



Help young children make healthy choices

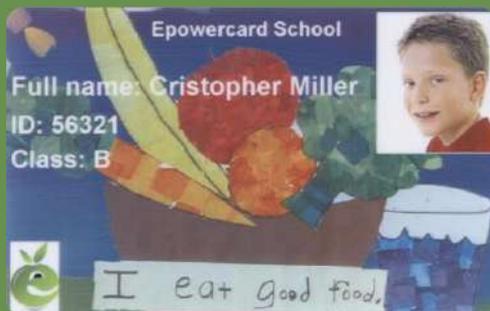
a guide for schools



With so much choice and so much temptation in their world, how can we help young children adopt and maintain healthy eating habits and lifestyles?

e-Powercard project provides a tool that controls and monitors foodstuffs purchased during the school day, and at the same time helps to promote healthy eating to primary school children.

ePowercard provides each child at a participating school with a personalized 'cash card' which the child uses to purchase food during the school day.



Good choices rewarded

As participating children make good food choices, vitality points are credited to both the children's accounts and the school's account. Children and schools exchange their vitality points for leisure activities or sporting equipment in the programme's Internet portal Vitality Shop.

Loads of interesting and useful information

The portal provides a wealth of information and activities that participating schools can use across a variety of classes such as, art, science, sports. It is packed full of ideas for teaching young children about healthy food choices and ways to spread the influence of this teaching into the children's home life. Participating schools can print out and use the information packs as is, or adapt them to suit their own needs.





Unique to each school or pupil

Each participating school can personalize their involvement in the project by designing their own school card; pupils get involved at an early stage by designing their school's card with a health and physical activity theme.

Participating schools provide their parents with a service that helps them to foster a healthy family lifestyle, while improving the administration and operational functions of the school.

Better performance

Healthy well nourished children not only perform better and are therefore more likely to make significant contributions to their country's economy, they also place less strain on the country's medical services through the reduction of lifestyle related illnesses such as heart disease and type 2 diabetes.

Governments that support the implementation of the programme at schools will not only be making significant progress towards fulfilling policy requirements to reduce childhood obesity, but will also benefit from the statistics gathered at the schools. The data can be benchmarked to monitor factors important to each participating government body.

For Schools the programme means that you: Know what your canteen is selling and for what price, remove opportunities for bullying in the play ground, benefit from ready-made ideas for classroom activities, have healthier better performing students, earn points for free sporting equipment, comply with government directives for managing canteens, provide better services to your parents.

How does ePowerCard work?

Participating schools administer goods sold on their premises using a list of approved items entered into the stock control back-office. Sale of these items is controlled through a POS system which can reject a sale based on a list of restricted goods. The POS gathers data about pupils purchases. Pupils are issued with a smart card that carries personal information about their food restrictions. Food items can be restricted by ingredient (such as gluten, lactose, nuts, caffeine, a specific food colouring or other additives) which restricts all items containing the ingredient, or by specific item. This gives parents the option

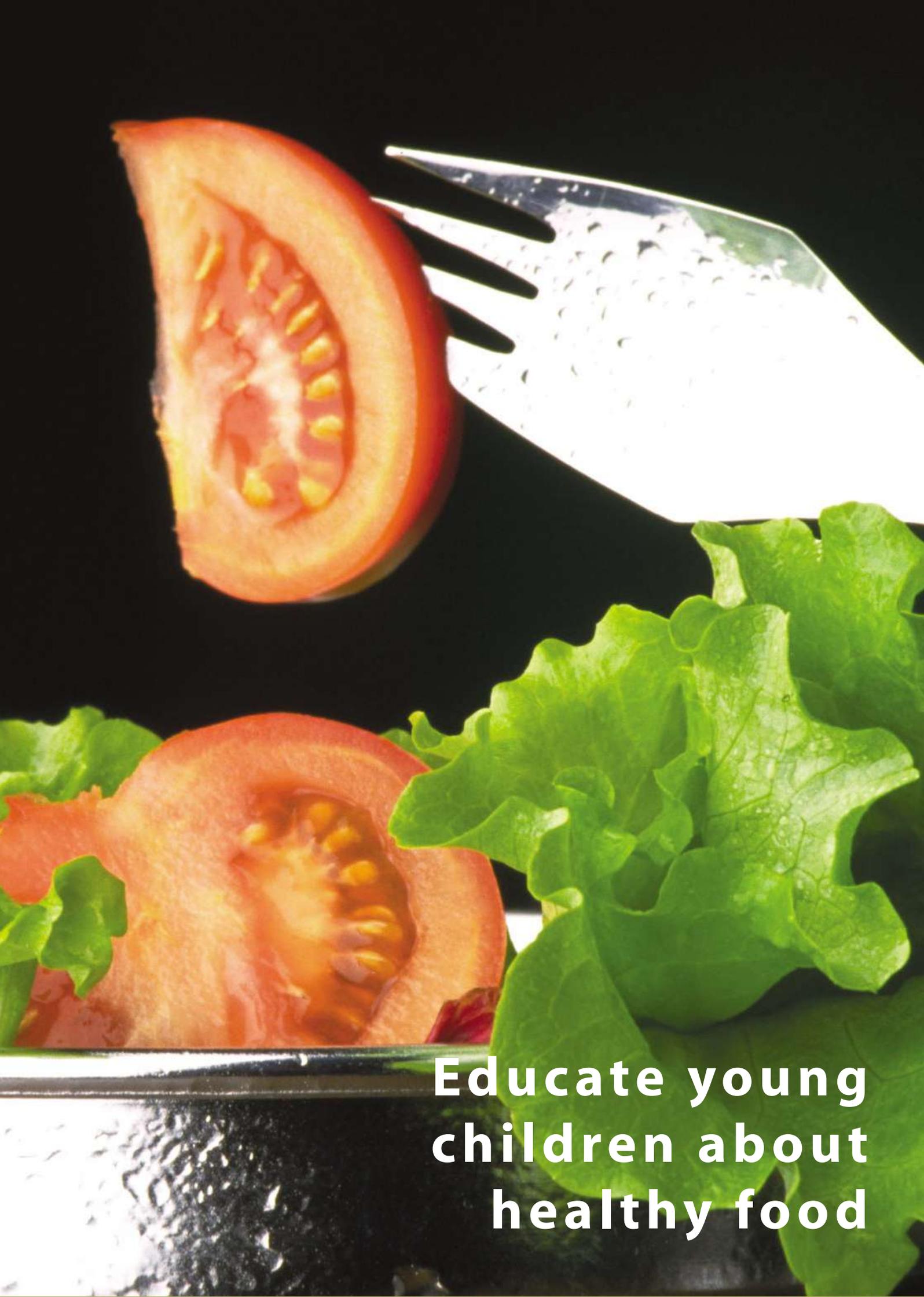
to restrict their child's choice of food, either to control an allergy or to promote healthy eating by restricting specific items, sugar, fat, chocolate, crisps; or not at all. In addition the smart card acts as an electronic purse which parents load with a spending value that can be redeemed at the school's canteen and/ or tuck shop.

Participating pupils, parents and teachers utilize the eLearning element of the project to access information about the project, to view project reports and most importantly to access educational material.



Benefits at a Glance

- School's reward scheme – points to acquire sports equipment
- Control foodstuffs on sale at school and prices
- Create possibility for cash free school environment
- Provide incentive for healthier lifestyle to pupils and school
- Provide rewards scheme to benefit school
- Foster team spirit
- Provide education on healthy eating
- Provides additional services to parents
- Provides opportunities for health/ diet/ lifestyle events at school
- Provides mechanism for integration of parents into schools' activities
- Extend the sphere of influence of a health promoting school beyond the school's direct influence
- Ready made classroom activity sheets
- Activities for across the school – sports, assemblies, food hygiene classes, science classes, art classes, language classes
- Suggestions and info packs to help teachers organize health related events at school
- Increased security – no cash in schools
- Reduces opportunities for bullying (other children cannot use the card)
- Pupil's reward scheme – points to use in sports shops, leisure facilities, any outdoor activity centers etc.



**Educate young
children about
healthy food**



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