

A Bright New Chapter with Smart Eating and Sporty Living

Dear Parents,



Hello! Another school year begins! We are EatSmart Doggie and Sporty Bunny.



Jointly organised by the Department of Health, the Education Bureau and the Leisure and Cultural Services Department, the “StartSmart@school.hk” Campaign will continue to promote healthy lifestyles to children aged two to six and their parents under different themes through kindergartens and child care centres in the 2025/26 school year.

The themes for this school year are “Eat More Vegetables” and “Less Screen Time”.



Vegetables of multiple colours are nutritious. They contain various vitamins and minerals required for child growth, as well as dietary fibre, which is necessary for maintaining gut health. Consuming sufficient vegetables can help prevent diseases such as obesity, hypertension, diabetes, heart disease, strokes and colorectal cancer. Therefore, it is of vital importance to develop the healthy habit of eating more vegetables at a young age. In addition to incorporating vegetables into dishes when preparing main meals, parents may also make healthy snacks together with their children in order to encourage them to eat more vegetables. Besides, they should act as role models for their children and eat sufficient vegetables every day!



At the same time, screen-based activities (“screen time”), such as watching TV and short videos as well playing computer games, have become common sedentary activities for young children nowadays. Too much screen time not only would reduce the chance for children to participate in physical activity, but would also occupy their sleep time. In addition to lowering the risks of fat accumulation and obesity, reducing sedentary screen-based activities can also promote motor skills and cognitive development in young children and help them maintain psychosocial health. Therefore, we encourage parents and their children to reduce screen time and go out to explore together instead!



Parents may also refer to the *StartSmart Parents' Guide* (revised 2025), which covers the needs of young children in terms of diet and nutrition and physical activity, as well as the recommendations on arrangement concerned, thereby helping their children cultivate healthy living habits at a young age.



Let's work together to put this school year's themes, “Eat More Vegetables” and “Less Screen Time”, into practice! Another school year begins. Are you ready for it?

Best regards,
EatSmart Doggie
and Sporty Bunny



“StartSmart@school.hk”
Campaign website



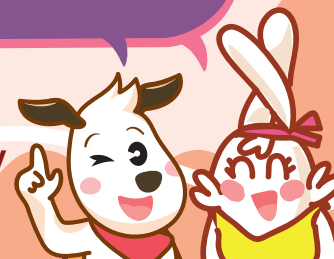
Letter to Parents



Parent-child
Physical Games



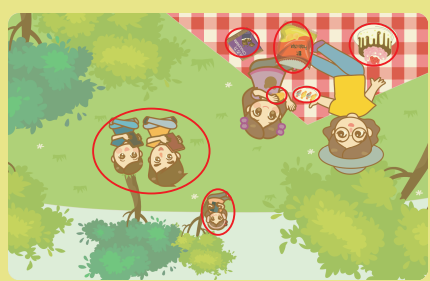
StartSmart
Parents' Guide





Dear children, what are the differences between these two pictures? Please circle the differences in different colours — those that should be done more in green, and those that should be done less in red.

Mini Game: Spot the differences



Answer :