

THE HONG KONG HOUSING AUTHORITY

Memorandum for the Housing Authority

Healthy Living into the 21st Century

PURPOSE

This paper seeks Members' comments and endorsement on the proposed programme of activities to be undertaken by the Housing Authority (HA) to enhance the awareness of our tenants on the importance of a clean neighbourhood and healthy lifestyle.

BACKGROUND

2. In view of the need for the maintenance and improvement of healthy living conditions of the people in Hong Kong, the Health and Welfare Bureau (HWB) is organising a 3-year campaign under the theme "Healthy Living into the 21st Century" (健康生活新紀元) to enhance public awareness on the importance of cleanliness and healthy living conditions. A Steering Committee chaired by the Chief Secretary and with representation from various levels of the community has been formed to provide policy guidance for the campaign.

3. Various government departments have been invited to participate by addressing various hygiene problems and organising 3-year promotion and education campaigns. The Housing Department (HD) will be participating with the organisation of a campaign under the theme "Clean Neighbourhood". It will aim at -

- . encouraging clean and healthy habits and behaviour among tenants
- . informing and educating tenants about health issues and self-care
- . promoting and maintaining clean neighbourhoods

- . co-ordinating community efforts to sustain and uphold the concept and practice of clean and healthy living and working environment

4. Initially, the main targets of the HD campaign will be the tenants of public rental housing, temporary housing, interim housing and home owners, while operators of markets and shopping centres will also be invited to participate in the campaign.

The “Clean Neighbourhood” Committee

5. In order to plan and co-ordinate the work of the campaign, a Clean Neighbourhood Committee chaired by the Director of Housing has been set up. Representatives from Urban Services Department (USD), Regional Services Department (RSD), Home Affairs Department (HAD), Education Department (ED), Department of Health (DH), Estate Management Advisory Committees (EMACs), Community Groups and HD staff serve as members on the Committee.

6. The Terms of Reference of the Clean Neighbourhood Committee are at **Annex 1**.

Proposed Activities

7. A programme of proposed activities for the campaign for 1998/99 has been drawn up comprising exhibitions, seminars and estate cleaning competitions and performances. The EMACs will be invited to join in the organisation of these activities. Emphasis will be placed on monitoring the progress of the activities and the effectiveness and results of the campaign. The year-round activities will be reported to Rental Housing Committee (RHC).

Details of the cleaning campaign are at **Annex 2**.

8. Measures will be developed to assess the extent of improvement in cleanliness in domestic blocks, shopping centres and markets arising from the implementation of the campaign.

Funding

9. The estimated budget for the campaign for 1998/99 is \$3.5M
—— (Annex 3 refers). HWB will allocate \$1M to HD while HA will be responsible for the remaining expenses.

Advice Sought

10. Members are invited to offer comments on the proposed programme of activities stated in Annex 2 at the next meeting of the Housing Authority on 25 June 1998.

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