

13.3.13

To whom it may concern

Since 2011, I have volunteered to participate in a wonderful program, the Active Kids Challenge, hosted by the Physical Activity Foundation. Part of the program was to encourage children to eat 5 serves of vegetables and 2 serves of fruit daily, a message I am very passionate about.

I have created a series of healthy eating characters named The Take 5 Plus 2 Team and the main characters, Posh Pear and Busy Broccoli have appeared with me at many primary schools. The kids (and some of the teachers) were quite excited when they knew we were bringing the characters to the schools and soon we were in high demand. During all the fun we were able to promote the important message of healthy eating and staying physically active for life.

2012 was even better than the first year. Taking the experiences learned in 2011, the Foundation expanded its program base with the Fruit and Vege pledge, so that children can take the healthy eating message home to their parents and get them involved in the home environment. I am very excited about this as my passion is to see that all children and their parents gain the skills of healthy eating.

As a parent, I know only too well just how difficult it is to encourage children to eat healthy foods. Due to my husband's family history with Diabetes, my children were both at high risk of contracting this insidious disease that is currently on the rise among children here in Australia and around the world.

In an effort to encourage my children towards a healthy lifestyle, I studied nutrition and developed my healthy eating characters to help get the message through to them. It worked well for me and now, my children are adults who have healthy eating habits for life; a gift they can pass on to their own families.

My books are now available Australia wide in bookshops, but I want to continue to make a local difference as part of the Fruit and Vege pledge and the Active Kids Challenge.

I have always encouraged schools to welcome this program and these much loved characters into their space so that the kids can have fun with them and also learn that healthy eating can be fun too.

In 2013, the newest member of the team, Busy Broccoli, a hip hop dancer is introducing his own dance, song and video which is sure to be a hit with all the boys and girls who love to dance!

Yours Sincerely,

Catherine Chapman

Author

