



“領展致力倡導工作與生活平衡，積極推動無煙文化，冀為企業、僱員及社會締結三贏局面。Committed to promoting work-life balance and smoke-free culture, LINK is seeking to create all-win situation for corporations, employees and the community.”

趙梓珊  
Angela CHIU

領展

## 創造戒煙契機 連繫好生活

吸煙人士面對生活上的壓力，加上沒有足夠決心或推動力，心癮如影隨形，戒煙就顯得更困難。領展資產管理有限公司（下稱「領展」）深明這個道理，故在旗下遍佈港九新界的零售物業，提供活動場地積極宣揚無煙信息，不但為吸煙人士創造戒煙的契機，同時向市民大眾推廣健康生活，與領展「連繫好生活」的品牌信息相輔相成。

領展自2015年起與香港吸煙與健康委員會合作，在旗下近1,000萬平方呎的零售物業提供場地設置「戒煙大贏家」招募攤位，包括全港各區20多個街市及商場，目的是把無煙信息滲透每一角落，鼓勵吸煙人士透過參加戒煙比賽，早日重拾健康。

領展物業管理部總經理趙梓珊分享，「透過領展的完善網絡，活動能接觸各區不同階層的市民，大大增加了吸煙者戒煙的動力。」在2016年，「戒煙大贏家」活動於領展提供的場地內成功招募近600名吸煙人士參與，踏出戒煙第一步，佔活動近一半的參加人數，成績令人鼓舞。而成功戒煙的參加者除了贏得健康，亦可獲得豐富的獎品，成為真正大贏家。



▲ 領展在旗下零售物業如商場、街市設置「戒煙大贏家」招募攤位，宣傳戒煙。  
"Quit to Win" recruitment booths were set up at LINK's retail properties such as fresh markets and shopping malls to promote smoking cessation.

### 倡生活平衡 戒煙事半功倍

此外，領展一直鼓勵員工建立無煙生活，亦致力幫助他們解決情緒、個人壓力及健康等問題，故特別委託顧問公司為旗下員工及其家人提供輔導，並設置24小時熱線提供健康生活資訊、工作生活指導等。

趙梓珊表示，「我們定期舉辦無煙講座及員工活動，包括瑜珈班、拳擊班等，倡導工作與生活平衡。」並特設「員工加油站」活動中心為員工及其親屬提供休息及放鬆的好地方，促進員工身心健康。她解釋，「壓力得到紓解，戒煙自然事半功倍。」

### 加強禁煙宣傳 發展美好社區

另一方面，領展在旗下管理的物業加強禁煙宣傳，於過百個商場及停車場共張貼了約3,800個特別設計的禁煙標誌，提醒顧客場地禁煙。同時商場亦增加清潔和巡查次數，以保障非吸煙人士免受二手煙影響，保持環境清新。

持續的無煙工作間政策，不但能改善員工的健康，更贏得商戶的讚賞與支持，領展將繼續與商戶、顧客及各方持份者共同締造無煙環境，建立可持續發展的美好社區。



▲ 領展的「員工加油站」活動中心舉辦多元化活動，助員工減壓，建立無煙健康生活。  
LINK organized various activities at the Staff Work-life Balance Centre for staff to release stress and develop a smoke-free healthy lifestyle.



▲ 領展為員工舉辦健康講座，倡導工作與生活平衡。  
LINK organized health talks for employees to advocate work-life balance.

#### 公司簡介

領展資產管理有限公司是領展房地產投資信託基金的管理公司，旗下物業組合遍及香港、北京和上海，包括本港擁有約1,000萬平方呎的零售物業（商場及街市）及約72,000個泊車位，毗鄰公共及私人屋苑，為居民提供日常消費所需。

## Link Asset Management Limited

### Promote smoking cessation to link people to a brighter future

Link Asset Management Limited ("LINK") is committed to promoting work-life balance and a smoke-free culture among staff and the mass public, which align with its corporate vision "Linking People to a Brighter Future". It has partnered with COSH to set up "Quit to Win" recruitment booths at some twenty retail properties to promote smoking cessation in the community since 2015. Angela CHIU, General Manager of Property Management, revealed that the smoking cessation contest can reach all walks of life through LINK's extensive district network, which successfully mobilized around 600 smokers to join and kick the habit in 2016. To create a smoke-

free and healthy environment for staff and the mass public, LINK has implemented sustainable smoke-free policies at its retail properties. Nearly 3,800 specially designed no-smoking signs have been put up in over 100 shopping malls and car parks to remind the public that the premises are smoke-free. LINK organized interest classes and health talks for employees and their family at the Staff Work-life Balance Centre to help staff release stress and deter them from smoking. Looking ahead, LINK will join hands with tenants, customers and other stakeholders to advocate a smoke-free culture for sustainable development in the community.