



The Department of Health

Joyful Fruit Month 2025

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 (HKCC) 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 2006/07 school year, HKCC has worked with the DH and partnering organisations to organise the territory-wide “EatSmart@school Campaign” “Joyful Fruit Day” activity. 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 2023/24, over 1,600 schools encompassing more than 560,000 students enrolled in this meaningful programme, with coverage rates of kindergartens & child care centres, primary schools and secondary schools (SS) accounting for 85%, 87% and 56% 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 the 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 was 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 286 in the school year 2023/24. In the coming school year, the DH will continue to run the project and 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 2024 to May 2025. 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.hk” Campaign of the 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 2024/25 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 the DH “**Joyful Fruit Month 2025 - 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 the 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, and opinions about school-based fruit promotion programme(s). The 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 over 50% of students
- The project promotes fruit eating

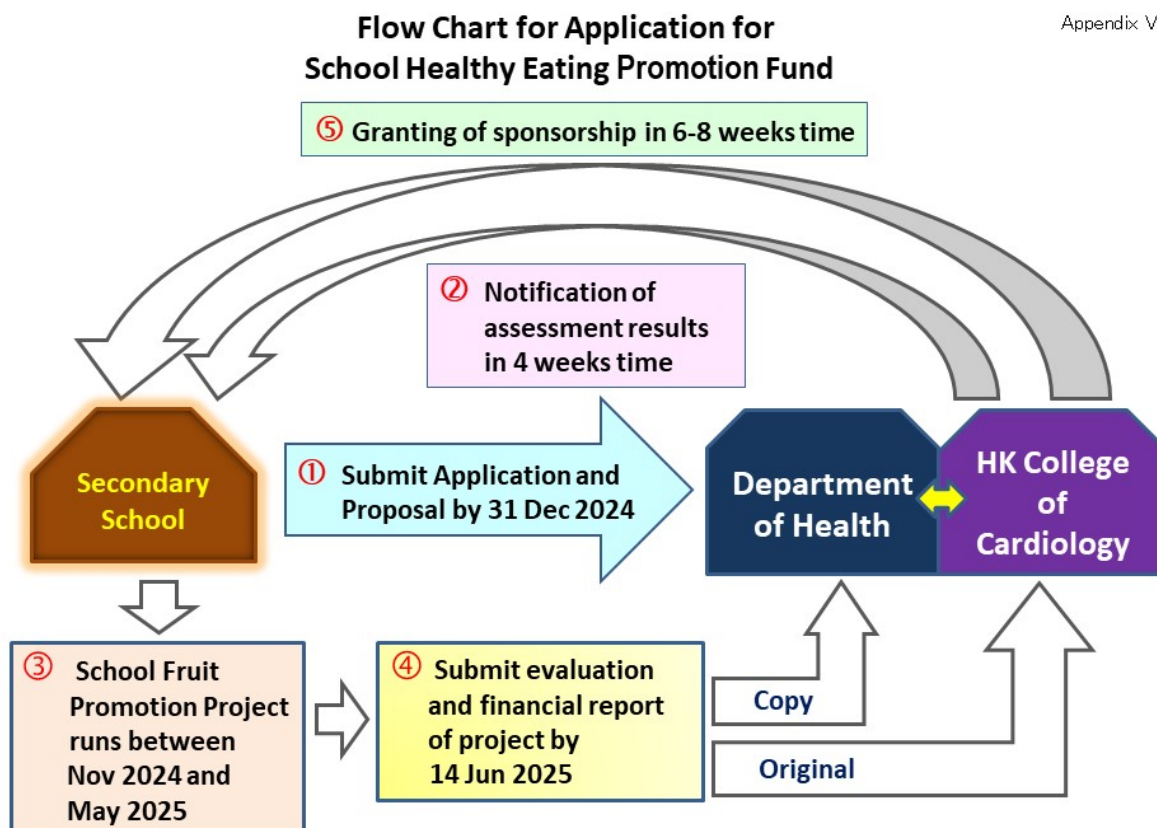
- The project complies with principles of healthy eating (Appendices III and IV)
- Schools that plan to organise fruity dishes project should comply with the Nutritional Guidelines for Catering Activities in Schools (Appendix IV)

e. Amount of Sponsorship

The maximum amount of sponsorship available to each approved application is HKD\$2,000 and no more than HKD\$1,600 should be spent on purchasing fruit. While there is no upper limit on purchase of materials other than fruit procurement, the total funding amount must NOT exceed HK\$2,000. To ensure compliance with healthy eating and healthy cooking principles (Appendix III & IV) and to discourage food as a reward in accordance with the DH policies, the sponsorship **does not cover reimbursement for food items (except fruits) and drinks that are being used as a reward, or any items that may encourage students to take foods that are high in fat, salt or sugar content, including gift coupons.** In addition, sponsorship will not be granted for purchase of gift coupons of any kind or delivery fee of materials. 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 (for handwritten receipts, there must be a valid company chop) 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 the DH on reimbursement or otherwise shall be deemed final and irrevocable in case of any dispute.** It takes about six to eight weeks for the sponsorship to be granted. Schools that have not received reply from the HKCC eight weeks after submission of the Evaluation and Financial Reports, please contact Ms Ip at 2899 2035.

(4) APPLICATION PROCEDURE

Appendix V



Eligible schools may submit the Application Form (Appendix I) to the “Joyful Fruit Month” Secretariat of the DH **on or before 31 December 2024 (Tuesday)**.

Schools are advised **to submit their applications at least 4 weeks prior to the commencement of the project**. Applications will be assessed by both HKCC and the DH. Applicants will be informed of the application result by HKCC via fax in 4 weeks’ time upon submission of all the required documents. Upon receipt of an application, the ‘Joyful Fruit Month’ Secretariat of the DH will contact the school organising 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 2024 and May 2025.

(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 and food nutrition labels) for vetting and reimbursement purpose, schools should provide the original set of documents to HKCC with copies to the “Joyful Fruit Month” Secretariat of the DH. Upon approval of disbursement of funds, schools are encouraged to arrange a representative to collect the cheque in person. Alternatively, schools may arrange courier by themselves to pick up the cheque at the office of HKCC. Schools are also reminded to bank in the cheque issued by the HKCC within 6 months from the date of issue. Otherwise, the payment will be invalidated. Reimbursement may be delayed or withheld if the evaluation reports and financial reports do not meet HKCC and the DH’s satisfaction, or if the information submitted therein is found incomplete or falsified. The decision by HKCC and the DH on reimbursement or otherwise shall be deemed final.