

The Department of Health

Joyful Fruit Month 2015

School Fruit Promotion Project



HONG KONG COLLEGE OF CARDIOLOGY -

SCHOOL HEALTHY EATING PROMOTION FUND

PROSPECTUS

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

The Hong Kong College of Cardiology (HKCC) was founded in 1992, succeeding from its predecessor as the Hong Kong Heart Association founded in 1968. Established as a recognised tax-exempt charity under the Inland Revenue Ordinance (Cap. 112 s. 88), the College aims to develop and maintain the good practice of cardiovascular medicine and works towards improving the health of heart and blood vessel system of Hong Kong people.

(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 has been designated as the official “Joyful Fruit Month” 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 2013/14, 1 290 schools encompassing more than 500 000 students enrolled on this meaningful programme, with coverage rates of pre-primary institutions, primary schools and secondary schools (SS) accounting for 70%, 67% and 35% 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 simplified to “School Fruit Promotion Project” (校園水果推廣計劃). The project is well received by secondary schools. The number of participating schools increased from 139 in the school year 2010/11 to 180 in the school year 2013/14. 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 to 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 2014 to May 2015. 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 DH’s “EatSmart@school” Campaign and the “Joyful Fruit Month”. In last school year, 68 school projects received HKCC funding as an incentive for their health enhancement actions (more than 280 school-based activities). The College will again provide funding support to the “**School Fruit Promotion Project**” in the school year 2014/15 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. This year's project has also obtained sponsorship from the College's Jump Rope for Heart Program.

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 2015 - 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 (sample size less than 200). 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\$1,200 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 of high fat, sugar or salt content and other items that may encourage students to take foods that are high in sugar, salt and fat content. Schools applying for sponsorship should submit in advance their proposals to the organiser 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 grant release. The decision by HKCC and DH on reimbursement or otherwise shall be deemed final and irrevocable in case of any dispute.

(4) APPLICATION PROCEDURE

(Please refer to Appendix V for Procedure Flow Chart)

Eligible schools may submit the Application Form (Appendix I) to the Joyful Fruit Month Secretariat of DH **on or before 31 December 2014**.

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 2014 and May of 2015.

(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 DH Joyful Fruit Month Secretariat. Upon approval of disbursement of funds, HKCC will issue a crossed cheque made payable to the school bank accounts and mail to the school addresses provided in the evaluation and financial reports. 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.

To: Joyful Fruit Month Secretariat, Department of Health (DH)
 Fax: 2772 2060 (Please submit on or before 15 January 2015 for free delivery of requested materials)
 E-mail: joyfulfruitmonth@dh.gov.hk
 Tel: 2772 2012

**Joyful Fruit Month 2015 - School Fruit Promotion Project
 Reply Slip for Secondary Schools**

Please complete in block letters and check the right box with “✓”:

- Our school will **support** the “School Fruit Promotion Project” and will organise our own fruit promotion activities such as _____ in the campus. We do not need materials provided by DH. (Please complete Part A)
- Our school will **participate in** “School Fruit Promotion Project” and would like to **request** the materials provided by DH. (Please complete Parts A and B)
- Our school will **participate in** “School Fruit Promotion Project” and would like to **request** the materials provided by DH and **apply for sponsorship** from the “School Healthy Eating Promotion Fund”. (Please complete Parts A, B, and Appendix I: Application form for School Healthy Eating Promotion Fund)

Part A: School Particulars (ALL items must be completed)

Name of School: _____				
District:	<input type="checkbox"/> Southern	<input type="checkbox"/> Central and Western	<input type="checkbox"/> Wanchai	<input type="checkbox"/> Eastern
	<input type="checkbox"/> Sham Shui Po	<input type="checkbox"/> Yau Tsim Mong	<input type="checkbox"/> Kowloon City	<input type="checkbox"/> Wong Tai Sin
	<input type="checkbox"/> Kwun Tong	<input type="checkbox"/> Kwai Tsing	<input type="checkbox"/> Tsuen Wan	<input type="checkbox"/> Tuen Mun
	<input type="checkbox"/> Yuen Long	<input type="checkbox"/> Shatin	<input type="checkbox"/> Tai Po	<input type="checkbox"/> North
	<input type="checkbox"/> Sai Kung	<input type="checkbox"/> Islands		
Address: _____			Fax no.: _____	
Telephone: _____		EDB School Code: _____	(First 6 digits)	
Name of contact person: _____		(*Mr/Ms/Mrs)	Position: _____	
Contact phone no.: _____		# Personal email address: _____		
Total no. of classes: _____		Total no. of students: _____		
A complimentary certificate will be issued to all enrolled schools. (Please indicate the preferred language and school name to be printed.) <input type="checkbox"/> We wish to have a certificate to be printed in *(Chinese / English) <input type="checkbox"/> Certificate not needed				
Name of School: _____				
If you will upload the snapshots or descriptions of fruit promotion activities to your school website and are willing to share with others, please provide an URL of your school’s webpage, which will be shown as a hyperlink in our thematic webpage. School URL: _____				
We * welcome / wish to be excused from media visit for the project.				

Points to note:

- Please check the school particulars in “Participating Schools Information” of “Joyful Fruit Month 2015” webpage on the “EatSmart@school.hk” thematic website (<http://school.eatsmart.gov.hk>) after three working days upon submission of Reply Slip. For enquiry, please call Joyful Fruit Month Secretariat by phone (2772 2012).
- Please fill out a separate form for each school. If a school has more than one branch, please make photocopies of this reply slip as required.
- * Please delete the inappropriate
- # Updates of “Joyful Fruit Month” event will be sent to the personal email address.

School’s stamp: _____

Date: _____

Part B: Activity Details & Request for Materials**1. School Fruit Promotion Activities (more than one activity may be chosen, please refer to the thematic webpage of “Joyful Fruit Month” for details)**

Main activity:	<input type="checkbox"/> ☆ Campus Fruit Party	Date:	From _____ to _____
Other activities (Please provide titles of activities on the right):	<input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____	Proposed Period:	From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____

2. Request for Materials (Details of the materials can be found in “Promotional & Educational Materials” of the “Resource Centre” of “Joyful Fruit Month 2015” webpage on the “EatSmart@school.hk” thematic website (<http://school.eatsmart.gov.hk>). For environmental protection, please request on a need basis. Any blank field in this section will be considered as “not needed”. The requested materials will be distributed between mid January and mid February 2015.)

1	“Joyful Fruit Month” Publicity Banner (1m x 2.5m)	<input type="checkbox"/> 1 piece <input type="checkbox"/> Not needed
2	“Joyful Fruit Month” Publicity Poster (A2-sized)	*5copies / 10copies / 15 copies / Not needed
3	“Joyful Fruit Month - School Fruit Promotion Project” Folder for students participating in fruit promotion activities	<input type="checkbox"/> * A4 / F4 size (Quantity to be determined by DH) <input type="checkbox"/> Not needed

* Please delete the inappropriate



The Department of Health

Joyful Fruit Month 2015

School Fruit Promotion Project

Hong Kong College of Cardiology -
School Healthy Eating Promotion Fund

Application Form

Important items:

- ✧ Only secondary schools participating in the “Joyful Fruit Month 2015 - School Fruit Promotion Project” can apply for this Fund.
- ✧ Complete this form in block letters and put “✓” in the appropriate box .
- ✧ Please read the *School Healthy Eating Promotion Fund – Prospectus* before you complete this application form.
- ✧ The College will not consider any application which fails to meet the listed criteria or provide the required information.
- ✧ Please submit this application form (including Part I: Declaration & Information of Organising Committee Members, Part II: Project Proposal, and Part III: Financial Budget) to Joyful Fruit Month Secretariat on or before 31 Dec 2014:

Joyful Fruit Month Secretariat of the Department of Health
7/F, Southorn Centre, 130 Hennessy Road, Wan Chai, Hong Kong
Attn: PIC of “School Fruit Promotion Project” or
Fax to: 2591 6127 or
Email to: joyfulfruitmonth@dh.gov.hk

- ✧ Please retain a photocopy of this form for your own record and submit the photocopy of the form together with the Evaluation & Financial Report (Appendix II) after the activity. If any amendments were made to the proposed activities while they were actually held, please indicate the amendments on the photocopy.
- ✧ Please download Appendix II at Joyful Fruit Month 2015 webpage

“Joyful Fruit Month - School Fruit Promotion Project”

Appendix I

Ref. No. (to be supplied by the Secretariat) :	() CHEU/ P2/2/3 -
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Part I: Declaration & Information of Organising Committee Members

I have read the Hong Kong College of Cardiology *School Healthy Eating Promotion Fund – Prospectus*; I understand and agree to the terms stated.

Name of Project Contact Person: _____

Position: _____

Contact Phone: _____

Name of School: _____

EDB School Code: _____

Particulars of Organising Committee Members (including at least one teacher and five students with executive positions)

Please make duplicates if space is not enough below.

*“T” denotes “teacher”; “S” denotes “student” (please also specify his/her class level).

Upon receipt of an application, the Joyful Fruit Month Secretariat of DH will contact the teacher and student representative of the school organising committee to provide appropriate coaching and support as necessary.

Name of teacher representative: _____, Contact Email address: _____

Name of student representative: _____, Contact Email address: _____

Name	Member Identity* (T/S)	Name	Member Identity* (T/S)
1.	T / S	14.	T / S
2.	T / S	15.	T / S
3.	T / S	16.	T / S
4.	T / S	17.	T / S
5.	T / S	18.	T / S
6.	T / S	19.	T / S
7.	T / S	20.	T / S
8.	T / S	21.	T / S
9.	T / S	22.	T / S
10.	T / S	23.	T / S
11.	T / S	24.	T / S
12.	T / S	25.	T / S
13.	T / S	26.	T / S
Total number of teachers	person(s)	Total number of students	person(s)

Part II: Project Proposal

Fill out a separate form for each “Fruit Promotion Activity”. Feel free to make copies of this form if more than one activity is to be organised.

Our school will organise a total of _____ fruit promotion activities in this year, with the activity details as follows:							
Title of activity ()							
Objectives	<input type="checkbox"/> To increase the knowledge about fruit among *students / teachers / both <input type="checkbox"/> To arouse the interest of eating fruit among *students / teachers / both <input type="checkbox"/> To promote fruit consumption among *students / teachers / both <input type="checkbox"/> Others (please specify) _____						
Format	<table style="width:100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <input type="checkbox"/> Exhibition board <input type="checkbox"/> Assignment on fruit topics <input type="checkbox"/> Seminar / Workshop / Sharing at morning assembly <input type="checkbox"/> Fruit cooking class* <input type="checkbox"/> Fruit cooking competition </td> <td style="width: 50%; border: none; vertical-align: top;"> <input type="checkbox"/> Fruit survey <input type="checkbox"/> Fruit quiz competition <input type="checkbox"/> Fruit tour (Place: _____) <input type="checkbox"/> Campus fruit party <input type="checkbox"/> Poster design <input type="checkbox"/> Booth game </td> </tr> <tr> <td colspan="2" style="border: none; padding: 5px;"> <input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____ </td> </tr> <tr> <td colspan="2" style="border: none; padding: 5px;"> <input type="checkbox"/> Other _____ </td> </tr> </table>	<input type="checkbox"/> Exhibition board <input type="checkbox"/> Assignment on fruit topics <input type="checkbox"/> Seminar / Workshop / Sharing at morning assembly <input type="checkbox"/> Fruit cooking class* <input type="checkbox"/> Fruit cooking competition	<input type="checkbox"/> Fruit survey <input type="checkbox"/> Fruit quiz competition <input type="checkbox"/> Fruit tour (Place: _____) <input type="checkbox"/> Campus fruit party <input type="checkbox"/> Poster design <input type="checkbox"/> Booth game	<input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____		<input type="checkbox"/> Other _____	
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<input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____							
<input type="checkbox"/> Other _____							
Date / Duration	From _____ (DD/MM/YY) to _____ (DD/MM/YY) Activity will last for: <input type="checkbox"/> 1 day <input type="checkbox"/> 2-7 days <input type="checkbox"/> 1-2 weeks <input type="checkbox"/> >2 weeks						
Venue							
Expected no. of participating students	(Sec. ___ to Sec. ___) _____ students (around _____ % of total students) <i>* should target over 50% of all students in school</i>						
Expected no. of participating teachers	_____ teachers (around _____ % of all teachers)						
Publicity plan							
Profile / details of activity							

*Please delete the inappropriate

※Please attach recipe for DH approval

Part II: Project Proposal

Fill out a separate form for each “Fruit Promotion Activity”. Feel free to make copies of this form if more than one activity is to be organised.

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Title of activity ()							
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Format	<table style="width:100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <input type="checkbox"/> Exhibition board <input type="checkbox"/> Assignment on fruit topics <input type="checkbox"/> Seminar / Workshop / Sharing at morning assembly <input type="checkbox"/> Fruit cooking class* <input type="checkbox"/> Fruit cooking competition </td> <td style="width: 50%; border: none; vertical-align: top;"> <input type="checkbox"/> Fruit survey <input type="checkbox"/> Fruit quiz competition <input type="checkbox"/> Fruit tour (Place: _____) <input type="checkbox"/> Campus fruit party <input type="checkbox"/> Poster design <input type="checkbox"/> Booth game </td> </tr> <tr> <td colspan="2" style="border: none; padding: 5px;"> <input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____ </td> </tr> <tr> <td colspan="2" style="border: none; padding: 5px;"> <input type="checkbox"/> Other _____ </td> </tr> </table>	<input type="checkbox"/> Exhibition board <input type="checkbox"/> Assignment on fruit topics <input type="checkbox"/> Seminar / Workshop / Sharing at morning assembly <input type="checkbox"/> Fruit cooking class* <input type="checkbox"/> Fruit cooking competition	<input type="checkbox"/> Fruit survey <input type="checkbox"/> Fruit quiz competition <input type="checkbox"/> Fruit tour (Place: _____) <input type="checkbox"/> Campus fruit party <input type="checkbox"/> Poster design <input type="checkbox"/> Booth game	<input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____		<input type="checkbox"/> Other _____	
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<input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____							
<input type="checkbox"/> Other _____							
Date / Duration	From _____ (DD/MM/YY) to _____ (DD/MM/YY) Activity will last for: <input type="checkbox"/> 1 day <input type="checkbox"/> 2-7 days <input type="checkbox"/> 1-2 weeks <input type="checkbox"/> >2 weeks						
Venue							
Expected no. of participating students	(Sec. ___ to Sec. ___) _____ students (around _____ % of total students) <i>* should target over 50% of all students in school</i>						
Expected no. of participating teachers	_____ teachers (around _____ % of all teachers)						
Publicity plan							
Profile / details of activity							

*Please delete the inappropriate

※Please attach recipe for DH approval

Part II: Project Proposal

Fill out a separate form for each “Fruit Promotion Activity”. Free feel to make copies of this form if more than one activity is to be organised.

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	<input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____	
	<input type="checkbox"/> Other _____	
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Venue		
Expected no. of participating students	(Sec. ___ to Sec. ___) _____ students (around _____ % of total students) <i>* should target over 50% of all students in school</i>	
Expected no. of participating teachers	_____ teachers (around _____ % of all teachers)	
Publicity plan		
Profile / details of activity		

*Please delete the inappropriate

※Please attach recipe for DH approval

“Joyful Fruit Month - School Fruit Promotion Project”

Part III: Financial Budget

Remarks:

- Schools applying for the FUND should organise at least one fruit promotion activity on any preferred day(s) between November 2014 and May 2015.
- A maximum of HKD\$2,000 will be awarded to successful candidates, but the amount of money spent on fruit procurement should not exceed HKD\$1,200.
- Since the DH does not encourage food as reward and the project should comply with Nutritional Guidelines for Campus Catering Activities (Appendix III and IV of the School Healthy Eating Promotion Fund Prospectus), no sponsorship will be awarded for the purchase of food high in fat, sugar or salt content, or awards that may encourage students to take foods that are high in sugar, salt or fat content such as sweets or desserts.
- The decision by HKCC and DH on reimbursement or otherwise shall be deemed final and irrevocable in case of any dispute.

1. Budget of Sponsor Amount

Activity title	Expense item	Amount
		\$
		\$
		\$
		\$
		\$
		\$
Total amount to apply for		\$

2. We (* have / have not) obtained sponsorship from other organisation(s).

(If yes, please specify the name of the organisation(s) and the amount of sponsorship.)

This proposal has been endorsed by the School Principal	Signature of School Principal:
	Name of School Principal:

* Please delete the inappropriate

Personal Information Collection Statement

Aim of collection

All submitted personal information will be used by the Hong Kong College of Cardiology ('The College') and its secretariat to vet and approve applications of the School Healthy Eating Promotion Fund. Also, the personal information in the proposals of successful applications, will be used for supervision, promotion and recommendation of the project.

Personal information is to be filled in this application form on a voluntary basis. **Approval of sponsorship may be affected if the school cannot provide the required information.**

Disclosure of information

The College will disclose the personal information in this application to the Department of Health, professional supervisors and other related people for assessment.

Access to personal information

According to the requirements of sections 18, 22 and No.6 in Schedule 1 of the Personal Data (Privacy) Ordinance, the person who completes this application form has the right to access and correct the personal data he/she has provided, which includes requesting a copy of the personal data part in the application.

Enquiry

Please contact the secretariat if you have any enquiry on personal data collected from you in this application, including access to and correction of the data:

Hong Kong College of Cardiology

Address : Secretariat of the School Healthy Eating Promotion Fund,

Hong Kong College of Cardiology

Room 1116-7, Bank of America Tower

12 Harcourt Road, Central, Hong Kong

Email : enquiry@hkccchk.com

Part B: Activity Details & Request for Materials**1. School Fruit Promotion Activities (more than one activity may be chosen, please refer to the thematic webpage of “Joyful Fruit Month” for details)**

Main activity:	<input type="checkbox"/> ☆ Campus Fruit Party	Date:	From _____ to _____
Other activities (Please provide titles of activities on the right):	<input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____ <input type="checkbox"/> ☆ _____	Proposed Period:	From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____ From _____ to _____

2. Request for Materials (Details of the materials can be found in “Promotional & Educational Materials” of the “Resource Centre” of “Joyful Fruit Month 2015” webpage on the “EatSmart@school.hk” thematic website (<http://school.eatsmart.gov.hk>). For environmental protection, please request on a need basis. Any blank field in this section will be considered as “not needed”. The requested materials will be distributed between mid January and mid February 2015.)

1	“Joyful Fruit Month” Publicity Banner (1m x 2.5m)	<input type="checkbox"/> 1 piece <input type="checkbox"/> Not needed
2	“Joyful Fruit Month” Publicity Poster (A2-sized)	*5copies / 10copies / 15 copies / Not needed
3	“Joyful Fruit Month - School Fruit Promotion Project” Folder for students participating in fruit promotion activities	<input type="checkbox"/> * A4 / F4 size (Quantity to be determined by DH) <input type="checkbox"/> Not needed

* Please delete the inappropriate



The Department of Health

Joyful Fruit Month 2015

School Fruit Promotion Project

Hong Kong College of Cardiology -
School Healthy Eating Promotion Fund

Application Form

Important items:

- ✧ Only secondary schools participating in the “Joyful Fruit Month 2015 - School Fruit Promotion Project” can apply for this Fund.
- ✧ Complete this form in block letters and put “✓” in the appropriate box .
- ✧ Please read the *School Healthy Eating Promotion Fund – Prospectus* before you complete this application form.
- ✧ The College will not consider any application which fails to meet the listed criteria or provide the required information.
- ✧ Please submit this application form (including Part I: Declaration & Information of Organising Committee Members, Part II: Project Proposal, and Part III: Financial Budget) to Joyful Fruit Month Secretariat on or before 31 Dec 2014:

Joyful Fruit Month Secretariat of the Department of Health
7/F, Southorn Centre, 130 Hennessy Road, Wan Chai, Hong Kong
Attn: PIC of “School Fruit Promotion Project” or
Fax to: 2591 6127 or
Email to: joyfulfruitmonth@dh.gov.hk

- ✧ Please retain a photocopy of this form for your own record and submit the photocopy of the form together with the Evaluation & Financial Report (Appendix II) after the activity. If any amendments were made to the proposed activities while they were actually held, please indicate the amendments on the photocopy.
- ✧ Please download Appendix II at Joyful Fruit Month 2015 webpage

“Joyful Fruit Month - School Fruit Promotion Project”

Appendix I

Ref. No. (to be supplied by the Secretariat) :	() CHEU/ P2/2/3 -
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Part I: Declaration & Information of Organising Committee Members

I have read the Hong Kong College of Cardiology *School Healthy Eating Promotion Fund – Prospectus*; I understand and agree to the terms stated.

Name of Project Contact Person: _____

Position: _____

Contact Phone: _____

Name of School: _____

EDB School Code: _____

Particulars of Organising Committee Members (including at least one teacher and five students with executive positions)

Please make duplicates if space is not enough below.

*“T” denotes “teacher”; “S” denotes “student” (please also specify his/her class level).

Upon receipt of an application, the Joyful Fruit Month Secretariat of DH will contact the teacher and student representative of the school organising committee to provide appropriate coaching and support as necessary.

Name of teacher representative: _____, Contact Email address: _____

Name of student representative: _____, Contact Email address: _____

Name	Member Identity* (T/S)	Name	Member Identity* (T/S)
1.	T / S	14.	T / S
2.	T / S	15.	T / S
3.	T / S	16.	T / S
4.	T / S	17.	T / S
5.	T / S	18.	T / S
6.	T / S	19.	T / S
7.	T / S	20.	T / S
8.	T / S	21.	T / S
9.	T / S	22.	T / S
10.	T / S	23.	T / S
11.	T / S	24.	T / S
12.	T / S	25.	T / S
13.	T / S	26.	T / S
Total number of teachers	person(s)	Total number of students	person(s)

Part II: Project Proposal

Fill out a separate form for each “Fruit Promotion Activity”. Feel free to make copies of this form if more than one activity is to be organised.

Our school will organise a total of _____ fruit promotion activities in this year, with the activity details as follows:		
Title of activity ()		
Objectives	<input type="checkbox"/> To increase the knowledge about fruit among *students / teachers / both <input type="checkbox"/> To arouse the interest of eating fruit among *students / teachers / both <input type="checkbox"/> To promote fruit consumption among *students / teachers / both <input type="checkbox"/> Others (please specify) _____	
Format	<input type="checkbox"/> Exhibition board <input type="checkbox"/> Assignment on fruit topics <input type="checkbox"/> Seminar / Workshop / Sharing at morning assembly <input type="checkbox"/> Fruit cooking class* <input type="checkbox"/> Fruit cooking competition	<input type="checkbox"/> Fruit survey <input type="checkbox"/> Fruit quiz competition <input type="checkbox"/> Fruit tour (Place: _____) <input type="checkbox"/> Campus fruit party <input type="checkbox"/> Poster design <input type="checkbox"/> Booth game
	<input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____	
	<input type="checkbox"/> Other _____	
Date / Duration	From _____ (DD/MM/YY) to _____ (DD/MM/YY) Activity will last for: <input type="checkbox"/> 1 day <input type="checkbox"/> 2-7 days <input type="checkbox"/> 1-2 weeks <input type="checkbox"/> >2 weeks	
Venue		
Expected no. of participating students	(Sec. ___ to Sec. ___) _____ students (around _____ % of total students) <i>* should target over 50% of all students in school</i>	
Expected no. of participating teachers	_____ teachers (around _____ % of all teachers)	
Publicity plan		
Profile / details of activity		

*Please delete the inappropriate

※Please attach recipe for DH approval

Part II: Project Proposal

Fill out a separate form for each “Fruit Promotion Activity”. Feel free to make copies of this form if more than one activity is to be organised.

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Format	<table style="width:100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <input type="checkbox"/> Exhibition board <input type="checkbox"/> Assignment on fruit topics <input type="checkbox"/> Seminar / Workshop / Sharing at morning assembly <input type="checkbox"/> Fruit cooking class* <input type="checkbox"/> Fruit cooking competition </td> <td style="width: 50%; border: none; vertical-align: top;"> <input type="checkbox"/> Fruit survey <input type="checkbox"/> Fruit quiz competition <input type="checkbox"/> Fruit tour (Place: _____) <input type="checkbox"/> Campus fruit party <input type="checkbox"/> Poster design <input type="checkbox"/> Booth game </td> </tr> <tr> <td colspan="2" style="border: none; padding: 5px;"> <input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____ </td> </tr> <tr> <td colspan="2" style="border: none; padding: 5px;"> <input type="checkbox"/> Other _____ </td> </tr> </table>	<input type="checkbox"/> Exhibition board <input type="checkbox"/> Assignment on fruit topics <input type="checkbox"/> Seminar / Workshop / Sharing at morning assembly <input type="checkbox"/> Fruit cooking class* <input type="checkbox"/> Fruit cooking competition	<input type="checkbox"/> Fruit survey <input type="checkbox"/> Fruit quiz competition <input type="checkbox"/> Fruit tour (Place: _____) <input type="checkbox"/> Campus fruit party <input type="checkbox"/> Poster design <input type="checkbox"/> Booth game	<input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____		<input type="checkbox"/> Other _____	
<input type="checkbox"/> Exhibition board <input type="checkbox"/> Assignment on fruit topics <input type="checkbox"/> Seminar / Workshop / Sharing at morning assembly <input type="checkbox"/> Fruit cooking class* <input type="checkbox"/> Fruit cooking competition	<input type="checkbox"/> Fruit survey <input type="checkbox"/> Fruit quiz competition <input type="checkbox"/> Fruit tour (Place: _____) <input type="checkbox"/> Campus fruit party <input type="checkbox"/> Poster design <input type="checkbox"/> Booth game						
<input type="checkbox"/> Fruit Charity Bazaar & Use of Proceeds: _____							
<input type="checkbox"/> Other _____							
Date / Duration	From _____ (DD/MM/YY) to _____ (DD/MM/YY) Activity will last for: <input type="checkbox"/> 1 day <input type="checkbox"/> 2-7 days <input type="checkbox"/> 1-2 weeks <input type="checkbox"/> >2 weeks						
Venue							
Expected no. of participating students	(Sec. ___ to Sec. ___) _____ students (around _____ % of total students) <i>* should target over 50% of all students in school</i>						
Expected no. of participating teachers	_____ teachers (around _____ % of all teachers)						
Publicity plan							
Profile / details of activity							

*Please delete the inappropriate

※Please attach recipe for DH approval

Part II: Project Proposal

Fill out a separate form for each “Fruit Promotion Activity”. Free feel to make copies of this form if more than one activity is to be organised.

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Format	<input type="checkbox"/> Exhibition board <input type="checkbox"/> Assignment on fruit topics <input type="checkbox"/> Seminar / Workshop / Sharing at morning assembly <input type="checkbox"/> Fruit cooking class* <input type="checkbox"/> Fruit cooking competition	<input type="checkbox"/> Fruit survey <input type="checkbox"/> Fruit quiz competition <input type="checkbox"/> Fruit tour (Place: _____) <input type="checkbox"/> Campus fruit party <input type="checkbox"/> Poster design <input type="checkbox"/> Booth game
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	<input type="checkbox"/> Other _____	
Date / Duration	From _____ (DD/MM/YY) to _____ (DD/MM/YY) Activity will last for: <input type="checkbox"/> 1 day <input type="checkbox"/> 2-7 days <input type="checkbox"/> 1-2 weeks <input type="checkbox"/> >2 weeks	
Venue		
Expected no. of participating students	(Sec. ___ to Sec. ___) _____ students (around _____ % of total students) <i>* should target over 50% of all students in school</i>	
Expected no. of participating teachers	_____ teachers (around _____ % of all teachers)	
Publicity plan		
Profile / details of activity		

*Please delete the inappropriate

※Please attach recipe for DH approval

“Joyful Fruit Month - School Fruit Promotion Project”

Part III: Financial Budget

Remarks:

- Schools applying for the FUND should organise at least one fruit promotion activity on any preferred day(s) between November 2014 and May 2015.
- A maximum of HKD\$2,000 will be awarded to successful candidates, but the amount of money spent on fruit procurement should not exceed HKD\$1,200.
- Since the DH does not encourage food as reward and the project should comply with Nutritional Guidelines for Campus Catering Activities (Appendix III and IV of the School Healthy Eating Promotion Fund Prospectus), no sponsorship will be awarded for the purchase of food high in fat, sugar or salt content, or awards that may encourage students to take foods that are high in sugar, salt or fat content such as sweets or desserts.
- The decision by HKCC and DH on reimbursement or otherwise shall be deemed final and irrevocable in case of any dispute.

1. Budget of Sponsor Amount

Activity title	Expense item	Amount
		\$
		\$
		\$
		\$
		\$
		\$
Total amount to apply for		\$

2. We (* have / have not) obtained sponsorship from other organisation(s).

(If yes, please specify the name of the organisation(s) and the amount of sponsorship.)

This proposal has been endorsed by the School Principal	Signature of School Principal:
	Name of School Principal:

* Please delete the inappropriate

Personal Information Collection Statement

Aim of collection

All submitted personal information will be used by the Hong Kong College of Cardiology ('The College') and its secretariat to vet and approve applications of the School Healthy Eating Promotion Fund. Also, the personal information in the proposals of successful applications, will be used for supervision, promotion and recommendation of the project.

Personal information is to be filled in this application form on a voluntary basis. **Approval of sponsorship may be affected if the school cannot provide the required information.**

Disclosure of information

The College will disclose the personal information in this application to the Department of Health, professional supervisors and other related people for assessment.

Access to personal information

According to the requirements of sections 18, 22 and No.6 in Schedule 1 of the Personal Data (Privacy) Ordinance, the person who completes this application form has the right to access and correct the personal data he/she has provided, which includes requesting a copy of the personal data part in the application.

Enquiry

Please contact the secretariat if you have any enquiry on personal data collected from you in this application, including access to and correction of the data:

Hong Kong College of Cardiology

Address : Secretariat of the School Healthy Eating Promotion Fund,

Hong Kong College of Cardiology

Room 1116-7, Bank of America Tower

12 Harcourt Road, Central, Hong Kong

Email : enquiry@hkccchk.com



The Department of Health

Joyful Fruit Month 2015

School Fruit Promotion Project

Hong Kong College of Cardiology -
School Healthy Eating Promotion Fund

Evaluation & Financial Report

Please submit this Evaluation & Financial Report together with all related documents below **in duplicates** by 15 June 2015. Original document should be sent to the Hong Kong College of Cardiology while the duplicate copy should be sent to the Joyful Fruit Month Secretariat by mail, fax or email. Submitted information may be uploaded to related websites by the organisers for health promotion purpose. Personal data will be stored properly and kept confidential.

- Evaluation & Financial Report
- All receipts pending for reimbursement
- Activities related documents including publicity poster(s), photos
- Duplicate copy of School Healthy Eating Promotion Fund Application Form (please indicate the changes that have been made on the original proposal)

1. Hong Kong College of Cardiology (Original)
Secretariat of the School Healthy Eating Promotion Fund for School Fruit Promotion Project
Address: Room 1116-7, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong
2. Joyful Fruit Month Secretariat (Copy)
Address: 7/F, Southorn Centre, 130 Hennessy Road, Wan Chai, Hong Kong
Fax: 2591 6127
E-mail: joyfulfruitmonth@dh.gov.hk

“Joyful Fruit Month - School Fruit Promotion Project”

Ref No. of document (to be filled by Joyful Fruit Month Secretariat) :	() CHEU/P2/2/3		
Name of School :			
Project Contact Person :		Position :	
Contact no :		Email :	

Part A: Evaluation Report

A total of _____fruit promotion activity/activities was conducted in school year of 2014/15.




Activity Title	No. participating students	No. of participating teachers

Activity evaluation by Working Team




(Please circle the appropriate rating for each of the following: 5 = strongly agree, 1= strongly disagree)

1. The activity achieved the expected objective(s)	5 / 4 / 3 / 2 / 1
2. The activity meet the need of the target group	5 / 4 / 3 / 2 / 1
3. The activity achieved the target on no. of participants	5 / 4 / 3 / 2 / 1
4. Participants are satisfied with the organized activity / activities	5 / 4 / 3 / 2 / 1
5. The overall arrangement of the activity / activities is good	5 / 4 / 3 / 2 / 1
6. Other Comments (e.g. Rooms for improvement and recommendations)	

Photo(s) and description(s) of the project

<p style="text-align: center;">Photo 1</p> <div style="text-align: center;"><p>(insert a activity photo)</p></div>	<p style="text-align: center;">Photo Description</p> <p>Please use not more than 30 words in English</p>
<p style="text-align: center;">Photo 2</p> <div style="text-align: center;"><p>(insert a activity photo)</p></div>	<p style="text-align: center;">Photo Description</p> <p>Please use not more than 30 words in English</p>
<p style="text-align: center;">Photo 3</p> <div style="text-align: center;"><p>(insert a activity photo)</p></div>	<p style="text-align: center;">Photo Description</p> <p>Please use not more than 30 words in English</p>

Photo(s) and description(s) of the project

<p style="text-align: center;">Photo 4</p> <div style="text-align: center;"><p>(insert a activity photo)</p></div>	<p style="text-align: center;">Photo Description</p> <p>Please use not more than 30 words in English</p>
<p style="text-align: center;">Photo 5</p> <div style="text-align: center;"><p>(insert a activity photo)</p></div>	<p style="text-align: center;">Photo Description</p> <p>Please use not more than 30 words in English</p>
<p style="text-align: center;">Photo 6</p> <div style="text-align: center;"><p>(insert a activity photo)</p></div>	<p style="text-align: center;">Photo Description</p> <p>Please use not more than 30 words in English</p>

Part B: Financial Report

Ref. No. of document (to be filled by Joyful Fruit Month Secretariat) :	() CHEU/P2/2/3 -
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Actual Amount of Expenditure:

Receipt No.*	Item #	Amount HK\$
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
Actual amount of expenditure:		

* Please mark a receipt no. on each receipt

The grant will not cover the purchasing of food with high fat, sugar or salt (Refers Appendix IV) or any items that may encourage students to take foods that are high in sugar, salt and fat content. The decision by HKCC and DH on reimbursement or otherwise shall be deemed final and irrevocable in case of any dispute.

Does your school obtain any sponsorship from other organizations?

No

Yes (Please specify the name of organization and the amount)

_____.

Attached please find a total of _____ pieces of receipts. I have verified all the receipts and declared that the entire amount was used for the implementation of the School Fruit Promotion Project with advanced payments made by me. A crossed cheque for reimbursement should be issued to _____ (school bank account name) and mailed to _____ (school address) and attention to _____ (contact no.: _____).

Signature: _____

Name of Project Contact Person: _____

Date: _____



The Department of Health

Joyful Fruit Month 2015

School Fruit Promotion Project

Hong Kong College of Cardiology -

School Healthy Eating Promotion Fund

Online Resources relating to the Principles of Healthy Eating

1. Nutritional Guidelines on Snacks for Students for Use in Primary and Secondary Schools
http://school.eatsmart.gov.hk/files/pdf/snacks_guidelines_en.pdf
2. Nutritional Guidelines on Lunch for Students for use in Primary and Secondary Schools
http://school.eatsmart.gov.hk/files/pdf/lunch_guidelines_bi.pdf
3. Database of Prepackaged Snacks
<http://www.hkna.org.hk/en/popupformEng02.asp>
4. Snack Nutritional Classification Wizard
<http://school.eatsmart.gov.hk/en/template/index.asp?pid=4003&id=5000>
5. Other Useful Online Nutrition Materials
<http://www.cheu.gov.hk/eng/info/exercise.htm>
6. Request Form for Health Education Printed Materials of Central Health Education Unit, Department of Health
http://www.cheu.gov.hk/eng/resources/pdf/form_pm.pdf

Joyful Fruit Month 2015 - School Fruit Promotion Project

Nutritional Guidelines for Catering Activities in Schools

To promote healthy eating, schools are recommended to use healthy cooking methods and to avoid ingredients with high fat, salt or sugar when organising activities such as cooking demonstration/competitions, food tasting events and fruit promotion parties. Please also note that receipts from purchase of items containing high fat, salt or sugar will not be accepted for reimbursement in the sponsorship scheme. Schools may refer to the principles of healthy cooking in the tables below:

Cooking Methods	Principle	Healthy Cooking	Unhealthy Cooking
	<ul style="list-style-type: none"> ✓ Use low-fat cooking methods ✓ use no more than 3 tsp of vegetable oil in preparing a dish for 4 persons (1tsp: 1 teaspoon = 5 ml)	Boiling, steaming, grilling, baking, stewing, stir-frying, pan-frying with small amount of oil	Frying; red-braising

Ingredients	Principles	Healthy items	Items with high fat, salt or sugar
Oil/Fat/Salad dressing	<ul style="list-style-type: none"> ✓ Use healthy vegetable oil 	Margarine, corn oil, olive oil, canola oil, peanut oil, original/low-fat salad dressing	Butter, lard, coconut oil, shortening
To avoid high fat content in food, limit the use of healthier oils/salad dressings to the minimum as well.			
Grains	<ul style="list-style-type: none"> ✓ Use grains and cereals which are low in fat and without added sugar 	Marie biscuit, crackers, white bread, wheat bread, white rice, red rice, barley, sago, egg noodles, spaghetti, rice noodles, buckwheat noodles, breakfast cereal/bar (at least 3g of dietary fibre per 100g)	Biscuits with fillings, puffs, waffles, cookies, digestive biscuits, “lady fingers”, croissants, pastries & buns with pastry toppings, pre-fried instant noodles, E-fu noodles
Vegetables	<ul style="list-style-type: none"> ✓ Use fresh, frozen, or canned vegetables (drained) to replace pickles ✓ Use pure vegetable juice 	Fresh or frozen vegetables, canned vegetables (drained), seaweed in original flavour, pure vegetable juice	Pickled vegetables

Choices of Ingredients	Principles	Healthy items	Items with high fat, salt or sugar
Fruits	<ul style="list-style-type: none"> ✓ Use fresh fruit or pure fruit juice (except coconut because it is high in fat) ✓ Use fruit products without added sugar 	Fresh fruit, canned fruit in juice, frozen fruit, 100% fruit juice, dried fruit and jam without added sugar	Canned fruit in syrup; dried fruit, juice and jam with added sugar; coconut and its products
Meat, fish, egg and alternatives	<ul style="list-style-type: none"> ✓ Use fresh/frozen lean meat to replace preserved meat ✓ Use non-fried soya products ✓ Use non-fried nuts without added salt and sugar 	Fresh or frozen lean beef, pork, fishes, seafood such as scallop, shrimp, crab, skinned poultry, canned tuna in water, tofu, soybean sheet, dry-roasted plain nuts	Pork belly, pork cheek, marble beef, beef flank, chicken wings, chicken claws, canned tuna in oil, luncheon meat, sausage, ham, bacon, Cantonese style pork sausage, salted fish, salted duck eggs, deep fried tofu puff, soybean stick, fried gluten, fried cashew nut, roasted nuts with added salt
Milk and alternatives	<ul style="list-style-type: none"> ✓ Use skimmed, low-fat or reduced-fat plain dairy products ✓ Use low-sugar or sugar-free soya milk 	Skimmed or low-fat milk, milk powder, yoghurt, reduced-fat cheese, low-sugar or sugar-free soya milk	All kinds of cream and evaporated milk; condensed milk, creamer, cream cheese, chocolate milk
Seasonings	<ul style="list-style-type: none"> ✓ Use natural ingredients to replace seasonings or source which are high in salt or fat <p>To avoid food containing high sodium and sugar content, the use of the following seasonings should be kept to the minimum:</p> <ul style="list-style-type: none"> - Oyster sauce, soya sauce, salt and other seasonings containing sodium - Sugar, including white sugar, syrup, honey, rock sugar, cane sugar 	Garlic, ginger, spring onion, onion, lemon or lime juice, vinegar, parsley, five spices powder, mustard powder, star anise, herbs, spices, tomato purée	Shrimp paste, fermented bean curd, fermented soybean, chicken-stock powder, MSG, ready-to-use sauces (e.g. black pepper sauce, curry, satay), ketchup

Others	✓ Use of ingredients low in fat, salt or sugar level	gelatin powder, sugar-free cocoa powder	Fruity jelly powder, candy, chocolate (including pure and dark chocolate), chocolate sauce, hazelnut spread, ice-cream, soft drinks
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How do I know if a food item contains added oil, salt or sugar?

Reading the ingredient list of a food item is a useful way to determine if oils, salt or sugar are added to the food.

Examples:

Nuts with added oil:

Ingredients: Almonds (Tree Nuts) Oil

Seaweed with added salt

Ingredients: Seaweed, Sugar, Flavour Enhancer, Mirin Salt, Fish & Shrimp (Contains Crustaceans)
--

Fruit juice with added sugar

Ingredients: Water, Concentrated Orange Juice Sugar, Pulp, Acidity Regulator (330), Preservative (202), Vitamin-C, Natural Colour (160a), Vitamin-E
--

Sugar can be added to food in form of brown sugar, dextrose/glucose, fructose, fruit juice concentrates, high-fructose corn syrup, honey, invert sugar, lactose, maltose, molasses, sucrose and syrup etc.

Flow Chart for Application for School Healthy Eating Promotion Fund

