

Details of Health Promotion Materials of the “StartSmart@school.hk” Campaign in the 2025/26 School Year

1. Banner of the “StartSmart@school.hk” Campaign

Size: 1 m (H) x 2 m (W)

Target: Students and parents

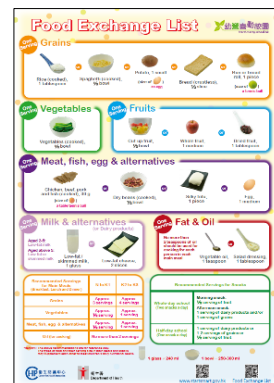
Purpose: To indicate your school support the “StartSmart@school.hk” Campaign, and encourage parents to proactively nurture healthy young children.



2. Food Exchange List (A3 poster)

Target: Teachers and staff responsible for catering

Purpose: To provide the recommended servings of main meals and snacks for young children.



3. Healthy Eating Food Pyramid for Children 2-5 years old (A2 poster)

Target: Teachers and students

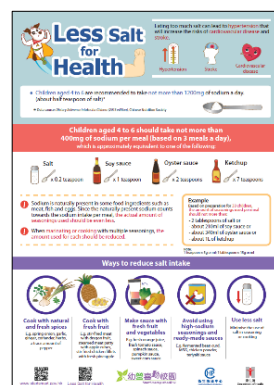
Purpose: To familiarise readers with the healthy eating recommendations and servings for young children daily.



4. Less Salt for Health (A3 poster)

Target: Teachers and staff

Purpose: To familiarise readers with the daily recommended sodium intake for young children and the ways to reduce sodium intake.



5. Less Sugar for Health (A3 poster)

Target: Teachers and staff

Purpose: To familiarise readers with the daily recommended sugar intake for young children and the ways to reduce sugar intake.



6. Drink More Water for Better Health (A3 poster)

Target: Teachers and staff

Purpose: To familiarise readers with the daily recommended fluid intake for young children, the examples of healthy fluids and the ways to cultivate a habit of drinking more water in young children.



7. Choose Your Vegetables from the Variety (A2 poster)

<NEW>

Target: Teachers and students

Purpose: To familiarise young children with different types of vegetables, and encourage them to eat a variety of vegetables to assure adequate nutrient intake.



8. Physical Activity for Children (for Kindergartens and Child Care Centres) (A3 poster)

Target: Teachers and students

Purpose: To familiarise readers with the benefits of doing physical activity as well as the examples of various sports and physical activities.



9. Infographics (A3 posters) (four in total)

Target: Teachers

Purpose: To familiarise readers with the facts about fruit juice, the benefits of fruit and vegetables, as well as the physical activity for young children, and make them understand that food must not be used as a reward.



10. *StartSmart Parents' Guide* (Revised 2025) * (A5 publication)

Target: Parents

Purpose: To familiarise readers with the needs of young children in terms of a nutritious diet and physical activity, as well as the relevant suggested arrangements.



*(To make an effort in environmental protection, schools are advised to refer to the **Template of Notice to Parents** on Page 8 of this Annex and encourage parents to visit the following website or scan the QR code below for the digital edition of the Guide.)*



[StartSmart Parents' Guide](#)

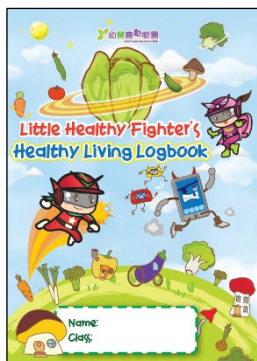
www.startsmart.gov.hk/files/pdf/parent_guide_full_en.pdf

*Supplies are limited; available on a first-come, first-served basis

11. Little Healthy Fighter's Healthy Living Logbook (with stickers)

Target: Students and parents

Purpose: To cultivate the habit of eating more vegetables in young children and encourage them to reduce screen time through the "Little Healthy Fighter" Award Scheme.



(The latest certificate printing programme will be uploaded onto the thematic website of the "StartSmart@school.hk" Campaign at the beginning of the next school year. Kindergartens and child care centres may print the certificates for students participated in the activities on their own.)

12. Letter to Parents

Target: Parents

Purpose: To tie in with the two themes for the new school year, namely "Eat More Vegetables" and "Less Screen Time", the *Letter to Parents* will focus on providing relevant information to parents. Theme-relevant mini game worksheets or the latest recommendations relevant to the Campaign will also be included in each issue.

(Five issues in total, to be distributed in September and November 2025, and January, March and May 2026, respectively)

13. StartSmart Colouring Booklet <NEW>

Target: Students and parents

Purpose: To familiarise young children and parents with different types of vegetables and physical activities, and encourage young children to eat more vegetables and do physical activity to reduce their screen time.



14. StartSmart Little Canvas Bag*

Target: Students and parents

Purpose: To familiarise young children and parents with different types of healthy snacks and parent-child physical activities, and encourage young children to choose healthy snacks and do parent-child physical activities with their parents more often.

*Supplies are limited; available on a first-come, first-served basis



To: 'StartSmart@school.hk' Secretariat, Department of Health

Fax: 3585 2130

Email: startsmart@dh.gov.hk

Phone: 3151 7621

Address: Unit A-D, 8/F, China Overseas Building, 139 Hennessy Road, Wan Chai, Hong Kong

(Schools that submit the form on or before 27 June 2025 (Friday) will enjoy free delivery of materials at the beginning of the 2025/26 school year. Those enrolled after the abovementioned date will have to arrange self-pickup of materials at the Secretariat of the "StartSmart@school.hk" Campaign upon notification.)

**Enrolment Form for the "StartSmart@school.hk" Campaign and
Health Promotion Materials Request Form for the 2025/26 School Year**

(1) Information of kindergarten and child care centre (Please fill in the information with block letters and put a "✓" in the appropriate ☐)

School number:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Classes: (May choose multiple options)	<input type="checkbox"/> AM class
School name:								<input type="checkbox"/> PM class
School address:								
Name of contact person:						Title of contact person:		
School email:						School tel.:		
Total number of students:						School fax:		
Please choose the method of receiving the <i>StartSmart Newsletter</i> (six issues, to be delivered through email or fax in August, October and December 2025, and February, April and June 2026, respectively)						(Choose one out of two)		
						<input type="checkbox"/> Email <input type="checkbox"/> Fax		

(2) Materials requested (Please refer to Annex I)

	Material	Chinese Version	English Version
1	Banner of the "StartSmart@school.hk" Campaign	<input type="checkbox"/> (Bilingual; 1 for each school)	
2	Food Exchange List (A3 poster)	<input type="checkbox"/> ____ pcs (not more than 3)	<input type="checkbox"/> ____ pcs (not more than 3)
3	Healthy Eating Food Pyramid for Children 2-5 years old (A2 poster)	<input type="checkbox"/> ____ pcs (bilingual; not more than 5)	
4	Less Salt for Health (A3 poster)	<input type="checkbox"/> ____ pcs (not more than 3)	<input type="checkbox"/> ____ pcs (not more than 3)
5	Less Sugar for Health (A3 poster)	<input type="checkbox"/> ____ pcs (not more than 3)	<input type="checkbox"/> ____ pcs (not more than 3)
6	Drink More Water for Health (A3 poster)	<input type="checkbox"/> ____ pcs (not more than 3)	<input type="checkbox"/> ____ pcs (not more than 3)
7	Choose Your Vegetables from the Variety (A2 poster) <NEW>	<input type="checkbox"/> ____ pcs (bilingual; not more than 3)	
8	Physical Activity for Children (For Kindergartens and Child Care Centres) (A3 poster)	<input type="checkbox"/> ____ pcs (not more than 3)	<input type="checkbox"/> ____ pcs (not more than 3)
9	Infographics (A3 posters)		
	① The Fact about Fruit Juice	<input type="checkbox"/> ____ pcs (not more than 2)	<input type="checkbox"/> ____ pcs (not more than 2)
	② Don't Use Food as a Reward	<input type="checkbox"/> ____ pcs (not more than 2)	<input type="checkbox"/> ____ pcs (not more than 2)
	③ The Benefits of Fruit and Vegetables	<input type="checkbox"/> ____ pcs (not more than 2)	<input type="checkbox"/> ____ pcs (not more than 2)
	④ Physical Activity for Young Children	<input type="checkbox"/> ____ pcs (not more than 2)	<input type="checkbox"/> ____ pcs (not more than 2)

	Material	Chinese Version	English Version
10	StartSmart Parents' Guide (Revised 2025)** (A5 publication)	<input type="checkbox"/> ____pcs To make an effort in environmental protection, schools are advised to refer to the Template of Notice to Parents on Page 8 of this Annex, and encourage parents to visit the website or scan the QR code on Page 3 of this Annex for the digital edition of the Guide.	<input type="checkbox"/> ____pcs
11	Little Healthy Fighter's Healthy Living Logbook (with stickers)#	<input type="checkbox"/> ____sets	<input type="checkbox"/> ____sets
12	Letter to Parents (Five issues in total)# (Five issue, to be delivered to the school free of charge or sent via email in September and November 2025, and January, March and May 2026, respectively)	<input type="checkbox"/> ____sets <input type="checkbox"/> Digital edition (Each issue will be sent via email together with a link)	<input type="checkbox"/> ____sets
13	StartSmart Colouring Booklet# <NEW>	<input type="checkbox"/> ____pcs (bilingual)	
14	StartSmart Little Canvas Bag#*	<input type="checkbox"/> ____pcs (bilingual)	

#The total amount of materials requested should not exceed the total number of students

*Supplies are limited; available on a first-come, first-served basis.

Statement of Purpose for Collection of Personal Data

Purpose of Collection

1. The personal data you provide to the Department of Health (DH) will be used for the following purposes:
 - (a) as a proof of eligibility;
 - (b) to compile statistics for research or teaching purposes; and
 - (c) to facilitate the organisation of activities related to health education and community liaison.

The provision of personal data is voluntary. If you do not provide sufficient information, we may not be able to verify whether you are eligible for receiving certain services/participating in certain activities, accede to your request or conduct in-depth investigation into a complaint case, and hence cannot provide services/assistance to you.

Classes of Transferees

2. The provision of personal data is voluntary. The personal data you provide are mainly for use within the DH but they may also be disclosed to other government bureaux and departments or relevant parties for the purposes mentioned in paragraph 1 above, if required. Apart from this, the data may only be disclosed to parties where you have given consent to such disclosure or where such disclosure is allowed under the Personal Data (Privacy) Ordinance.

Access to Personal Data

3. You have the right of access and correction with respect to your personal data as provided for in Sections 18 and 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance. Your right of access includes the right to obtain a copy of your personal data provided by you during the occasions as mentioned in paragraph 1 above. A fee may be imposed for the provision of the data requested.

Enquiries

4. Enquiries concerning the personal data provided, including the making of access and corrections, should be addressed to:

Health Promotion Branch, Department of Health
(Attn: SEO(HP))

Address: 7/F, Southorn Centre, 130 Hennessy Road, Wan Chai, Hong Kong
Fax: 2591 6127

Notice to Parents (*Template*)
The “StartSmart@school.hk” Campaign

(Date)

Dear parents,

Childhood obesity has been a major concern in Hong Kong. Therefore, we should help young children develop a healthy lifestyle from a young age for them to grow healthily with a lower risk of developing diabetes, hypertension or cardiovascular diseases when they grow up.

To help young children cultivate healthy eating habits and the habit of doing regular physical activity, our school has participated in the “StartSmart@school.hk” Campaign organised by the Department of Health (DH). We shall strive to create an environment conducive to healthy eating and regular physical activity, with the aim of helping young children develop a healthy and sustainable lifestyle.

We encourage parents to read through the *StartSmart Parents’ Guide* prepared by the DH. Let’s join hands to create an environment conducive to healthy living for young children, and help them cultivate healthy eating habits and the habit of doing regular physical activity.



StartSmart Parents’ Guide

www.startsmart.gov.hk/files/pdf/parent_guide_full_en.pdf

For more information, please visit the thematic website of the “StartSmart@school.hk” Campaign of the DH (www.startsmart.gov.hk) or the school website (www.xxx.edu.hk).

(Principal’s signature)

(Principal’s name)

**This template serves as a reference for schools only. The content may be amended subject to the school’s situation.*