# Joyful Fruit Month 2021 School Newsletter

December 2020



# 個康水器圖馬管

Healthy Fruit for Everyone at Any Time



# Review of Joyful Fruit Month 2020

Starting from the 2006/07 school year, the "Joyful Fruit Day" event is held by the Department of Health (DH) on an annual basis. In the 2012/13 school year, the event was upgraded to become the "Joyful Fruit Month", which has been well received by schools. Despite the disruptions caused by the COVID-19 pandemic, many schools still worked tirelessly to promote the "Joyful Fruit Month" in various ways, such as arranging fruit promotion activities on campus or distributing educational materials of the "Joyful Fruit Month" to students for their own use at home. In the 2019/20 school year, the "Joyful Fruit Month" saw the participation of more than 1,300 kindergartens and child care centres, primary schools, special schools and secondary schools, benefiting more than 500,000 students. We would like to extend our sincere gratitude for your enthusiastic support.



This school year's "Joyful Fruit Month" will be held in April 2021. The previous school year's slogan "Healthy Fruit for Everyone at Any Time" will continue to be adopted as the slogan, with the aim of further promoting the message that fruit can be eaten at any time, anywhere. If schools have kept activity materials from last year, they can be used for this school year. For request of materials, schools can fill in and submit the reply slip or enrolment form of the "Joyful Fruit Month" on or before 31 December to get free delivery of materials by the end of February 2021.



### **Latest Arrangements for**





Schools that participated in the "Joyful Fruit Month" in the 2019/20 school year will be automatically included in the list of participating schools from the 2020/21 school year onwards. Re-enrolment is not required. Schools' participation in the "Joyful Fruit Month" will be automatically renewed every school year. To obtain activity materials and update information, school simply need to fill in the reply slip. For newly participating schools, please download the enrolment form from the "Joyful Fruit Month" website.







#### Latest Information on

# School Fruit Promotion Project for Secondary Schools



Over the years, the School Fruit Promotion Project has gained immense popularity and seen the participation of various secondary schools. Each participating secondary school can apply through the DH for subsidies from the "School Healthy Eating Promotion Fund" provided by the Hong Kong College of Cardiology, so as to conduct a diverse range of fruit promotion activities, such as "Campus Fruit Party", booth games, preparation of display boards and exhibition panels, and design of fruit recipes. An eligible secondary school can receive sponsorship up to a maximum of HKD\$ 2,000, including a maximum of HKD\$ 1,500 for purchasing fruit. The deadline for the application is 31 December 2020. Places are limited so please apply now!

## New Interface for "Joyful Fruit Month" Website



Following the update of the "EatSmart@school.hk" Campaign's thematic website, a new interface has been introduced for the "Joyful Fruit Month" website to facilitate users' access to different types of resources. Featuring rich and engaging content, the "Joyful Fruit Month" website includes the following highlights:

#### Overview of E-Resources of "Joyful Fruit Month"

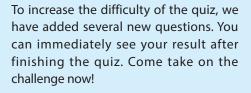


#### Nutritional Facts of Fruit

With the new interface, the web page provides a clear overview of fruit types. You can look up the nutritional values and characteristics of different types of fruit more easily.



# 2 Fun Fruit Quiz



#### Fruit Comic Series

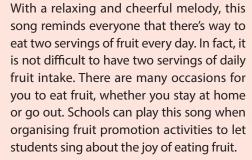
Here you can find a collection of



ramily characters. Read them to discover the joy of eating fruit and brush up on your knowledge



#### "Joyful Fruit Month" Theme Song







of fruit.











#### Contact Us

For enquiries, please contact the **Joyful Fruit Month Secretariat** on 2772 2012 or by email at **joyfulfruitmonth@dh.gov.hk**.