

Department of Health
“EatSmart@school.hk” Campaign
Joyful Fruit Month 2025
Primary Schools
Billboard Competition Guidelines

- ✧ The Department of Health (DH) conducts a **“Joyful Fruit Month Billboard Competition”** to enhance the awareness and habit of fruit eating among primary students.
- ✧ Participating schools can post up the billboard posters provided by the DH in classrooms. Students can put stickers or “✓” on the billboard posters to record their fruit eating behaviour at school, home, or other places during the activity period (recommended duration of not less than 28 days) specified by participating schools.
- ✧ Schools may then collect billboard posters from various classes and compute the overall statistical results using the following formula:

$$\frac{\text{Total no. of stickers or “✓” on all billboard posters in the school}}{\text{Total no. of students in the school} \times \text{no. of activity days}} \times 100\%$$

<p>Example 1:</p> <ul style="list-style-type: none"> ➤ Total no. of stickers or “✓” on all billboards in the school is 33 516 ➤ Total no. of students is 1 050 ➤ No. of activity days: 56 <p>Statistical result:</p> $\frac{33\ 516}{1\ 050 \times 56} \times 100\%$ <p>= 57%</p>	<p>Example 2:</p> <ul style="list-style-type: none"> ➤ Total no. of stickers or “✓” on all billboards in the school is 11 403 ➤ Total no. of students is 905 ➤ No. of activity days: 28 <p>Statistical result:</p> $\frac{11\ 403}{905 \times 28} \times 100\%$ <p>= 45%</p>
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1. With reference to the reply slip template below, schools may e-mail the statistical result to joyfulfruitmonth@dh.gov.hk **on or before 15 May 2025 (Thursday)**.
2. Schools that have statistical result of 50% or above will be recognised on the Joyful Fruit Month webpage of the Department of Health. Schools may present certificates of appreciation (downloadable from the webpage) or other awards to students with outstanding participation.

Reply slip template

Email address: joyfulfruitmonth@dh.gov.hk

Statistical Result of “Joyful Fruit Month ” 2025 Billboard Competition

Name of School: _____ District: _____

Contact person: _____ Telephone: _____

Period for the billboard statistics: From _____ to _____ Total: _____ days

Statistical result: _____ %