



“推動無煙文化要以軟性手法，慢慢改變員工的固有觀念及吸煙行為。  
We advocate the smoke-free culture in a soft approach to gradually change staff's perception and smoking behaviour.”  
梁瑞堅  
Samson LEUNG

# 天星小輪

## 潛移默化推戒煙 形象環境更清新

擁有逾百年歷史的天星小輪，每日為香港市民及遊客提供渡海交通服務，近年透過新建的灣仔碼頭及拓展新的遊覽航線，積極提升公司的正面形象。員工為公司的重要資產，面對員工年紀老化及吸煙率偏高的問題，天星小輪以軟性方式推廣無煙文化，潛移默化鼓勵戒煙，期望改善員工健康。

員工健康少請病假，工作效率自然提升，公司形象亦可改善。天星小輪有限公司事務經理梁瑞堅表示，「公司不少員工年紀較大，煙齡或超過20年，故推動無煙文化不能操之過急，要慢慢改變他們的固有觀念及吸煙行為，強調戒煙是為家庭、子女、個人健康着想等。」

### 推動同儕支持 建立無煙氛圍

為了有效幫助員工戒煙，天星小輪進行周年問卷調查，以了解員工吸煙情況，並邀請戒煙服務機構提供適切的服務，包括九龍樂善堂「愛·無煙」前線企業員工戒煙計劃，協助公司訂立各項無煙政策及措施，以及於辦公時間舉辦戒煙工作坊及講座，成功吸引不少員工參加。



▲ 天星小輪為員工提供戒煙服務轉介，推動他們儘快戒除煙癮。  
Star Ferry provided smoking cessation services referral to motivate the smoking colleagues to kick the habit as soon as possible.

活動除了向員工講解煙草禍害，更即場為他們進行一氧化碳呼氣測試，並為有意戒煙的員工提供戒煙服務轉介，推動他們踏出戒煙第一步。梁瑞堅表示，公司推行的無煙活動有第三方參與策劃，員工更覺計劃中肯，增加認同感及參與率。

此外，公司設立戒煙獎勵計劃，管理層不但親自支持吸煙員工戒煙，亦向成功戒煙者頒發紀念品。他指出，「獎勵意義重大，是對員工達成戒煙目標的鼓勵，亦可加強其他有意戒煙者的決心。」公司同時積極鼓勵同儕之間互相支持，分享成功戒煙的心得及資訊，又會透過舉辦團體訓練營及旅行，宣揚無煙信息，建立支持戒煙的氛圍。

### 多年努力顯成果

天星小輪自1997年起已於工作範圍實行全面禁煙，以確保渡輪服務的安全，以及保障乘客和員工的健康。多年來均持續推行無煙工作間政策，在辦公室、員工休息室、工作場所、渡輪、觀光輪及碼頭公眾位置張貼禁煙標誌，並擺放海報及小冊子，向員工及市民推廣無煙生活的好處。

在多元化的無煙措施配合下，公司成功推動不少員工投入健康生活，吸煙員工比例由2004年的六成逐步下降至2016年的四成，足證持續推行無煙政策的成效。天星小輪期望，公司能成為員工的支援後盾，推動他們儘快落實戒煙，進一步令吸煙率下降。



▲ 天星小輪自1997起已實行全面禁煙，以保障乘客及員工的健康。  
Star Ferry implemented a total smoking ban since 1997 to safeguard passengers and staff's health.



▲ 公司舉辦不同的健康講座及工作坊，推廣無煙健康生活的好處。  
Health talks and workshops were organized to promote the benefits of a smoke-free healthy lifestyle.

### 公司簡介

天星小輪有限公司於1898年成立，是本港唯一獲專利航線經營權的渡輪服務營辦商，員工人數為260人。現時航隊有8艘小輪，分別行走兩條往返尖沙咀至中環及灣仔的專利航線，另有二條觀光遊航線包括「天星維港遊」及「天星海港遊」。

## The “Star” Ferry Company, Limited

### Soft approach increases the resolve of quitting smoking

The “Star” Ferry Company, Limited (“Star Ferry”) implemented a total smoking ban at workplace since 1997 to safeguard the health of passengers and staff. According to the company’s annual survey on staff’s smoking habit, a majority of staff are seniors who have been smoking for more than two decades. Samson LEUNG, Operations Manager, observed that these smoking employees were more receptive to a soft approach and are more eager and determined to quit smoking for the reason of protecting their family and children’s health. Star Ferry joined the “Smoking Cessation Program in Workplace” of Lok Sin Tong Benevolent Society, Kowloon and organized a number of smoking cessation workshops and talks to promote the benefits of smoking cessation. Carbon

monoxide breath tests and referral for smoking cessation services were also offered to raise employees’ health conscious. Besides, the management presented souvenirs to those who have successfully quitted smoking as an encouragement and to motivate other smokers to kick the habit as soon as possible. Star Ferry also strived to create a smoke-free working environment via various initiatives, such as putting up no-smoking signs, posters and distributing pamphlets on ferries, cruises and public areas of the piers. The smoking rate has gradually dropped from 60% in 2004 to 40% in 2016. Star Ferry is committed to developing a supportive atmosphere for smoking cessation and bringing down the prevalence in the near future.