

## 戒煙老友支持 效益人情味兼備

### Buddy scheme fills the office with support for smoking cessation

為提升員工戒煙的決心，創建室內設計有限公司舉辦戒煙口號創作比賽及實施戒煙老友計劃，邀請非吸煙員工支持吸煙同事，當吸煙員工成功戒煙或減少吸煙次數，戒煙老友可獲得獎勵。此計劃促進同事間的溝通和了解，員工在戒煙時亦得到更多鼓勵。同時，公司訂定每年2月為「無煙月」，電腦桌面以無煙信息為題，以提高員工的戒煙意識，令工作間充滿濃濃的人情味。

Support among co-workers is crucial to staff who wants to quit smoking, Arterior Design Limited has implemented a smoke-free slogan competition and a buddy cessation scheme. The non-smoking employees support their smoking counterparts to quit smoking and when smoking employees succeed, their buddies will be rewarded. The scheme can enhance communication and understanding among staff and provide greater support for smokers to quit. Besides, every February is designated as the "No Smoking Month" during which the smoke-free computer wallpaper is displayed. The workplace is filled with warmth of friendship instead of the smell of cigarettes.



## 網上互動平台 促為下一代戒煙

### Creating smoke-free families through online polling

在這個資訊發達的年代，要有效傳遞無煙信息必須運用適當渠道，親子王國有限公司透過他們每月一億次瀏覽量的網絡平台宣揚無煙家庭的重要。公司利用網上投票調查了解父母吸煙原因，再針對父母最關心的話題，於網上討論區推廣吸煙對小朋友和自身健康的壞處，引起會員間互相討論，藉此鼓勵他們戒煙。公司透過網絡平台，以互動形式將無煙信息廣泛傳遞予社會大眾，令更多市民投入無煙健康生活。

Today is the age of information. Appropriate channels should be used to deliver the smoke-free messages effectively. Baby-Kingdom.com Limited promotes the importance of smoke-free family successfully via their website and mobile application which have over 100 millions monthly pageview. By conducting an online polling to identify parents' reasons of smoking, the company focused on the topics that parents care about. Posts on the hazards of smoking were published on online forums to set off discussions and encourage smoking parents to quit. The company makes use of its interactive online platform to spread smoke-free messages to the public, as well as inspire more people to embrace a healthy smoke-free lifestyle.



## 巧用員工創意 自家標誌推無煙

### Tailor-made logo to promote the smoke-free culture

百麗國際控股有限公司鼓勵員工發揮創意，舉行「無煙標誌設計比賽」，將無煙概念具體呈現，員工提交了很多極具水準的作品。比賽由各部門的管理層參與評審，選出最具代表性及配合公司形象的標誌，成為百麗國際的自家無煙標誌，並用於宣傳企業的無煙政策及活動，將公司文化與無煙理念融合，提升員工的投入程度及參與。此外，公司設有24小時百麗專線服務，除了協助員工處理壓力，亦提供有關戒煙的資訊及意見。

To boost creativity and participation of its staff, Belle International Holdings Limited organized a "Smoke-free Logo Design Competition" to visualize the smoke-free culture. The contest was adjudicated by the management from different departments. The most symbolic logo was selected as the tailor-made smoke-free logo for company's promotion of smoke-free policies and events. By incorporating smoke-free messages into the corporate culture, the staff is more engaged and eager to take part in smoke-free activities. The company also runs a 24-hour Belle Hotline Service to help staff with stress issues and provide smoking cessation information.



## 同事窩心鼓勵 加強戒煙動力

### Words of encouragement is crucial for quitters

民亮發展有限公司為南豐集團\*之附屬公司，旗下的葵涌廣場推出既貼心又有創意的措施鼓勵無煙生活，例如「五蚊大行動」鼓勵戒煙員工每次成功對抗煙癮，便自行在錢箱中投入五元，不單可時刻提醒自己，更可儲下戒煙成果，用以買禮物獎勵自己，有效提升員工的自制力。另外，公司亦委任戒煙大使與正在戒煙的員工會談，了解戒煙狀況及給予支持鼓勵。管理層及同事更會送出心意卡及設立電話短訊群組，為戒煙同事打氣。

\*「南豐集團」指南豐國際控股有限公司及其附屬公司。

Main Shine Development Limited is a member of Nan Fung Group\*, its subsidiary Kwai Chung Plaza came up with creative and thoughtful ideas to promote smoke-free lifestyles. For example, the "HK\$5 Mission" urges staff to deposit HK\$5 into a moneybox every time they stopped own smoking attempt. Apart from serving as a constant reminder, it also allows employees to see the fruits of their progress and use the money to buy gifts for themselves. Furthermore, smoke-free ambassadors meet with co-workers to follow up their quitting progress and offer encouragement. The management and other staff would also write cards and send text message via mobile chat group to support the smoking employees to kick the habit.

\* "Nan Fung Group" means Nan Fung International Holdings Limited and its subsidiaries.

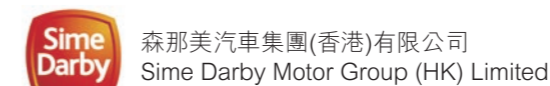


## 分享戒煙實錄 同事互相激勵

### Drawing insight from stories of successful quitters

森那美汽車集團（香港）有限公司在宣揚無煙知識和員工參與中取得平衡，舉辦有趣的無煙活動，例如透過「無煙大贏家」及「無煙勇士實錄」提供戒煙貼士，並透過公司內聯網及員工通訊等與員工分享及激勵其他同事戒煙。另外，公司亦推出「無煙·你有選擇」問答比賽及「無煙補習社」煙害講座，以生動有趣的活動名稱及形式吸引同事參與，循多元的渠道宣揚無煙文化。

By running creative smoke-free initiatives, Sime Darby Motor Group (HK) Limited strives to nurture a balance between smoke-free advocacy and staff participation. The company recruited smokers to quit through 'Quit to Win' contest and invited 'Smoke-free Warriors' to share their successful stories and tips through intranet and other publication to motivate other smoking staff to quit. Smoke-free activities like crosswords competition and health talks are given interesting names to arouse staff's interest and boost participation. The company hopes to help employees build a healthier and smoke-free lifestyle.



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