Our Healthy Kids initiatives are starting to make a difference!

For the past year we’ve been working on a wide variety of programs in Oceania, as part of the Nestlé Healthy Kids Global Program.

**Our Mission?** To help kids eat healthier and get more active. In Australia, we’ve rolled out a number of initiatives that are part of our global program:

- **Healthy Active Kids website** – This resource for parents and teachers was developed in partnership with the Australian Institute of Sport and was re-launched in January 2014. Since then we’ve achieved some great results:
  
  - 340% increase in views - from 50,000 to over 220,000
  - 194% increase in teachers accessing the site - from 8,500 to over 25,000
  - Increase in time spent on the site from 1 minute to 5 minutes
• **Healthy Active Kids Grants** – more than 1000 schools applied for a $5000 grant to help them with healthy active education. Keep an eye out on Chatter to hear our winners’ stories.

• **Education expert** – Professor Jenny O’Dea from Sydney University helped us evaluate the teaching resource on the Healthy Active Kids website. Her expertise has given us valuable feedback on what teachers like and how we can improve. Professor O’Dea said most teachers said the resource has given them the most up-to-date and cutting edge information available. It was easy for them to use with instant, fun and interactive lesson plans.

• **IAAF Nestlé Healthy Active Kids Program** – This is our partnership with Athletics Australia for the International Association of Athletics Federation. This initiative has been rolling out through the Australian Government’s Active After-Schools program across the country since May and includes fun, physical activities designed especially for children.

  This week, Nestlé Australia will launch the Nestlé Healthy Kids Club for employees’ children - whether they are kids, grandkids, godchildren or family friends. The Club is designed to promote a healthy lifestyle for children over the age of six.

  The Nestlé Healthy Kids Global Program is currently in 80 countries with numbers increasing. We are working with the highest levels of government, health institutes NGOs and 250 partners to ensure that the program is relevant and will make a difference … enabling kids to live healthier lives now and in the future.

  Our Healthy Kids initiatives are part of Nestlé Oceania's commitment to U4HK. Let's make a difference together!

  It's all part of how we make Nestlé the leader … by enhancing the quality of consumers – and employees – lives every day, everywhere, by offering tastier and healthier food and beverage choices and encouraging a healthy lifestyle. Nestlé Corporate Business Principle #1 Nutrition, Health and Wellness.