



In partnership with



Press release

31st March 2009

Ayrshire project in final for national healthy kids award

A physical activity initiative for babies and toddlers under three years in Saltcoates has been chosen as finalists in the national Health for Kids awards 2009, which recognises projects which seek to educate or improve the health of children and young people.

The Ayrshire project entitled 'Fit Ayrshire Babies' was chosen from over 600 entries to this year's awards. It has been selected as one of three finalists in the Physical Activity category.

'Fit Ayrshire Babies' is a joint initiative - by East, North and South Ayrshire Councils and NHS Ayrshire & Arran - established in response to increased childhood obesity and decreased activity in children less than three years. The aim of the project is to promote the benefits and importance of exercise and physical play for very young children by enabling children, parents and carers to have increased opportunities to engage in, and be aware of the benefits and importance of physical play, physical exercise and social interaction within a culture of enthusiasm enjoyment and fun.

The Health for Kids awards programme aims to celebrate and reward individuals, teams and groups who have made a difference to child health through healthy eating and physical activity initiatives as well as tackling tough issues including obesity, emotional health, drug and alcohol abuse, safety, or helping young people get wise about sex and relationships.

Terri Woodhams from Health for Kids awards said: "We have had a record number of entries this year. The quality of the projects has also been outstanding and to make it to this stage of the competition is a great achievement."

Any initiative or long term project that has been set up to educate or improve the health of children and young people, or facilitate a change in their attitudes and behaviour to healthy living was eligible to enter this years' awards which were launched in partnership with the British Heart Foundation.

Finalists will present their initiative to an independent panel of expert judges in London on April 29th. The winner of each category will be announced in June at a special presentation in London.

ENDS

Notes to Editors:

The national Health for Kids awards, this year for the first time, in partnership with the British Heart Foundation is an excellence programme that aims to celebrate and reward individuals, teams and groups who have made a real difference to child health through healthy eating and physical activity initiatives as well initiatives that tackle tough issues including obesity; emotional health; drug and alcohol misuse; safety; or helping young people get wise about sex and relationships. There are five categories in the national Health for Kids awards. Details of each category and an online entry form are available at www.hfkawards.co.uk

The British Heart Foundation (BHF) is the nation's heart charity, dedicated to saving lives through pioneering research, patient care, campaigning for change and by providing vital information. The BHF relies on donations of time and money to continue its life-saving work.

Our stakeholders are the Food Standards Agency; the National Health Schools Programme (a Department of Health/Department of Children, Schools and Families joint initiative); The Welsh Network of Healthy School Schemes; Health Promoting Schools, Learning and Teaching Scotland; The Royal Society for Public Health, the leading voluntary youth organisation in the UK - Clubs for Young People and Take a Break magazine.

For further information about the Health for Kids awards or the initiative featured in this notice please contact Terri Woodhams on 0845 130 1078, terri@hfkawards.co.uk

