

## **FrieslandCampina (Hong Kong) celebrates World Milk Day with local community**

Originated in the Netherlands, Royal FrieslandCampina produces dairy products that nourish millions of consumers around the world. Leveraging RFC over 140 years of dairy expertise, FrieslandCampina Hong Kong (FCHK) was launched in 1938, providing five major brands, namely FIRSO®, DUTCH LADY®, OPTIMEL®, BLACK&WHITE®, and LONGEVITY® that provide quality nutrition for all ages of life to consumers to fulfil our commitment of **nourishing the lives of Hong Kong People across all ages.**

Apart from striving for a thriving business, FCHK is also devoted to performing corporate social responsibility. FCHK takes the lead and be the only company in the industry promoting World Milk Day to Hong Kong community at large. This year is the 4<sup>th</sup> consecutive year FCHK promotes World Milk Day in Hong Kong to celebrate the goodness of milk, the natural origin, the nutritional value and the importance of milk for healthy development through **three-pillar-projects**. In addition to the World Milk Day school tours that have been organized since 2013, we initiated the launch of "Hong Kong Children Health Index" and organized Hong Kong's first "World Milk Day – Family Fun Day" jointly with Hong Kong Women Development Association, to further advocate for the "Drink. Move. Be Strong" healthy lifestyle.

### **Hong Kong Children Health Index**

To fortify parents' awareness on their children's dietary and exercise habits, and promote concerted efforts to improve local children's health, FCHK commissioned the Centre for the Advancement of Social Sciences Research at Hong Kong Baptist University to conduct a survey to investigate local children's dairy intake, individual and parent-child exercise habits; and establish the "Hong Kong Children Health Index". Survey results revealed that 95% of surveyed local children failed to consume 2 servings of dairy as is recommended by the Hong Kong Department of Health while 30% of children did not consume any milk in the past week, which may cause calcium deficiencies and raise potential health concerns such as poor bone health. Moreover, only 24% met World Health Organization recommendation for children and youths aged 5 to 17 years of minimum 60 minutes exercise every day. The results also indicated that parents have significant influence over their children's eating habits and lifestyle.

Survey results were announced in a media conference on May 31st to raise public and stakeholder awareness of the importance of sufficient dairy intake, adequate and regular exercise and close family relationship on children's healthy and happy childhood. Experts in nutrition, sports science and clinical psychology were invited to share their professional advice. They urged parents to bring "Drink. Move. Be Strong" to live with their children.



Mr. Samson Chim, Chief Dietician, VNS Nutrition and Health Centre (left 1), Dr. Lobo H. T. Louie, Associate Professor, Department of Physical Education, Hong Kong Baptist University, and Hon. Secretary, Hong Kong Association of Sports Medicine & Sports Science (left 2), Dr. Poon Mak Sui Man Rachel, Clinical Psychologist (right 2), Ms. Channey Chan, Project Manager, Centre for the Advancement of Social Sciences Research (CASR), Faculty of Social Sciences, Hong Kong Baptist University (right 1) joined the World Milk Day 2016 "Hong Kong Children Health Index" result announcement on May 31, 2016.



**Mr. Samson Chim**, reminded the Department of Health recommends children and adolescents aged 2 to 17 years old to consume two servings of dairy products daily. He advised parents to help their children to develop habit of drinking 2 glasses of milk every day.

## World Milk Day 2016 Family Fun Day

Engaging in outdoor activities can obtain vitamin D from sunlight which further helps in the absorption of calcium from dairy products. FCHK co-organized the Hong Kong's first "World Milk Day – Family Fun Day" with Hong Kong Women Development Association, on June 19th at Central Harbourfront Event Space, with the aim of promoting the importance of balanced nutrition and dairy intake and regular outdoor exercise for the healthy lifestyle development through parent-child tasks and game booths. Over 6,000 children and their parents and even grandparents joined the day and experienced "Drink. Move. Be Strong" by completing the challenges and missions in 6 game zones, that are designed to motivate children and their parents to learn about goodness of milk and to engage in a variety of physical activities that consisted of running, throwing and jumping movements. The World Milk Day – Family Fun Day was widely supported by FCHK, our dairy products, NGOs and external sponsors.

## School Tours

Since 2013, FCHK has joined hands with registered dietitians, academicians, schools and charity organizations and successfully introduced the World Milk Day to kindergartens and primary schools students. This year, FCHK colleagues continued to support this annual signature event as World Milk Day Ambassadors, visited local primary schools to promote "Drink. Move. Be Strong". The tour contained three major elements, a nutrition talk, a dance teaching session and goodies bag distribution. The nutrition talk educated students about the importance of balanced nutrition and proper dairy intake of drinking two glasses of milk per day and introduction of key nutrients in milk. Whereas during the dance teaching session, World Milk Day ambassadors and dance coaches led over 1,300 students in total to practice a dance to enjoy the fun of doing exercises. Apart from distributing goodies bags to schools visited, goodies bags were also sent to various schools in Hong Kong. Over 160,000 goodies bags were presented to Hong Kong students since 2013 to encourage the development of healthy lifestyle with the habit of balanced diet, sufficient dairy consumption and regular exercise.



We aimed to make World Milk Day events reputable and recognizable, and path a sustainable way for FCHK to set foot on WMD annual event in Hong Kong.



Parents and children learned to 'Move' and do exercises together.



A nutrition talk was given by the nutritionist to educate students on the importance of maintaining a balanced diet.



World Milk Day Ambassadors and students learning the dance and doing exercise together.