



Health
for Kids
awards

In partnership with



Press release

31st March 2009

Two Hackney projects in final for national healthy kids award

A dental health initiative run by the charity Little Troll Productions, and a play about road safety by the charity Immediate Theatre have both been chosen as finalists in the Health for Kids awards 2009, which recognises projects which seek to educate or improve the health of children and young people.

Hackney projects have done extremely well this year taking two places in the final selection process. Both initiatives were chosen from over 600 entries to this year's awards. 'Karius & Baktus Dental Health in Action' initiative has been selected as one of three finalists in the Personal & Social Health category. The entry 'Now you see me; Know you Don't – A Play about Road Safety' has been selected as one of three finalists in the Safety & Citizenship category.

'Karius & Baktus Dental Health in Action' by registered London charity Little Troll Productions, targets health inequalities suffered by children of low socio economic backgrounds. Approaching healthy eating from the oral health angle, theatre performances originating from Scandinavia reinforce good oral hygiene to children. The project, aimed at 4-8-year-old children who are losing their milk teeth, started in Hackney and is now run in 12 London boroughs.

The initiative 'Now you see me; Know you Don't – A Play about Road Safety' is a participatory drama project developed with and for young people by another London charity Immediate Theatre, also based in Hackney. Immediate Theatre worked with the Public Safety Team to address issues about safety on the roads for primary students in year six as they approach the transition to secondary school. The production tours primary schools across London.

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

