中華基督教會銘賢書院	C.C.C. Ming Yin College
陳瑞祺(喇沙)小學	Chan Sui Ki (La Salle) Primary School
啓基學校	Chan's Creative School (Hong Kong Island)
志潔學校	Chi Kit School
彩虹邨天主教英文中學	Choi Hung Estate Catholic Secondary School
宣道會葉紹蔭紀念小學	Christian Alliance S Y Yeh Memorial Primary School
鐘聲學校	Chung Sing School
地利亞修女紀念學校(吉利徑)	Delia Memorial School (Glee Path)
地利亞修女紀念學校(利瑪竇)	Delia Memorial School (Matteo Ricci)
基督教香港信義會紅磡信義學校	E.L.C.H.K. Hung Hom Lutheran Primary School
基督教香港信義會葵盛信義學校	E.L.C.H.K. Kwai Shing Lutheran Primary 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
福建中學(北角)	Fukien Middle School (North Point)
鳳溪創新小學	Fung Kai Innovative School
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
港九潮州公會馬松深中學	HK & KLN CCPA Ma Chung Sum Secondary School
港大同學會小學	HKUGA Primary School
靚色園主辦可信學校	Ho Shun Primary School
聖匠中學	Holy Carpenter Secondary School
香港能仁書院(中學部)	Hong Kong Buddhist College (Secondary Section)
香島道官立小學	Island Road Government Primary School

學校	Schools
佐敦道官立小學	Jordan Road Government Primary School
英皇書院同學會小學	King's College Old Boys' Association Primary School
九龍塘學校(中學部)	Kowloon Tong School (Secondary Section)
光明學校	Kwong Ming School
觀塘瑪利諾書院	Kwun Tong Maryknoll College
九龍喇沙書院	La Salle College
麗澤中學	Lai Chack Middle School
嶺南衛怡紀念中學	Lingnan Hang Yee Memorial Secondary School
嶺南同學會小學	Lingnan University Alumni Association Primary School
樂道中學	Lock Tao Secondary School
樂善堂顧超文中學	Lok Sin Tong Ku Chiu Man Secondary School
樂善堂梁銻琚學校(分校)	Lok Sin Tong Leung Kau Kui Primary School (Branch)
樂善堂余近卿中學	Lok Sin Tong Yu Kan Hing Secondary School
吳氏宗親總會泰伯紀念學校	Ng Clan's Association Tai Pak Memorial School
新界婦孺福利會梁省德學校(下午校)	NTJWA Leung Sing Tak Primary School (P.M.)
獻主會小學	Oblate Primary School
伯裘書院	Pak Kau College
保良局陳守仁小學	Po Leung Kuk Camoes Tan Siu Lin Primary School
保良局馮晴紀念小學	Po Leung Kuk Fung Ching Memorial Primary School
保良局香港道教聯合會圓玄小學	Po Leung Kuk HKTA Yuen Yuen Primary School
保良局梁周順琴小學(上午)	Po Leung Kuk Leung Chow Shun Kam Primary School (AM)
保良局兩川小學	Po Leung Kuk Riverain Primary School
博愛醫院陳楷紀念中學	Poh Oi Hospital Chan Kai Memorial College
培僑書院	Pui Kiu College
培僑小學	Pui Kiu Primary 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
玫瑰崗學校(小學部)	Rosaryhill School (Primary Section)
順德聯誼總會何日東小學(下午)	S. T. F. A. Ho Yat Tung Primary School (PM)
聖公會主恩小學	S.K.H. Chu Yan Primary School
聖公會牧愛小學上午校	S.K.H. Good Shepherd Primary School (AM)
聖公會梁季彝中學	S.K.H. Leung Kwai Yee Secondary School
聖公會將軍澳基德小學	S.K.H. Tseung Kwan O Kei Tak Primary School
嘉諾撒聖心學校(私立部)	Sacred Heart Canossian School (Private Section)

學校	Schools
沙田官立小學	Sha Tin Government Primary School
天主教石鐘山紀念小學	Shak Chung Shan Memorial Catholic Primary School
沙田崇真學校	Shatin Tsung Tsin School
石籬天主教小學上午校	Shek Lei Catholic Primary School (A.M.)
石籬天主教小學下午校	Shek Lei Catholic Primary School (P.M.)
天主教崇德英文書院	Shung Tak Catholic English College
寶血會思源學校	Si Yuan School of the Precious Blood
聖芳濟書院	St. Francis Xavier's College
路德會聖雅各幼稚園	St. James Lutheran Kindergarten
聖雅各福群會銅鑼灣幼稚園	St. James Settlement Causeway Bay Kindergarten
聖若瑟英文中學	St. Joseph's ALC School
聖類斯中學	St. Louis School
聖類斯中學(小學部)	St. Louis School (Primary Section)
聖文嘉中英文幼稚園	St. Monica'a Anglo-Chinese Kindergarten
聖士提反女子中學附屬小學	St. Stephen's Girls' Primary School
順德聯誼總會何日東小學上午校	STFA Ho Yat Tung Primary School (AM)
順德聯誼總會胡少渠紀念小學下午校	STFA Wu Siu Kui Memorial Primary School (PM)
崇蘭中學	Sung Lan Middle School
東華三院李賜豪小學	T.W.G.Hs Li Chi Ho Primary School
東華三院黃士心幼稚園	T.W.G.Hs Wong See Sum Kindergarten
東華三院黃士心小學	T.W.G.Hs Wong See Sum Primary School
東華三院馬振玉紀念中學	T.W.G.Hs. C. Y. Ma Memorial College
香港浸信會聯會耀興幼稚園	The Baptist Convention of Hong Kong Yiu Hing Kindergarten
基督教聖約教會堅樂小學	The Mission Covenant Church Holm Glad Primary School
救世軍中原慈善基金學校	The Salvation Army Centaline Charity Fund School
救世軍北角幼兒園	The Salvation Army North Point Nursery School
救世軍三聖邨劉伍英學校	The Salvation Army Sam Shing Chuen Lau Ng Ying School
救世軍田家炳學校	The Salvation Army Tin Ka Ping School
天水圍官立小學	Tin Shui Wai Government Primary School
基督教香港崇真會安怡幼兒學校	TSUNG TSIN MISSION OF HONG KONG ON YEE NURSERY SCHOOL
上水惠州公立學校	Wai Chow Public School (Sheung Shui)
仁濟醫院林百欣中學	Yan Chai Hospital Lim Por Yen Secondary School
余振強紀念中學	Yu Chun Keung Memorial College
元朗官立小學	Yuen Long Government Primary 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. 監督宣傳物品之製作，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。

1. Executive Committee

- (a) To advise the Council on the strategic planning of COSH programmes and initiatives.
- (b) To consider and endorse the budget of COSH projects and activities.
- (c) To oversee the functioning of COSH secretariat, in particular staffing and financial matters.
- (d) To oversee the information security management of COSH.

2. Legislation Committee

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

3. Education and Publicity Committee

- (a) 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.
- (b) To plan and organize territory-wide publicity campaigns to de-normalize smoking and promote smoking cessation.
- (c) To plan and implement education projects to prevent children and youth from taking up the habit of smoking.
- (d) To oversee the production of publicity materials such as TV Commercials, posters, leaflets, souvenirs and annual reports.
- (e) 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。

4. Community Liaison Committee

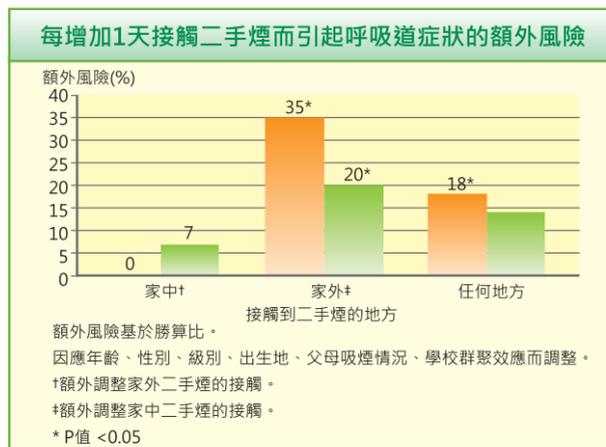
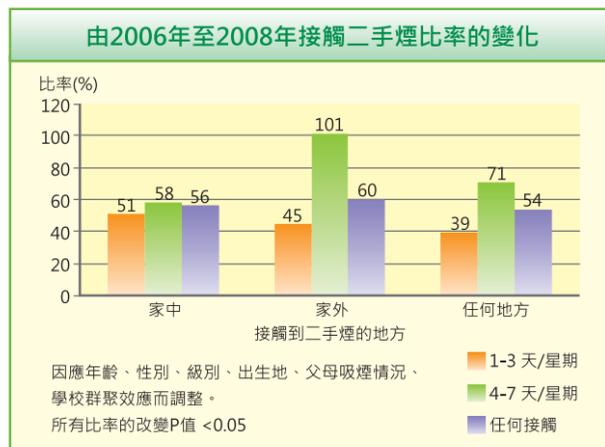
- (a) To communicate with district and community groups on COSH's tobacco control works and initiatives.
- (b) To serve as a focal point for community liaison on matters related to the Council and tobacco control.
- (c) To partner with various community groups in the planning and implementation of tobacco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

5. Information and Research Committee

- (a) To collect and collate all information related to smoking and health and to disseminate such information through appropriate means and networks.
- (b) To identify appropriate themes of research and survey projects to be carried out.
- (c) To provide advice for the design of research and surveys and the subsequent presentation of results.
- (d) 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.
- (e) To publicize the research/survey results and recommend follow-up actions having regard to such results.
- (f) To initiate and organize scientific conferences, seminars or workshops on smoking and health research.

香港小學生於2007年無煙法例生效前後接觸二手煙的比較

何世賢¹、王文炳¹、勞穎思¹、麥國基¹、林大慶¹及香港吸煙與健康委員會
¹香港大學李嘉誠醫學院公共衛生學院



1. 引言

二手煙是人類一級致癌物，並已被確認可引致心臟病和兒童呼吸道疾病。世界衛生組織估計全球有半數兒童被暴露於二手煙中¹。公共場所全面禁煙可有效減少接觸二手煙。蘇格蘭實施無煙法例後，兒童體內的二手煙接觸指標可的寧含量下降²。在香港，經修訂後的《吸煙(公眾衛生)條例》已於2007年1月1日正式實施，並將禁煙範圍擴展至更多公共場所和室內工作間。因此，我們就小學生於無煙法例生效前後接觸二手煙的情況進行研究。

2. 方法

香港吸煙與健康委員會過去曾特別為小學生舉辦教育

劇場。2006年參與學校中19間被隨機抽樣，3,243位來自小二至小四的學生參加了調查。而於2008年，該19間學校中的14間和新增的10間隨機抽樣學校，共24間學校4,965位小二至小四學生和4,031位小五、小六學生參與調查。2006和2008年的學生調查回覆率分別為96%和93%。

學生觀看表演前自行填寫了一份不記名的問卷，提供的資料包括社會人口特徵(年齡、性別、出生地)、呼吸道症狀(經常咳嗽或有痰)、二手煙的接觸(過去7天於家中或家外接觸二手煙的日數、同住者的吸煙狀況、過去30天在家外接觸到二手煙的地方)和對接觸二手煙的態度和認識。數據分析以2006和2008年的小二至

小四學生為主，並按香港2006年及2008年學校級別分佈調整比重³。無煙法例實施後接觸二手煙比率的變化和每年接觸二手煙引致呼吸道症狀的額外風險，是以邏輯迴歸分析，經調整潛在混雜因素後而計算的。愈大的額外風險反映接觸了愈多的二手煙。

3. 結果

3.1 學生特徵

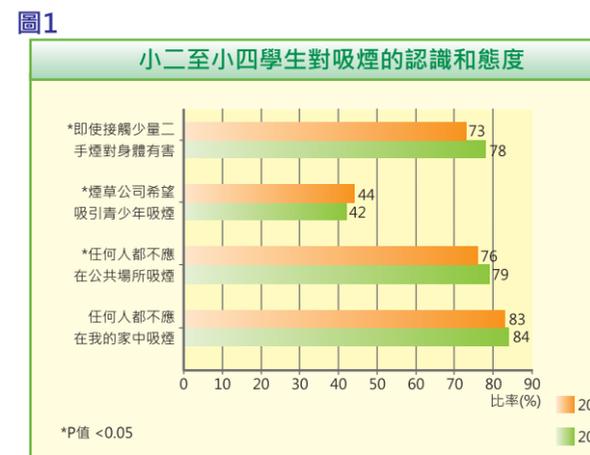
表1顯示2008年的學生除了比2006年的較年長以外，兩次調查裡學生的社會人口特徵相符。

表1 在2006及2008年小二至小四學生的社會人口特徵

	年份	2006	2008
		(n=3,243)	(n=4,965)
性別		%	%
男		50.3	52.2
女		49.7	47.8
年齡			
7歲或以下		24.8	16.4
8歲		32.8	28.5
9歲或以上		42.4	55.1
級別			
小二		29.7	29.3
小三		33.8	32.6
小四		36.6	38.1
出生地			
香港		73.3	73.4
中國內地		23.3	22.8
其他		3.5	3.8

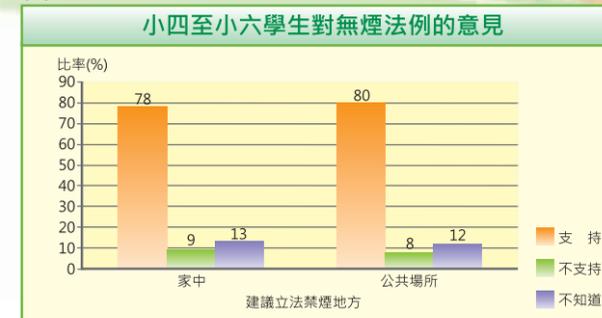
3.2 對二手煙的認識和態度

在2006年，大部分學生已知道即使接觸少量二手煙亦會對身體有害(73%)及認為任何人都不能在公眾地方(76%)和他們的家中吸煙(83%)。這些比率在2008年更增加了1-5個百分點。另一方面，知道煙草公司希望吸引青少年吸煙的學生在2008年少了2個百分點。(圖1)



在2008年的訪問中，小四至小六的學生也被額外問及他們對無煙法例的意見。大部分學生均贊成在家中有兒童(78%)或在公共場所所有兒童在旁(80%)的情況下立法禁止吸煙(圖2)。

圖2



3.3 接觸二手煙的比率

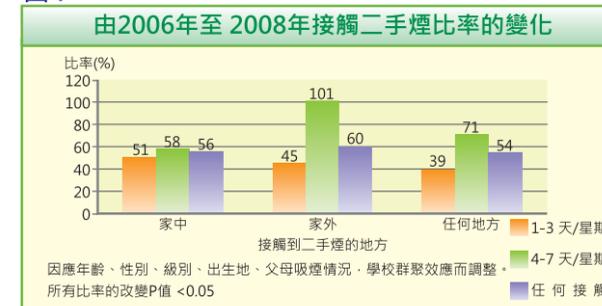
圖3顯示2008年小二至小四學生接觸二手煙的比率顯著高於2006年(P < 0.001)，包括於家中(2008年的14.1%；95%信賴區間13.1%至15.1%相對2006年的10.2%；95%信賴區間9.2%至11.3%)、家外(2008年的27.2%；95%信賴區間26.0%至28.5%相對2006年的19.8%；95%信賴區間18.4%至21.2%)及任何地方(2008年的31.2%；95%信賴區間29.5%至32.7%相對2006年的23.2%；95%信賴區間22.0%至24.4%)。在2006及2008年，小二至小四學生於家外接觸到二手煙的比率都較於家中為高；而於家中，那些曾接觸二手煙的受訪者多為每星期4-7天，而在家外則是每星期1-3天。

圖3



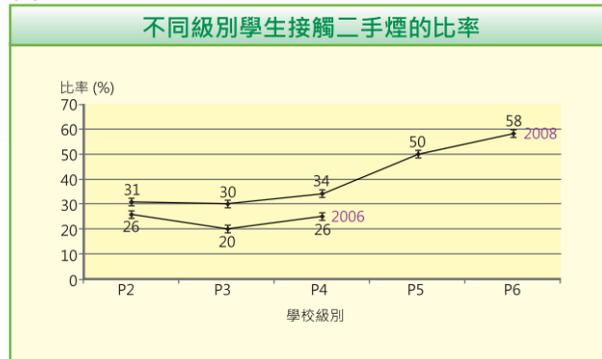
經調整性別、年齡、出生地、級別、父母吸煙情況、學校群聚效應等因素後，小二至小四學生在2008年於家中、家外和任何地方接觸二手煙的比率較2006年分別增加了56%(95%信賴區間25%至92%)、60%(95%信賴區間26%至103%)和54%(95%信賴區間25%至89%)(圖4)。

圖4



由小二至小四每級的受訪者在2008年接觸二手煙的比率都較2006年高。在2008年小五(50%)和小六(58%)學生接觸二手煙的比率，則比低年級學生高(圖5)。

圖5



若將於家中和家外接觸二手煙的比率分開顯示，兩者從2006到2008年間由小二至小四每級都增加了，而在每年小學生於家外接觸二手煙的比率都較於家中接觸二手煙為高(圖6)。

圖6

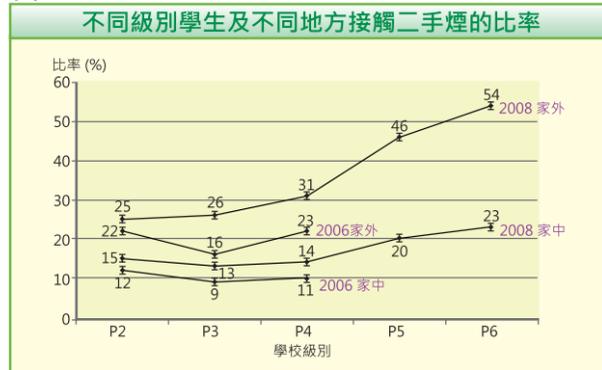
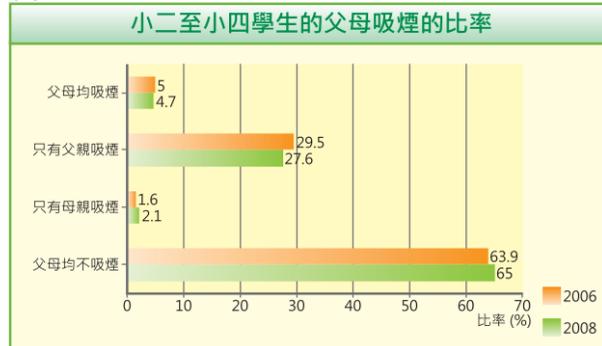


圖7顯示，小二至小四學生的家長吸煙比率穩定，沒有家長吸煙的家庭只微升了1.1個百分點。

圖7



按家長吸煙的情況分類，2008年的小二至小四學生接觸到二手煙的比率較2006年高。這表示在無煙法例生效後，吸煙的家長更經常在家中吸煙(圖8)。

圖8



關於在過去30天於家外接觸二手煙的場所，2008年的小二至小四學生最經常接觸二手煙的地方是在街上(34.4%)，其次是在公園(15.4%)和巴士站(13.4%)。學生在一些理應是無煙的場所如酒樓(12.7%)、商場(8%)及當中的洗手間或樓梯，仍會接觸到二手煙(圖9)。

圖9



在2006年的調查中，國內出生的小二至小四學生於家中接觸二手煙的機會比香港出生的高36.6%(3.4個百分點)。這種社會經濟性的差異於2008年的調查中增加至45.3%(5.8個百分點)(圖10)。另一方面，在2006年，國內出生的學生於家外接觸二手煙的機會較香港出生的學生低8.1%(1.6個百分點)。至2008年，國內出生的學生於家外接觸二手煙的比率卻比香港出生的學生高3.6%(1.0個百分點)(P=0.17)(圖11)。

圖10

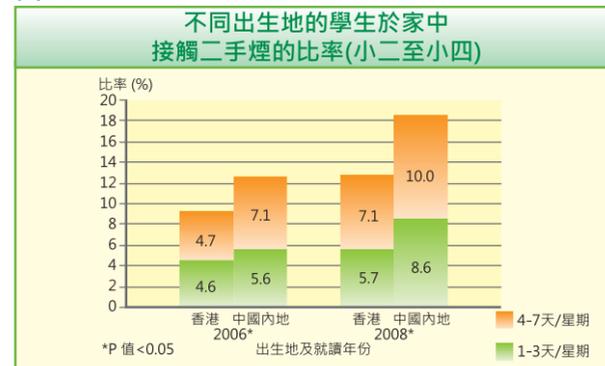


圖11

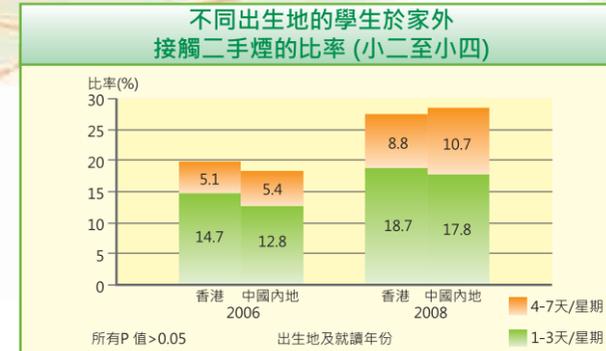
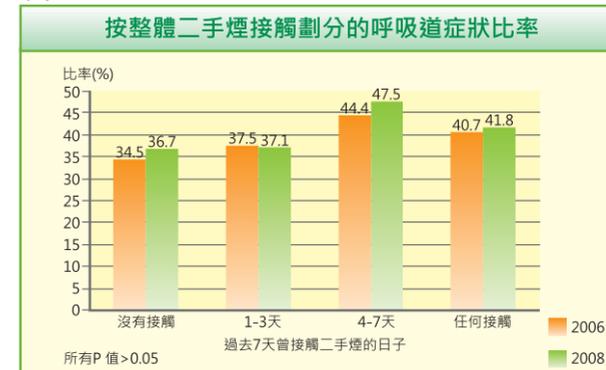


圖12顯示在2006和2008年的調查同樣反映在任何場所接觸二手煙越多，出現呼吸道症狀的比率亦更高。整體而言，在那些曾接觸二手煙的受訪者當中，2008年出現呼吸道症狀的有41.8%，2006年則有40.7%(P=0.60)。在那些未有接觸二手煙的受訪者當中，他們於2008年出現呼吸道症狀的比率也較2006年高(36.7%對34.5%)(P=0.10)。

圖12



當按接觸二手煙的地方劃分時(圖13及14)，類似的劑量反應關係在兩次調查中都可發現到。雖然在2008年未曾於家外接觸二手煙的受訪者出現呼吸道症狀的比率較2006年稍高(圖13)，但在2008年曾接觸二手煙的受訪者出現呼吸道症狀的比率卻與2006年的差不多(所有P>0.05)。

圖13

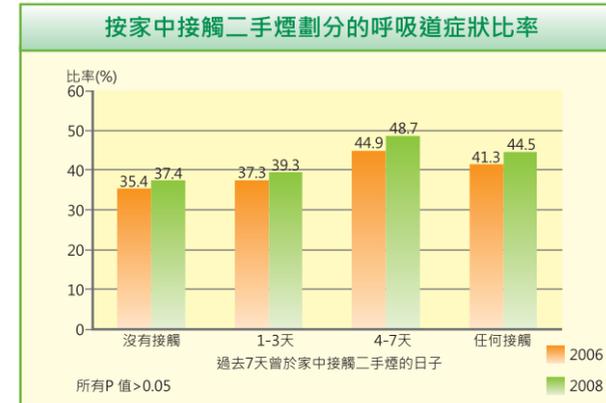
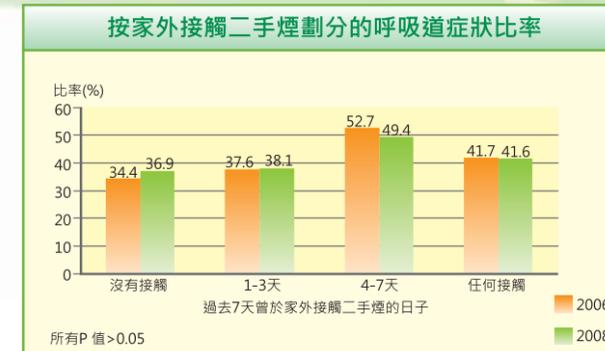
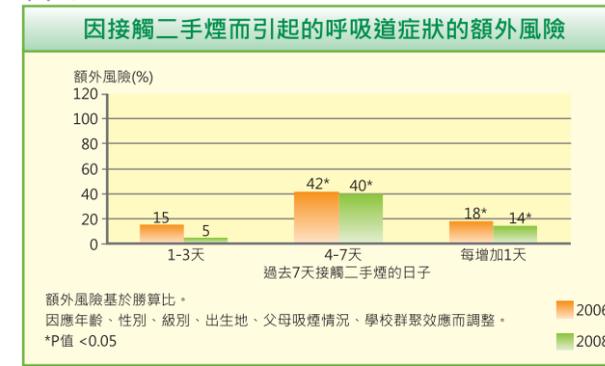


圖14



經調整性別、年齡、出生地、級別、父母吸煙情況、學校群聚效應等因素後，每增加1天接觸二手煙(家中或家外)所引起呼吸道症狀的額外風險，由2006年的18%(95%信賴區間5%至33%)下降至2008年的14%(95%信賴區間5%至23%)(圖15)，但這些差異在統計學上並不顯著。

圖15



相反，在2008年於家中每增加1天接觸二手煙而引致呼吸道症狀的額外風險(7%;95%信賴區間-5%至20%)則較2006年(0%;95%信賴區間-11%至19%)高(圖16)，但相應的家外二手煙引致的額外風險則降低(2008年的20%;95%信賴區間7%至34%相對2006年的35%;95%信賴區間14%至58%)(圖17)，但這些差異在統計學上並不顯著。在2006年的調查中，家外比家中接觸二手煙引致呼吸道症狀的風險高(35%對0%)；而根據2008年的調查，該差異已縮減了(20%對7%)。

圖16

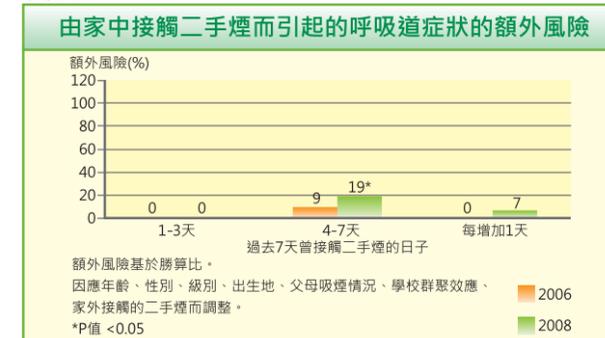


圖17

由家外接觸二手煙而引起的呼吸道症狀的額外風險



4. 討論

4.1 家中接觸二手煙的比率

研究發現無煙法例生效後於家中接觸二手煙的比率增加了56%(95%信賴區間25%至92%)，而這增加不限於父母一人或兩人同時吸煙的家庭。正因為家長的吸煙比率穩定，家庭成員於家中吸煙的情況很可能在2007年公共場所全面禁煙後已變得更普遍。

學生對二手煙愈趨反感，可能促使了他們在2008年報告接觸二手煙。但在家中接觸二手煙比率的大幅度增加，不太可能歸因於2008年比2006年支持無煙家庭的學生所增加了的1個百分點。再者，支持無煙家庭的學生，於每次調查的家中接觸二手煙比率都較低。

4.2 家外接觸二手煙的比率

於家外接觸二手煙的比率增加了60%(95%信賴區間26%至103%)。室內禁煙措施包括工作間和食肆全面禁煙，可能使更多吸煙者於戶外公共場所吸煙。而街道(34.4%)、公園(15.4%)及巴士站(13.4%)成為了小學生在過去30天於家外最經常接觸到二手煙的地方。

在每次調查中，支持無煙公共場所的學生，於家外接觸二手煙的比率都較高。因此，這支持的上升可能是引致家外接觸二手煙比率增加的原因之一。但這影響可能比較小，因為支持無煙公共場所的學生只增加了3%。

4.3 接觸二手煙的比率及其相關的呼吸道症狀風險

綜合而言，無煙法例生效後，於任何地方接觸過二手煙的比率增加了54%(95%信賴區間25%至89%)。二手煙吸入份量取決於接觸二手煙的時間長度和濃度。而我們利用與接觸二手煙相關的呼吸道症狀額外風險作為指標，以評估二手煙吸入的份量。此評估已排除曾吸煙的學生和調整了社會人口特徵、父母吸煙情況、學校群聚效應等因素。自無煙法例生效後，每增加一天在家中、家外和任何地方接觸二手煙的額外風險分別增加(由0%至7%)、減少(由35%至20%)和減少(由18%至

14%)。當進一步調整空氣污染指數及流行性感冒的求診率時，這些結果仍大致相同。

家中及公共場所吸煙比率的增加與一些本地的報告一致。因在家外接觸二手煙而引起呼吸道症狀的額外風險之所以減低，很可能是因為在2008年接觸到二手煙的時間(主要在室外公共場所，例如街道上)會較短及接觸的濃度較低，而2006年則以食肆接觸為主。

是次調查結果是針對無煙法例對小學生的影響，而這些影響可能會因應其他不同的人口組別而改變。例如在新法例生效後，飲食業從業員接觸二手煙的機會可能會顯著下降。

4.4 接觸二手煙的真確性

此研究對二手煙接觸的評估主要是基於兩條有關於過去7天學生接觸二手煙日數的基本問題。年幼的兒童未必能夠提供更詳細的有關接觸二手煙時間及濃度的資料。

一些客觀的方法，如測試頭髮中的尼古丁含量，往往因為資源有限而未能套用於所有參與者上。然而，這些方法亦不能區別出接觸二手煙的地方，因此須依靠受訪者的答覆。雖然如此，我們在2006年時為少部分受訪學生測試頭髮中的尼古丁含量，結果發現敏感度(75%)和特异性(63%)⁴令人滿意。接觸二手煙與呼吸道症狀的關係和預期的結果相似，亦為這些數據的真確性提供了支持。

4.5 有關報稱呼吸道症狀的真確性

由於有更多學生注意到有關二手煙的害處(2006年73%，2008年78%)，我們選了一些從未吸煙和沒有接觸二手煙的學生，比較他們在2006和2008年出現呼吸道症狀的比率。因應空氣污染和流行性感冒等情況作調整後，兩者並沒有顯著分別，顯示學生在2008年沒有比2006年多報了呼吸道症狀。此外，在兩次調查中，我們都先問呼吸道症狀，後問二手煙接觸以減少多報呼吸道症狀的可能性。

4.6 接觸二手煙的差異

國內出生的學生比香港出生的學生在家中較多接觸二手煙，這個差異在無煙法例生效後亦有所增加。這可能是因為國內出生學生的家長較有可能在受禁煙條例保護的地方工作(例如零售業、飲食業)或居住(例如公共屋邨)，因此較可能在家吸煙。

4.7 與外國研究作比較

蘇格蘭的無煙法例減少了兒童接觸二手煙(量度可的寧²含量)，戒煙服務也是免費的。相對而言，香港公營機構對戒煙服務的資源投放則非常有限，因此家長的吸煙率並沒有因無煙法例在2007年生效而下降。

5. 結論

5.1 香港小二至小四學生於家中接觸二手煙的比率增加了56%(95%信賴區間25%至92%)。而因二手煙引起呼吸道症狀的相關風險亦同樣增加，表示這些學生在家中接觸二手煙的份量亦增加了。

5.2 雖然學生於家外接觸二手煙的比率增加了60%(95%信賴區間26%至103%)，但由此而引起呼吸道症狀的相關風險卻下降了42.9%(2006年35%，2008年20%)，表示學生們在家外接觸二手煙的份量下降了。

5.3 在任何地方接觸二手煙的比率增加了54%(95%信賴區間25%至89%)，而所引起的呼吸道症狀的相關風險則下降了22.2%(2006年18%，2008年14%)，顯示在有接觸二手煙的學生當中，其接觸的份量在無煙法例生效後減少了。

5.4 無煙法例生效後，家長的吸煙率並沒有顯著的下降。

5.5 應進一步減少兒童在家中及公共場所接觸二手煙以保護他們免受二手煙禍害。

6. 建議

- 6.1 應推行大規模的戒煙活動，為吸煙人士提供可負擔和方便的戒煙服務以協助他們戒煙。
- 6.2 應進一步執行於公共場所的禁煙措施。
- 6.3 使他人，尤其是兒童暴露於二手煙中是不可接受的。應向公眾策略性地宣傳此訊息，以形成社會規範及準則。
- 6.4 鼓勵公眾討論在家中或在公共場所所有兒童在旁的情況下立法禁止吸煙。
- 6.5 將來的研究，應以測量兒童體內可的寧或尼古丁含量，客觀地評估接觸二手煙的程度。

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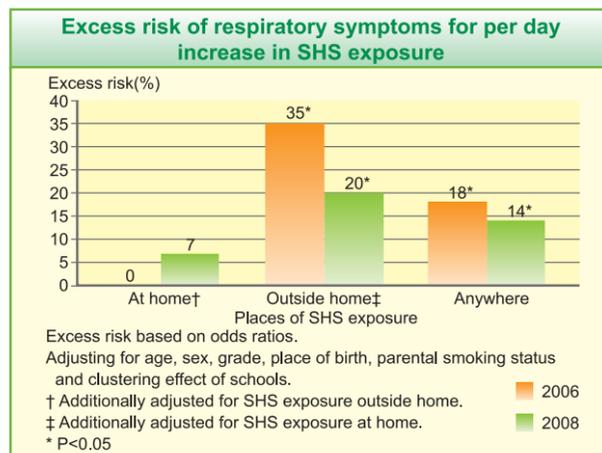
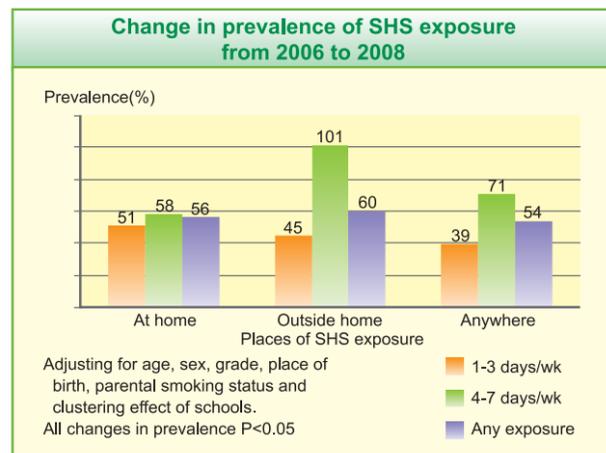
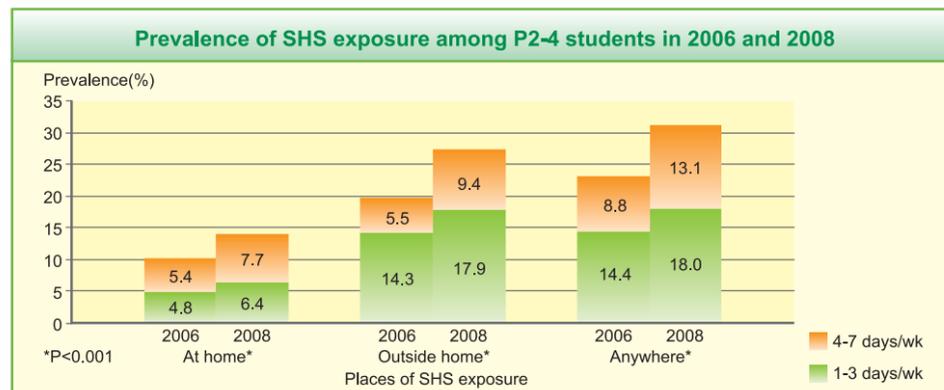
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Secondhand Smoke (SHS) Exposure among Primary School Students in Hong Kong Before and After Smoke-Free Legislation in 2007

SY Ho¹, MP Wang¹, WS Lo¹, KK Mak¹, TH Lam¹ & Hong Kong Council on Smoking and Health¹
¹School of Public Health, Li Ka Shing Faculty of Medicine, The University of Hong Kong



1. Introduction

Secondhand smoke (SHS) causes heart disease, is a class I human carcinogen and an established cause of respiratory illness in children. The World Health Organisation estimated that about half the world's children are exposed to SHS¹. Smoking bans in public places have been effective in reducing SHS exposure. Cotinine level, as a proxy of SHS exposure, has decreased in Scottish children after the implementation of smoke-free legislation². In Hong Kong, the amended Smoking (Public Health) Ordinance that significantly extended smoking bans in public places and indoor workplaces took effect on 1 January 2007. We investigated SHS exposure among primary school students before and after the implementation of the smoke-free legislation.

2. Methods

The Hong Kong Council on Smoking and Health

(COSH) had organized educational theatre performances for primary school students. In 2006, 19 of the participating schools were randomly selected in the first survey with 3,243 primary (P) 2-4 students. In 2008, another 10 schools were randomly sampled and 14 of the 19 schools in 2006 were again included in the second survey with overall 4,965 P2-4 and 4,031 P5-6 students in these 24 schools. The student response rate was 96% in 2006 and 93% in 2008.

Self-administered and anonymous questionnaires were used to collect information before viewing the theatre performance on socio-demographic characteristics (age, sex, place of birth), respiratory symptoms (self-reported frequent cough or phlegm), SHS exposure (number of days exposed in the past 7 days at home and outside home, respectively, smoking among household members and place of

exposure outside home in the past 30 days) and attitudes and knowledge towards SHS exposure. The analyses were mainly based on P2-4 data in 2006 and 2008 weighted according to the distribution of school grades in Hong Kong³. Logistic regression was used to calculate the change in the likelihood of SHS exposure post-legislation, and the excess risk of respiratory symptoms due to SHS exposure after adjusting for potential confounders. Strong excess risks of respiratory symptoms in the exposed versus the unexposed indicate heavy exposure to SHS.

3. Results

3.1 Student characteristics

Table 1 shows that socio-demographic characteristics of P2-4 students were similar in the two surveys except that the 2008 sample was slightly older.

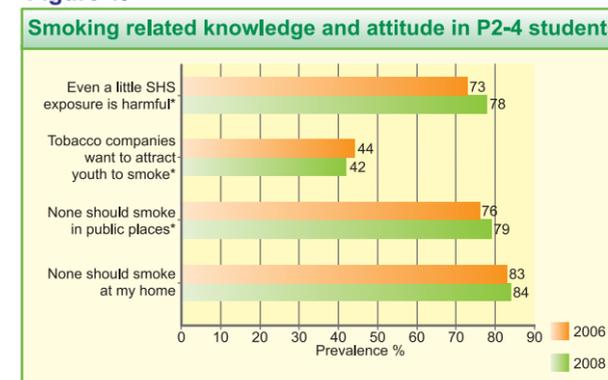
Table 1. Socio-demographic characteristics of P2-4 students in 2006 and 2008 (%).

	Year	
	2006 (n=3,243)	2008 (n=4,965)
Boy	50.3	52.2
Girl	49.7	47.8
7 or below	24.8	16.4
8	32.8	28.5
9 or above	42.4	55.1
P2	29.7	29.3
P3	33.8	32.6
P4	36.6	38.1
Hong Kong	73.3	73.4
Mainland China	23.3	22.8
Others	3.5	3.8

3.2 Knowledge and attitudes towards SHS

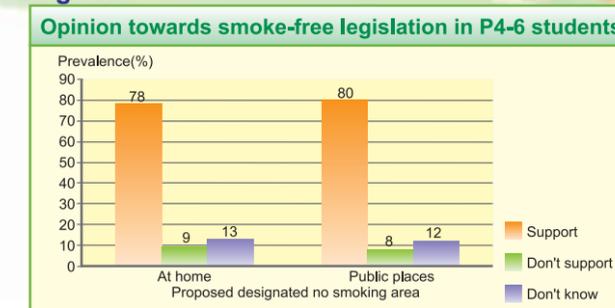
Most students knew that even a little exposure to SHS is harmful (73%) and thought that no one should smoke in public places (76%) and at their home (83%) even in 2006. These proportions had further increased by 1-5% points in 2008. On the other hand, 2% points fewer students knew that tobacco companies want to attract youth to smoke in 2008 (Figure 1).

Figure 1.



P4-6 students in 2008 were additionally asked about their opinion on smoke-free legislation. Most of them agreed that smoking should be forbidden at home when a child is present (78%) and in public places when a child is near (80%) (Figure 2).

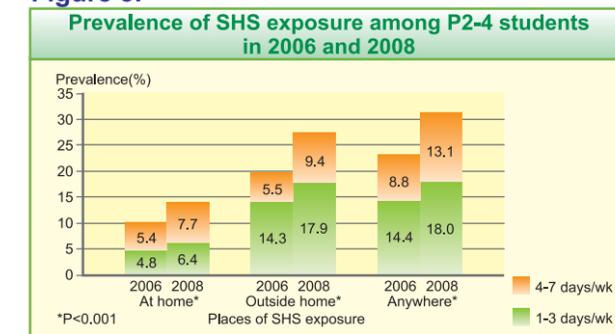
Figure 2.



3.3 Prevalence of SHS exposure

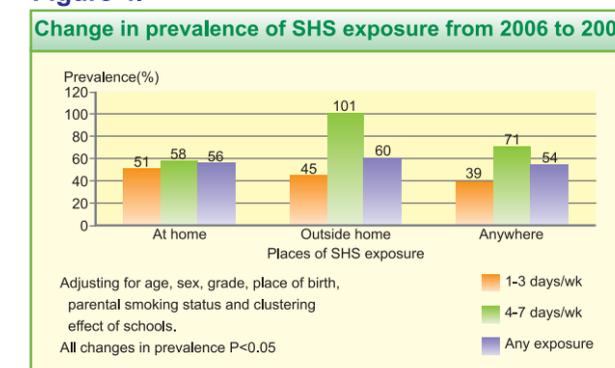
Figure 3 shows that significantly more (P<0.001) P2-4 students were exposed to SHS post-legislation at home (2008: 14.1%; 95%CI 13.1% to 15.1% vs 2006: 10.2%; 95%CI 9.2% to 11.3%), outside home (2008: 27.2%; 95%CI 26.0% to 28.5% vs 2006: 19.8%; 95%CI 18.4% to 21.2%) and anywhere (2008: 31.2%; 95%CI 29.5% to 32.7% vs 2006: 23.2%; 95%CI 22.0% to 24.4%). Exposure outside home was more prevalent than exposure at home in both 2006 and 2008. Home exposure was typically 4-7 days per week and outside home exposure 1-3 days per week in both years.

Figure 3.



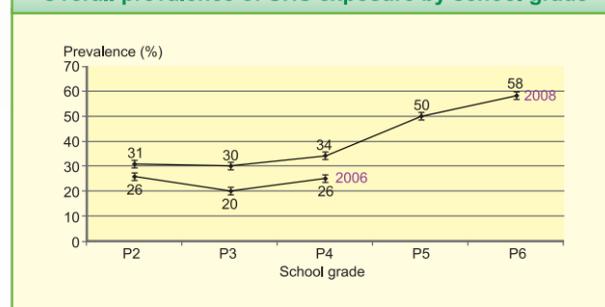
After adjusting for sex, age, place of birth, grade, parental smoking status and clustering effect of schools, students in 2008 were 56% (95% CI 25% - 92%), 60% (95% CI 26% - 103%) and 54% (95% CI 25% - 89%) more likely to exposure to any SHS exposure at home, outside home and anywhere, respectively, compared with students in 2006 (Figure 4).

Figure 4.



The overall prevalence of SHS exposure was higher in 2008 than 2006 in each grade from P2 to P4, and much higher prevalence was observed in P5 (50%) and P6 (58%) than in junior grades in 2008 (Figure 5).

Figure 5.
Overall prevalence of SHS exposure by school grade



Presenting home and outside home exposures separately, Figure 6 shows that both exposures have increased post-legislation in each grade from P2 to P4, and that exposure outside home was more prevalent than exposure at home in P2, P3 and P4 in each year.

Figure 6.
Prevalence of SHS exposure by school grade and places of exposure

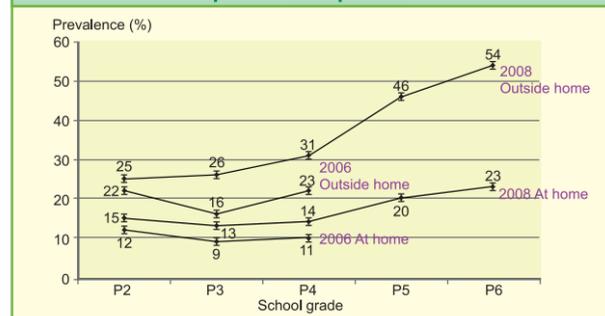
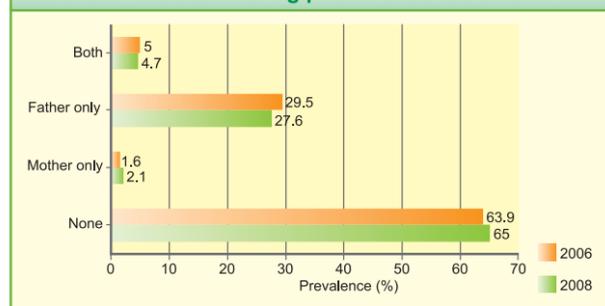


Figure 7 shows that parental smoking rates were stable with an insignificant 1.1% point increase in the proportion of families without any smoking parent.

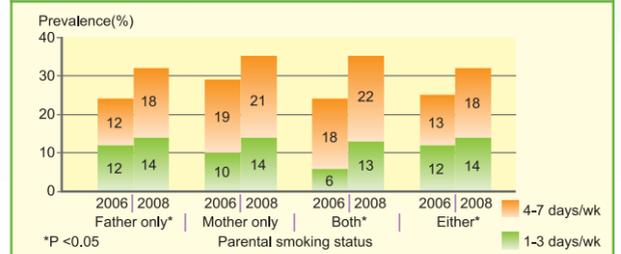
Figure 7.
Prevalence of smoking parents in P2-4 students



For the same parental smoking status, P2-4 students in 2008 had higher prevalence of SHS exposure than those in 2006, suggesting that

smoking parents smoked more often at home post-legislation (Figure 8).

Figure 8.
Prevalence of SHS exposure at home by parental smoking status



As to the place of SHS exposure outside home in the past 30 days, streets were most commonly reported (34.4%) by P2-4 students in 2008, followed by parks (15.4%) and bus stops (13.4%). SHS exposure was also reported in supposedly smoke-free places such as restaurants (12.7%), shopping malls (8%) and in the washrooms or stairways of these establishments (Figure 9).

Figure 9.
Places of SHS exposure outside home in the past 30 days in 2008



In 2006, P2-4 students who were born in Mainland China were 36.6% (3.4% points) more likely to report SHS exposure at home than their Hong Kong born counterparts and such socioeconomic discrepancy has increased to 45.3% (5.8% points) in 2008 (Figure 10). As regards SHS exposure outside home, which was 8.1% (1.6% points) lower among Mainland China born students in 2006, has become 3.6% (1.0% points) higher in 2008 compared with Hong Kong born students (P=0.17) (Figure 11).

Figure 10.
Prevalence of SHS exposure at home by place of birth (P2-4)

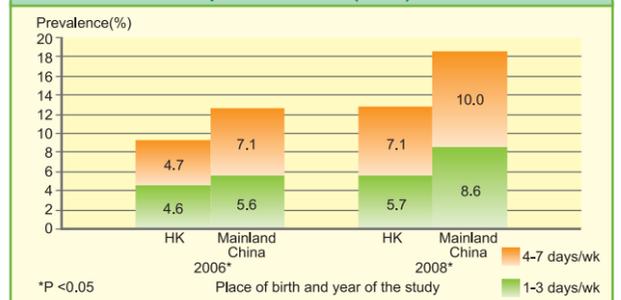


Figure 11.
Prevalence of SHS exposure outside home by place of birth (P2-4)

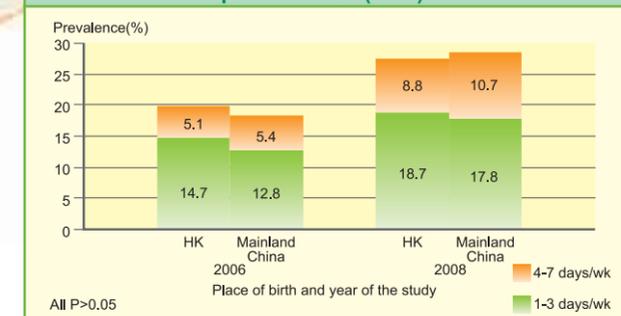
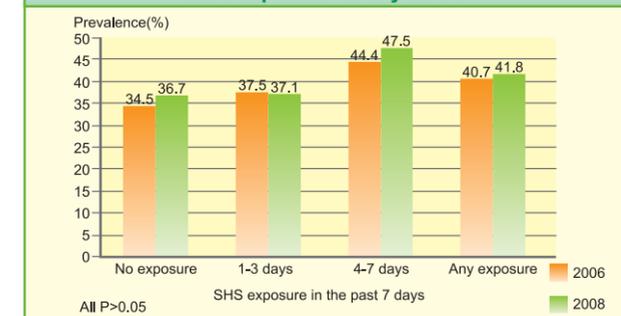


Figure 12 shows that regardless of the place of SHS exposure, more frequent exposure was associated with higher prevalence of frequent respiratory symptoms in both 2006 and 2008. Overall, among those who had any SHS exposure, 41.8% in 2008 vs 40.7% in 2006 had frequent respiratory symptoms (P=0.60). It should be noted that the prevalence of respiratory symptoms was also insignificantly higher in 2008 than 2006 among those who were unexposed (36.7% vs 34.5%) (P=0.10).

Figure 12.
Prevalence of respiratory symptoms by SHS exposure in anywhere



Stratified by the place of SHS exposure (Figures 13 and 14), similar dose-response relations were observed in each survey. However, despite the higher background rate of respiratory symptoms among those who were unexposed outside home in 2008 than 2006 (Figure 14), similar prevalence of respiratory symptoms was observed among those exposed in 2008 and 2006 (all P>0.05).

Figure 13.
Prevalence of respiratory symptoms by SHS exposure at home

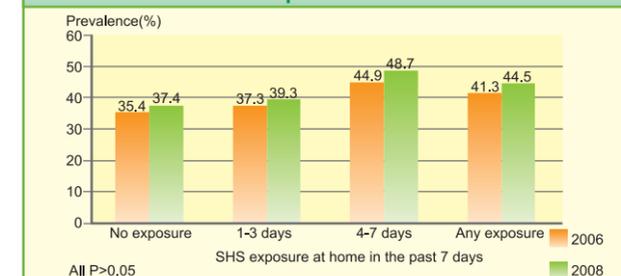
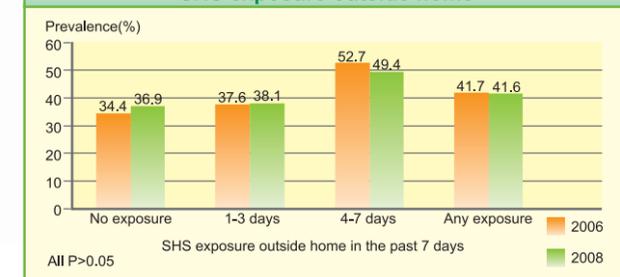
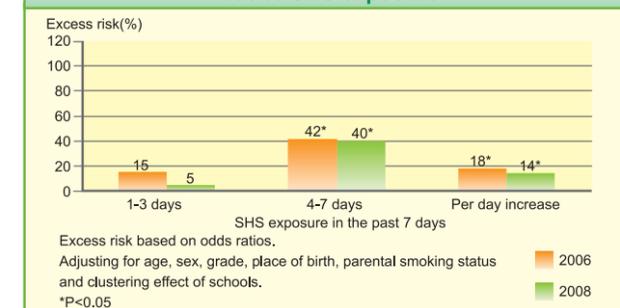


Figure 14.
Prevalence of respiratory symptoms by SHS exposure outside home



After adjusting for age, sex, grade, parental smoking status, and clustering effect of schools, the excess risk of respiratory symptoms due to per day increase in overall SHS exposure (home or outside home) was insignificantly lower in 2008 (14%; 95%CI 5% to 23%) than 2006 (18%; 95%CI 5% to 33%) (Figure 15).

Figure 15.
Excess risk of respiratory symptoms due to SHS exposure



However, the excess risk for per day increase in exposure has become higher post-legislation for exposure at home (2008: 7%; 95%CI -5% to 20% vs 2006: 0%; 95%CI -11% to 19%) (Figure 16), but lower for exposure outside home (2008: 20%; 95%CI 7% to 34% vs 2006: 35%; 95%CI 14% to 58%) (Figure 17), although the differences were not statistically significant. It is also noted that while SHS exposure outside home was associated with much higher excess risk of respiratory symptoms than home exposure in 2006 (35% vs 0%), such difference has been reduced in 2008 (outside home 20% vs home 7%).

Figure 16.
Excess risk of respiratory symptoms due to SHS exposure at home

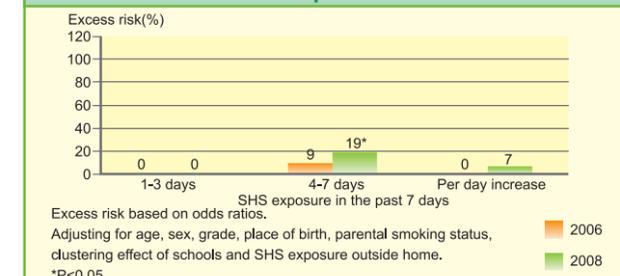
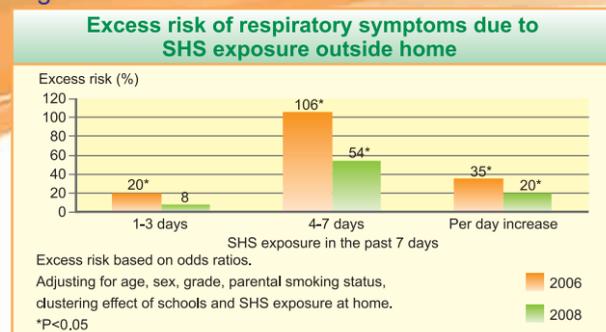


Figure 17.



4. Discussion

4.1 Prevalence of SHS exposure at home

Post-legislation, students were 56% (95% CI 25% - 92%) more likely to report SHS exposure at home. Increases were observed in families regardless of whether one or both parents smoked. Since the prevalence of parental smoking was stable, smoking at home by family members has likely become more common following the smoking bans in many public places starting in 2007.

Stronger attitudes against SHS might have prompted the reporting of exposure in 2008, but the large increase in home exposure was unlikely to have been due to the 1% point increase in students supporting smoke-free homes in 2008 vs 2006. Moreover, students who supported smoke-free homes were less likely to report home exposure in each survey.

4.2 Prevalence of SHS exposure outside home

Compared with students in 2006, students in 2008 were 60% (95% CI 26% -103%) more likely to report SHS exposure outside home. The indoor smoking bans including workplaces and restaurants might have resulted in more people smoking outdoors, and indeed the streets (34.4%), parks (15.4%) and bus stops (13.4%) were the most common places of SHS exposure outside home in the past 30 days among P2-4 students.

Students who supported smoke-free public places were more likely to report SHS exposure outside home in each survey, therefore the greater support in 2008 vs 2006 might have contributed to the increased prevalence of SHS exposure outside home but the effect was likely to be small since the proportion of students who supported smoke-free public places had only increased by 3%.

4.3 Prevalence of SHS exposure overall and the associated risk of respiratory symptoms

Overall, the students in 2008 were 54% (95% CI 25% - 89%) more likely to report SHS exposure than in 2006. To estimate the dose of SHS, which also depends on the duration and concentration of exposure, the excess risk of respiratory symptoms in the exposed compared with the unexposed was used as an indicator. Excluding students who had ever smoked and adjusting for demographic characteristics and parental

smoking status, the excess risk due to per day increase in SHS exposure at home and outside home post-legislation had increased (from 0% to 7%) and decreased (from 35% to 20%), respectively. Overall, the excess risk had decreased from 18% in 2006 to 14% in 2008. Further adjusting for air pollution index and influenza consultation rate had little effect on the results.

The increased prevalence of exposure to SHS at home and in public places is consistent with some local anecdotal reports. The reduction in the excess risk of respiratory symptoms due to SHS exposure outside home was probably due to the shorter and lower concentration of exposure mainly in outdoor public places (e.g. streets) in 2008 compared with that in restaurants in 2006.

It should be noted that these findings on the effects of smoke-free legislation were specific to primary school students and may vary among different subgroups in the population. For instance, the exposure of catering workers to SHS is likely to have dropped significantly after the legislation.

4.4 Validity of SHS exposure

SHS exposure was based on two simple questions about the number of days in which the students were exposed in the past 7 days. Young children may not be able to provide more detailed information on the duration and intensity of exposure reliably.

The use of objective measures such as nicotine in hair was not possible for all participants due to limited resources. Such measures, however, cannot distinguish the place of SHS exposure, which must rely on self-report. Nevertheless, we have performed nicotine hair tests in a small sample of students in 2006 and found satisfactory sensitivity (75%) and specificity (63%) of self-reported SHS exposure⁴. The observed association between SHS exposure and respiratory symptoms as expected also lend support to the validity of exposure data.

4.5 Validity of self-reported respiratory symptoms

As more students became aware of the harm of SHS (73% in 2006, 78% in 2008), we compared the prevalence of respiratory symptoms in 2006 and 2008 in students who had never smoked and were not exposed to SHS. Adjusting for air pollution and influenza activity, no significant difference in reporting was evident, suggesting that there was no over-reporting of symptoms in 2008 relative to 2006. Furthermore, respiratory symptoms were asked before SHS exposure in both surveys to avoid over-reporting of symptoms in those exposed.

4.6 Inequality in SHS exposure

The discrepancy of more prevalent SHS exposure at home in students born in Mainland China than those born in Hong Kong had increased post-legislation. Parents of Mainland born students might be more likely to work in jobs (e.g. sales and catering) and live in places (e.g.

public housing estates which ban smoking in common areas) that became smoke-free post-legislation, and resorted to smoking at home.

4.7 Comparison with overseas findings

Smoke-free legislation in Scotland had led to lower SHS exposure in children, as measured by cotinine². Smokers there are provided with free smoking cessation services to quit smoking. In contrast the resources put into smoking cessation in the public sector are very limited in Hong Kong and hence parental smoking rates have not dropped after legislation in 2007.

5. Conclusions

5.1 Among P2-4 students in Hong Kong, the prevalence of exposure to SHS at home has increased by 56% (95% CI 25% - 92%). The associated risk of respiratory symptoms had also increased, suggesting that the intensity of exposure at home had also increased.

6. Recommendations

- 6.1 Large-scale smoking cessation programme should be implemented to provide affordable and convenient services to help smokers quit.
- 6.2 Smoking bans in public places should be further enforced.
- 6.3 Exposing other people, especially children, to secondhand smoke is unacceptable. This should be publicised strategically to shape social norms.
- 6.4 Legislation to ban smoking at public places when a child is near and at home when a child is present should be considered and discussed by the public.
- 6.5 Further research with cotinine or nicotine measurement in children is needed to assess secondhand exposure objectively.

7. References

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5.2 Although the prevalence of SHS exposure outside home increased by 60% (95% CI 26% -103%), the associated risk of respiratory symptoms decreased by 42.9% (35% in 2006, 20% in 2008), suggesting that the intensity of SHS exposure outside home had decreased.

5.3 Regardless of the place of exposure, the prevalence of exposure to SHS increased by 54% (95% CI 25% - 89%) while the associated risk of respiratory symptoms decreased by 22.2% (18% in 2006, 14% in 2008), suggesting a lower intensity of SHS exposure among those who were exposed.

5.4 No significant reduction in the prevalence of parental smoking was evident post-legislation.

5.5 Further reduction of exposure at home and in public places is needed to protect our children from the harm of secondhand smoke.

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香港灣仔皇后大道東 183 號合和中心 44 樓 4402–03 室
Unit 4402–03, 44th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong

諮詢熱線 Information Hotline : (852) 2838 8822
傳真 Facsimile : (852) 2575 3966
電郵地址 E-mail : enq@cosh.org.hk
網址 Web Site : www.smokefree.hk

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