**[NAME OF SCHOOL] GETS LOUD DURING FRUIT & VEG MONTH (NSW ONLY)**

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August and September 2017

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media release

According to the most recent National Health Survey, only 5.1% of both children and adults eat the recommended number of serves of fruit and vegetables[[1]](#footnote-1).

Healthy Kids Association, supported by NSW Health, runs Fruit & Veg month every year, a program for teachers that is designed to encourage the school community to increase kids’ intake of fruit and veg. This year’s theme is ‘Get Loud for Fruit & Veg’ which is aimed at students encouraging other children, their families and their communities to eat more fruit and vegetables. [Name of school] has taken on the challenge and will be planning a range of activities across Fruit & Veg Month.

Healthy Kids’ Katie Booth, manager of the program, said: “Telling kids to eat more fruit and vegies simply because they’re ‘healthy’ doesn’t work. We know that Fruit & Veg Month increases kids’ recognition and knowledge of fruit and vegetables and shows that exploration of taste and texture can make a big difference to overall intake.”

“We want kids to hit their recommended daily intake of fruit and veg and set up healthy eating habits that will last a lifetime. Fruit & Veg Month is key to driving increased fruit and veg intake at both school and in the home.”

Running from 28 August to 22 September in 2017, Fruit & Veg Month provides free resources to teachers in registered primary schools in NSW, including a Teacher’s Booklet containing PDHPE-linked curriculum materials, classroom posters and student reward stickers. For more information on Fruit & Veg Month go to: [www.fruitandvegmonth.com.au](http://www.fruitandvegmonth.com.au)

[ENDS]

**Contact**

For more information about the event at [name of school], or to arrange high-res images and/or a school visit, please contact [contact name and contact details].

For more information about the program or to arrange a high-res copy of the program logo, please email the Healthy Kids Communications Officer, Ali Morgan: ali@healthy-kids.com.au

**About Healthy Kids**

* Established in 1991, the Healthy Kids Association is a health promotion charity that works to reduce the incidence of diet-related diseases in children such as obesity.
* Its aim is to educate and empower families, children and school canteens to make the healthiest choices possible. Its nutrition philosophy is one of balance that promotes the five core foods, variety and mindful eating.
* See website for more information: [www.healthy-kids.com.au](http://www.healthy-kids.com.au)
1. National Health Survey: First Results, 2014-15  [↑](#footnote-ref-1)