

## Details of Health Promotion Materials of 'StartSmart@school.hk' Campaign in 2023/24 School Year

### 1. Banner of the 'StartSmart@school.hk' Campaign <New>

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

Target: Students and parents

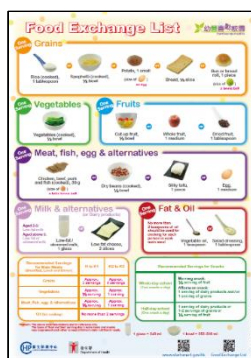
Purpose: To indicate your school's support towards the 'StartSmart@school.hk' Campaign and encourage parents to nurture healthy young children actively.



### 2. Food Exchange List (A3 poster)

Target: Teachers and staff that are responsible for catering

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



### 3. Healthy Eating Food Pyramid for Children (A2 poster)

Target: Teachers and students

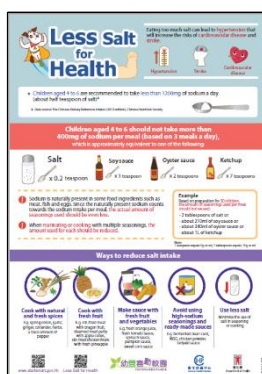
Purpose: To familiarise with the everyday healthy eating recommendations and quantity of young children.



### 4. Less Salt for Health (A3 poster)

Target: Teachers and staff

Purpose: To familiarise with the everyday recommended sodium intake of young children and ways to reduce sodium.



### 5. Less Sugar for Health (A3 poster)

Target: Teachers and staff

Purpose: To familiarise with the everyday recommended sugar intake of young children and ways to reduce sugar.



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

<New>

Target: Teachers and students

Purpose: To familiarise with the everyday recommended fluid intake of young children, examples of healthy drinks and ways to cultivate the habit of drinking more water in young children.



## 7. Physical Activity for Young Children (Aged 2 to 6) (A3 poster)

Target: Teachers and students

Purpose: To familiarise with the benefits of physical activities and examples of various sports and physical activities.



## 8. Infographics (A3 poster) (4 in total)

Target: Teachers

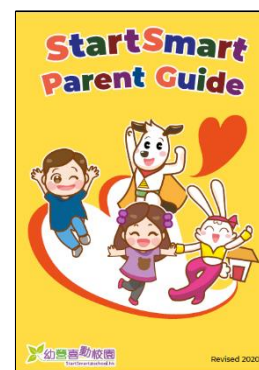
Purpose: To familiarise with fruit juice, don't use food as a reward, fruit and vegetables and physical activities.



## 9. StartSmart Parent Guide (Revised 2020) (A5 publication)

Target: Parents

Purpose: To familiarise with the requirements and suggested arrangement of nutritious diet and physical activities for young children.



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

Target: Students and parents

Purpose: To cultivate the habit of drinking more water in young children and encourage young children to accumulate adequate amount of physical activity every day.

*(Relevant certificate printing programme will be uploaded to the thematic website of the 'StartSmart@school.hk' Campaign at the beginning of the next school year. Kindergartens and child care centres can print the certificates to students who participated in the activities on their own.)*

## 11. A Letter to Parents

Target: Parents

Purpose: In line with the two themes on 'Healthy Drinks' and 'Accumulate Adequate Amount of Physical Activity Every Day' of the new school year, A *Letter to Parents* will focus on providing relevant information to parents. Theme-related worksheets with mini games or the latest recommendations on the Campaign will be included in each issue. *(Five issues in total which will be distributed on September and November 2023, January, March and May 2024 respectively)*

**12. 'It's Time to Move' Puzzle <New>**

Target: Students and parents

Purpose: To familiarise with different kinds of physical activities and the importance of accumulating adequate amount of physical activities every day.

Size: 37cm x 26cm x 0.2cm

**13. Learning Pack on Healthy Drinks <New>**

Target: Students and parents

Propose: To encourage parents and young children to drink adequate amount of healthy fluid every day in line with the theme on 'Healthy Drinks' of the new school year.

The Learning Pack includes:

1. 'Family Challenge Healthy Drinks Billboard' with stickers: Family members can take up the challenge with young children together to achieve the goal of reaching the recommended fluid intake every day.
2. 10 Activity Worksheets: To familiarise with more examples on healthy drinks and the benefits of drinking more water.



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

Fax: 3585 2130

Email: [startsmart@dh.gov.hk](mailto: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 forms on or before 30 June 2023 (Friday) by fax / email / post will enjoy free delivery of materials in the beginning of 2023/24 school year. Schools enrolled after the abovementioned date will have to arrange self-pickup of materials at the 'StartSmart@school.hk' Secretariat upon receiving the notification.)

**Request Form for Health Promotion Materials in 2023/24 School Year**

(1) Information of kindergarten and child care centre (Please complete in block letters and put a '✓' in the ☐)

School number:							Classes:	<input type="checkbox"/> Morning Class
School name:							(You may choose more than one)	<input type="checkbox"/> Afternoon Class <input type="checkbox"/> Whole-day Class
School address:								
Contact person:							Title:	
Email address:							Telephone:	
Total number of students:							Fax:	
Please choose the method of receiving the <i>StartSmart Newsletter</i> (The six issues will be delivered through email or fax on August, October and December 2023 and February, April and June 2024.)							(Please choose one) <input type="checkbox"/> Email <input type="checkbox"/> Fax	

(2) List of requested materials (Please refer to Annex 1)

	Materials	Chinese Version	English Version
1	Banner of the 'StartSmart@school.hk' Campaign <New>	<input type="checkbox"/> Required (bilingual; one 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 (A2 poster)	<input type="checkbox"/> ____ pcs (not more than 5) (bilingual)	
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 Better Health (A3 poster) <New>	<input type="checkbox"/> ____ pcs (not more than 3)	<input type="checkbox"/> ____ pcs (not more than 3)
7	Physical Activity for Young Children (Aged 2 to 6) (A3 poster)	<input type="checkbox"/> ____ pcs (not more than 3)	<input type="checkbox"/> ____ pcs (not more than 3)
8	Infographics (A3 poster) ① The Fact about Fruit Juice ② Don't Use Food as a Reward ③ The Benefits of Fruit and Vegetables ④ Physical Activity for Young Children	<input type="checkbox"/> ____ pcs (not more than 2) <input type="checkbox"/> ____ pcs (not more than 2) <input type="checkbox"/> ____ pcs (not more than 2) <input type="checkbox"/> ____ pcs (not more than 2)	<input type="checkbox"/> ____ pcs (not more than 2) <input type="checkbox"/> ____ pcs (not more than 2) <input type="checkbox"/> ____ pcs (not more than 2) <input type="checkbox"/> ____ pcs (not more than 2)
9	StartSmart Parent Guide (Revised 2020) (A5 publication)	<input type="checkbox"/> ____ pcs <input type="checkbox"/> Electronic version (To send via email together with the link and QR code in the beginning of the next school year)	<input type="checkbox"/> ____ pcs
10	Little Healthy Fighter's Healthy Living Logbook (with	<input type="checkbox"/> ____ sets	<input type="checkbox"/> ____ sets



	stickers)#		
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	Materials	Chinese Version	English Version
11	<b>A Letter to Parents#</b> (Five issues will be distributed to the school for free or via email on September and November 2023, January, March and May 2024 respectively)	<input type="checkbox"/> ____sets  <input type="checkbox"/> Electronic version (Each issue will be sent via email together with the link and QR code)	<input type="checkbox"/> ____sets
12	<b>'It's Time to Move' Puzzle# &lt;New&gt;</b>	<input type="checkbox"/> ____sets (bilingual)	
13	<b>Learning Pack on Healthy Drinks# &lt;New&gt;</b>	<input type="checkbox"/> ____sets (bilingual)	

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



## Statement of Purposes for Collection of Personal Data

### Purpose of Collection

1. The personal data you provide to the Department of Health will be used for the following purposes:

- (a) proof of eligibility;
- (b) compilation of statistics for research or teaching purposes; and
- (c) facilitation of organization of activities related to health education and community liaison.

The provision of personal data is entirely voluntary. If you do not provide sufficient information, we may not be able to prove your eligibility for specific services/activities, to accede to your request or to conduct an in-depth investigation into a complaint case, and hence cannot provide services/assistance to you.

### Classes of Transferees

2. The personal data provided by you are mainly for use within the Department of Health but they may also be disclosed to other Government bureaux/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 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. A fee may be imposed for complying with a data access request.

### Enquiries

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

Health Promotion Branch

(Attn : SEO(HP))

Address: 7/F, Southorn Centre, 130 Hennessy Road, Wanchai, Hong Kong

Fax: 2591 6127

