

Dear Parents,

Be Ready for a Healthy and Active School Year!

Back-to-School!

Hello! The new school year has begun again! In the 2022/23 school year, the "StartSmart@school.hk" Campaign, jointly organised by the Department of Health, the Education Bureau and the Leisure and Cultural Services Department, will continue to promote healthy lifestyle to young children aged 2 to 6 and parents through kindergartens and child care centres with a thematic approach.



The themes for this school year are

"Eat More Vegetables" and "Less Screen Time"

Vegetables contain a wide range of nutrients and are good for our health. An adequate intake of vegetable every day stimulates bowel movements and prevents diseases. On the other hand, screen-time activities (e.g. watching TV or using computer, tablet or mobile phone) are generally sedentary. Excessive screen time will not only reduce young children's participation in physical activities, but also hinder the normal development of their social, psychological and motor skills as well as cognitive functions.

To promote the themes of this school year effectively, enable young children to **put healthy eating into practice** and **do more exercises in daily life**, we encourage parents to include different kinds of vegetables into young children's diet so that they can attain a balanced nutrition and replace screen-time activities with physical activities. We hope that parents can be a role model to young children while schools strive to instill proper knowledge and attitude on healthy lifestyle to them. As the proverb goes: Example is better than percept. Although many parents find it a real challenge to get young children to eat more vegetables and cut down on screen time, it would be much easier for young children to establish the good habit if parents lead by example by having an adequate intake of vegetables with them and limit screen time to no more than 1 hour every day as far as possible.

We look forward to joining hands with all of you and serving as a good role model for young children by putting healthy eating into practice and living an active lifestyle together, so that they will grow up actively and healthily.

Best regards,
Sporty Bunny and EatSmart Doggie


 StartSmart@school.hk
 Campaign website


A Letter to Parents



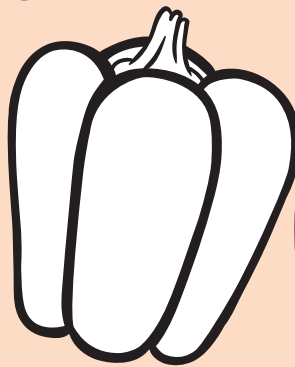
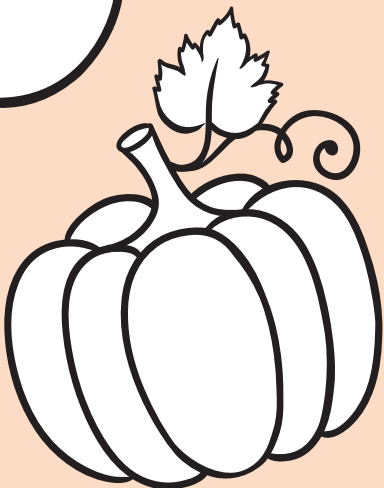
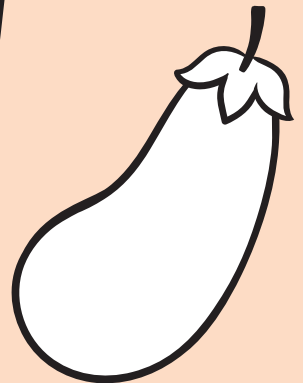
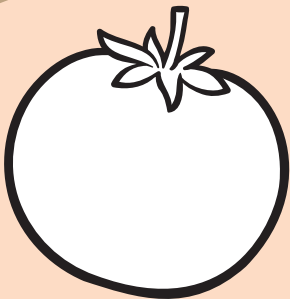
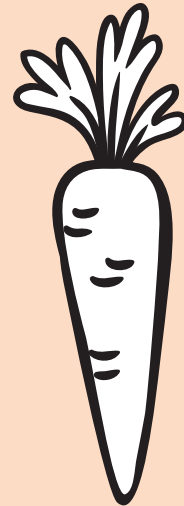
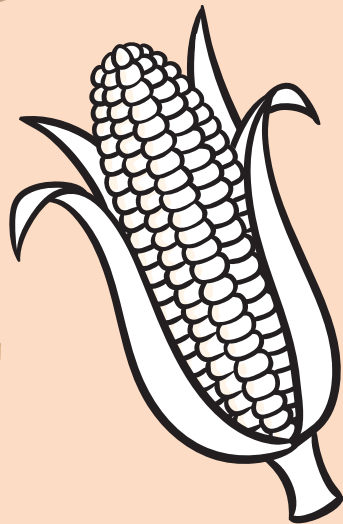
Play and Dance



StartSmart Parent Guide

Mini Game

The Healthy Farm



Dear children,
vegetables are good for health.
Please colour them in!

