

MEDIA STATEMENT



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Fresh food kids!

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Twenty five per cent of Australia's children are overweight.

Children learn food habits at an early age so it's particularly important to start children off the right way.

To help, this year's Woolworths Fresh Food Kids Community Grants program is under way and community groups across the nation are able to apply for grants worth up to \$5000.

Carine MLA Tony Krsticevic is calling on not-for-profit community groups in the electorate to apply for the Woolworths Fresh Food Kids Community Grants.

Mr Krsticevic said the purpose of the Fresh Food Kids programme is to send a positive and practical message about fresh food to children and their parents.

As part of its campaign to promote a healthy lifestyle for school-aged children, Woolworths is looking for fresh ideas across food and nutrition, exercise and physical activity.

To be eligible, your initiative must:

- be designed for primary school aged children;
- encourage kids to lead healthier, more active lives; and
- take place outside of the school curriculum.

Organisations must have an ABN and can find further details at www.woolworths.com.au. Applications close on the 2 of May 2010.

To encourage parents and their children to adopt a healthy diet, nutritionist Rosemary Stanton has provided Woolworths with tips on avoiding weight problems in children.

"Children can understand the idea of 'everyday' and 'sometime' foods, but you need to define 'sometimes' or a three-year-old will think 'sometimes' is right now rather than, say on Saturday evenings," Dr Stanton said.

"If our children are eating the right foods, they'll also be getting the nutrients they need to stay fit, active and alert."

Dr Stanton said some simple tips can be quick and easy to implement into a child's diet.

"Children respond well to bright, colourful food that is easy to hold and eat. Try serving 'funny faces' and pack a yummy lunchbox."

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