



The Department of Health

Joyful Fruit Month 2021

School Fruit Promotion Project

HONG KONG COLLEGE OF CARDIOLOGY

SCHOOL HEALTHY EATING PROMOTION FUND

PROSPECTUS



Hong Kong College of Cardiology

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(1) ABOUT THE CO-ORGANISER: THE HONG KONG COLLEGE OF CARDIOLOGY

Hong Kong College of Cardiology established in 1992, it is a recognized tax-exempt charity under the Inland Revenue Ordinance (Cap. 112 s. 88), it devotes its mission to promote the highest standard of care in cardiovascular medicine through scientific, professional and educational activities, and to enhance the awareness of heart health in the community.

(2) SCHOOL FRUIT PROMOTION PROJECT, DEPARTMENT OF HEALTH

a. Background

Studies in recent years suggest that eating an adequate amount of fruit can reduce the risk of heart diseases, stroke and certain kinds of cancer. Therefore, the Department of Health (DH) recommends teenagers aged 12 or above and adults to have at least two servings of fruit every day.

Since 2007, HKCC has worked with DH and partnering organisations to celebrate the territory-wide “Joyful Fruit Day” activity under the banner of the “EatSmart@school Campaign”. In the school year 2012/13, the activity was upgraded to “Joyful Fruit Month”. The whole month of April was designated as “Joyful Fruit Month” since then in order to further promote sustainable fruit eating among students and teachers. Activities have been well received by the education sector. In the school year 2019/20, over 1,300 schools encompassing more than 500,000 students enrolled on this meaningful programme, with coverage rates of kindergartens & child care centres , primary schools and secondary schools (SS) accounting for 67%, 65% and 37% respectively.

The Creative Fruit Venture School Fruit Promotion Project (果然玩創教室校園水果推廣計劃) was launched jointly by DH and HKCC in the school year

2010/11 to promote fruit eating among secondary students. In the school year 2013/14, the name of the project has been simplified to “School Fruit Promotion Project” (校園水果推廣計劃). The project was well received by secondary schools. The number of participating schools increased from 139 in the school year 2010/11 to 185 in the school year 2019/20. In the coming school year, DH will continue to run the project to provide financial support to a limited number of secondary schools by reimbursement. The Project is open for application on a first-come-first-serve basis; please apply as soon as possible.

b. Objectives

With proper teacher supervision, the project aims to encourage students to design and run school-based projects to promote fruit eating. Participating schools can organise one or more fruit promotion activities on any preferred date(s) from November 2020 to May 2021. There is no restriction on the type of school activities, which will very much depend on the setting and available support. Some examples are poster design, slogan design, promotion of fruity dishes during home-economics lessons, cheerleading competition or even running fruit businesses within schools or at the Lunar New Year fair. The overall aim is to promote fruit eating among students and teachers.

(3) SCHOOL HEALTHY EATING PROMOTION FUND

a. Purpose

HKCC has all along been a major supporter for “EatSmart@school” Campaign of DH and the “Joyful Fruit Month”. In the last school year, 75 school projects received HKCC funding as an incentive for their health enhancement actions. The College will again provide funding support to the “**School Fruit Promotion Project**” in the school year 2020/21 by establishing the **School Healthy Eating Promotion Fund**. The primary aim of the Fund is to boost incentives for secondary schools to promote fruit eating among students and teachers for better health.

b. Fund Management

The Fund is established and fully managed by HKCC throughout the coming school year.

c. Target

All secondary schools participating in DH “**Joyful Fruit Month 2021 - School Fruit Promotion Project**” are eligible for applying the Fund.

d. Criteria for Sponsorship

The Fund will only support school-based projects promoting daily intake of at least two servings of fruit to their students and teachers. The proposal should meet all the following criteria:-

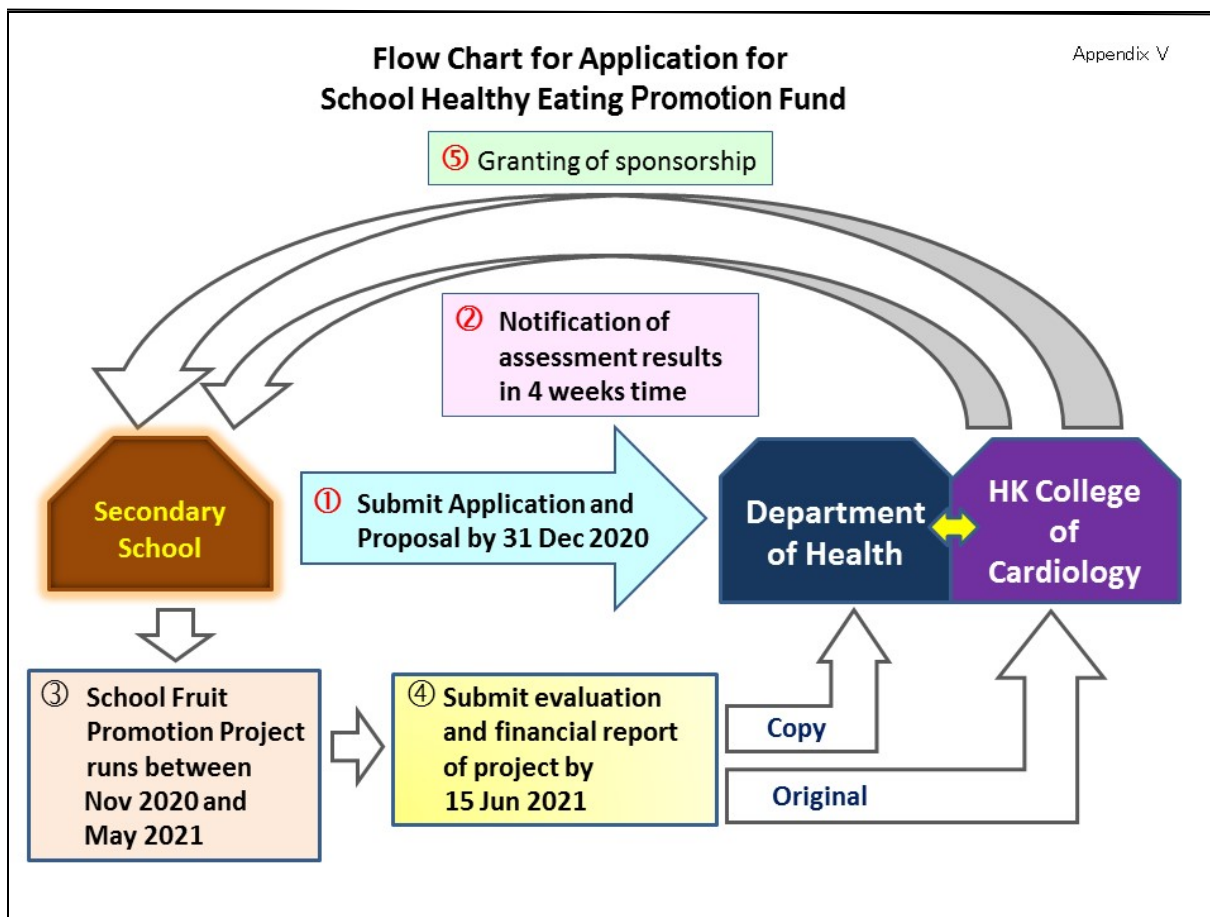
- Non-profit making
- With prior approval from school principal
- Under teachers’ supervision
- Involving the active participation of a minimum of 5 students in the organising committee
- Upon invitation, assisting DH in the conduction of a related survey targeting a representative sample of participating students plus or minus teachers. The survey can be a study about fruit eating behaviours among students, or about collecting opinions about school-based fruit promotion programme(s). DH will be responsible for the survey design, implementation, data entry and analysis.
- The publicity plan targets over 50% of all students in school
- The project aims to benefit at least 50% of students
- The project promotes fruit eating

- The project complies with principles of healthy eating (Appendices III and IV)
- Schools that plan to organise fruity dishes project should comply with the Nutritional Guidelines for Catering Activities in Schools (Appendix IV)

e. Amount of Sponsorship

The maximum amount of sponsorship available to each approved application is HKD\$2,000 and no more than HKD\$1,500 should be spent on purchasing fruit. To ensure compliance with healthy eating and healthy cooking principles (Appendix III & IV) and to discourage food as a reward in accordance with DH policies, the sponsorship does not cover reimbursement for food items high in fat, salt or sugar content and other items including gift coupon of food that may encourage students to take foods that are high in fat, salt or sugar content. Sponsorship will not be granted to projects containing food items that are high in fat, salt or sugar. Schools applying for sponsorship should submit in advance their proposals to the DH to ascertain compliance with application criteria as well as financial support (Section D above). They should also note that all grants are delivered on a reimbursement basis. Upon completion of the fruit promotion project, school should provide a full set of original receipts of all spending, the school bank account name together with the school postal address (Appendix II), to facilitate the HKCC's vetting, approval, filing and granting of sponsorship. **The decision by HKCC and DH on reimbursement or otherwise shall be deemed final and irrevocable in case of any dispute.** It may take about six to eight months or longer for the sponsorship to be granted.

(4) APPLICATION PROCEDURE



Eligible schools may submit the Application Form (Appendix I) to the Joyful Fruit Month Secretariat of DH **on or before 31 December 2020 (Thursday)**.

Schools are advised to submit their applications at least 4 weeks prior to the commencement of the project. Applications will be assessed by both DH and HKCC. Applicants will be informed of the result in 4 weeks' time. Upon receipt of an application, the Joyful Fruit Month Secretariat of DH will contact the organising school committees to provide appropriate coaching and support as necessary.

Sponsored schools should organise at least one fruit promoting activity on any preferred date(s) between November 2020 and May 2021.

(5) SUBMISSION OF REPORTS

Sponsored schools are obliged to exercise good management of the projects and the financial matters in question to achieve the expected results, and ensure the sponsored amount is used in accordance with terms and conditions specified in this document.

When submitting evaluation and financial reports (Appendix II, containing a balance sheet detailing all actual expenses, with original copies of all receipts) for vetting and reimbursement purpose, schools should provide the original set of documents to HKCC with copies to the Joyful Fruit Month Secretariat of DH. Upon approval of disbursement of funds, HKCC will issue a crossed cheque made payable to the school bank accounts. The cheque can be collected in person or mailed to the school address provided in the evaluation and financial reports by surface mail. Reimbursement may be delayed or withheld if the evaluation reports and financial reports do not meet HKCC and DH's satisfaction, or if the information submitted therein is found incomplete or falsified. The decision by HKCC and DH on reimbursement or otherwise shall be deemed final.