



Department of Health



Department of Health
"EatSmart@school.hk" Campaign



Putting Healthy Eating
into Practice

Slogan Competition for Primary Students 2024



Organiser

Health Promotion Branch, Department of Health (DH)

Aims

To raise the awareness of healthy eating among primary students, and encourage them to choose nutritious and healthy foods while developing good eating habits.

Themes

Aiming at promoting the message of "putting healthy eating into practice", entrants should choose the theme of (1) "healthy lunch"; (2) "healthy snacks"; (3) "balanced diet"; (4) "fruit and vegetables"; or (5) "the principles of healthy eating" to create a slogan (For information on healthy eating, please scan the QR code at the bottom).

Eligibility

Primary students in Hong Kong

Application and Submission of Entries

- Each student can submit one entry only (entrants submitting multiple entries will be disqualified).
- Students shall participate individually and get nominated by the schools. Each school can submit up to five entries to DH for adjudication.
- The top five schools with the highest internal participation rates shall receive "The Most Active Participation Award".
- Schools should submit the school nomination form along with the entries to the "EatSmart@school.hk" Campaign Secretariat by email (eatsmart_school@dh.gov.hk) or by post (Units A-D, 8/F, China Overseas Building, 139 Hennessy Road, Wan Chai, Hong Kong), and indicate "'Putting Healthy Eating into Practice' Slogan Competition" in the title of the email/on the mail.
- Please make sure that all mail items bear sufficient postage before posting. DH will not accept any underpaid mail items, and such items will be handled by the Hongkong Post.
- Schools choosing the mailing method should scan the entries and save the electronic copies beforehand.
- Late submissions will not be accepted.

Entry Requirements

1. The slogan must fit in with one of the aforementioned themes. It must be written in traditional Chinese or English in no more than 20 words (excluding punctuation marks). A brief introduction of the entry in 30 to 50 words should be submitted along with the slogan.
2. The slogan must be written on the enrolment form (printed slogans will not be accepted).
3. The slogan should be concise, harmonious, creative, easy to recite and suitable for publicity.

Adjudication

The adjudicating panel comprises representatives of DH and members of the "EatSmart@school.hk" Campaign Steering Committee. Winning entries shall be selected based on the following criteria: the content's conformity with the theme (40%), overall creativity (30%), and suitability for publicity (30%).

Awards & Prizes

Champion (one winner)	A trophy, a certificate and souvenirs
First Runner-up (one winner)	A trophy, a certificate and souvenirs
Second Runner-up (one winner)	A trophy, a certificate and souvenirs
Merit Award (ten winners)	A certificate and souvenirs
The Most Active Participation Award (five winners)	A certificate and souvenirs

The slogan created by the Champion will be used in publicity materials of the "EatSmart@school.hk" Campaign.

Result Announcement

The result of the Competition will be announced in January 2025. The schools to whom the winners belong will be notified by email and phone. All winning entries will be uploaded to the "EatSmart@school.hk" Campaign thematic website for public viewing. The slogan created by the Champion will be used in the publicity materials of the "EatSmart@school.hk" Campaign.





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Name in Chinese: Name in English:

Name of School: Class: Class no.:

Theme of the slogan: Healthy lunch Healthy snacks
 Balanced diet Fruit and vegetables
 The principles of healthy eating

Date:

(Please choose one out of the five themes and put a ✓ in the corresponding box)

Slogan (in no more than 20 words, excluding punctuation marks):

Brief introduction of the entry (in 30 to 50 words, excluding punctuation marks):

Terms and Conditions

- All entries must be the original work of the entrants. They must not infringe upon any rights (including the intellectual property rights, the right to privacy and the right to confidentiality) of any third parties. In case of non-compliance, the entry would be disqualified for the Competition or the awards. If the entry is in breach of any laws, the entrant is responsible for all legal liabilities, and the Organiser shall not be held legally responsible.
- All entries should not contain any content that is obscene, violent, pornographic, defamatory, with undesirable notions, disparaging, controversial or inappropriate.
- The idea and content of the entry must fit in with the themes of this Competition. Entrants should make sure that their entries are original and have neither been published nor used for participating in any other competitions of a similar kind.
- All submitted entries shall be owned by the Organiser and shall not be returned.
- The Organiser has the right to publish the names of entrants and the names of the schools to whom they belong.
- Entrants should clearly understand the rules of the Competition. Upon submitting the entries, they shall be deemed to have agreed to comply to and accept all terms and conditions of the Competition.
- Members of the Organiser ("EatSmart@school.hk" Campaign of DH) and their immediate family members, as well as members of the adjudicating panel and their immediate family members are not allowed to participate in this Competition.
- Entrants should clearly understand and agree that the copyright of the submitted entries shall be granted to the Organiser. The Organiser has the right to use the content, title, brief introduction of the entries, as well as the entrants' information in any media for demonstration, publication, exhibition, promotion or non-profit-making purposes. The Organiser also has the right to edit, translate, adapt, use, copy and distribute the entries in whole or in part without the need to seek prior consent of the entrants or pay any fees.

Enquiries

"EatSmart@school.hk" Campaign Secretariat ☎ 3151 7615 ✉ eatsmart_school@dh.gov.hk



Details of the
Competition