

ToyBox – Taste and move adventures

A programme to achieve healthy growth and development

Infancy and preschool years are sensitive periods of rapid bodily, cognitive and emotional development. For this reason, during these time periods, the foundations for attaining long-term health benefits and reducing risk of chronic diseases during adult life are laid down.

Therefore, children should adopt a healthy nutrition and lifestyle early in life ensuring an appropriate food intake - neither too much nor too little food - but an amount and quality of food that ensures optimal growth and promotes health and well-being.

Now is the best time to make a difference!

The establishment of healthy habits early in life provides short term health benefits, but also increases the probability that these learned patterns can endure during adolescence and be retained throughout the life span.

So, what is “ToyBox – Taste and move adventures”?

Your child’s kindergarten participates in a project called “ToyBox – Taste and move adventures”. The key goal is to influence in a positive way lifestyle and behaviour of children, aiming at achieving healthy growth and a low likelihood of developing overweight and associated diseases in later life.



These are our aims:

- Your child consumes **healthy snacks**.
- Your child drinks **water to quench thirst**, instead of sugar-sweetened beverages.
- Your child is **physically active for 2 to 3 hours daily**.
- Your child **limits sedentary activities** such as watching TV or playing computer games.

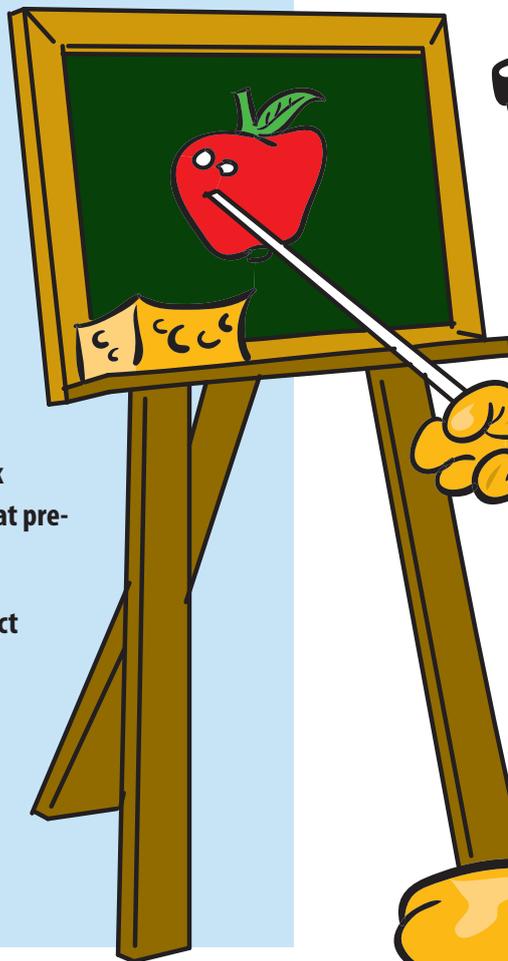
Children from all across Europe are participating in this project. The active involvement of you, the parent, is of great importance since the positive lifestyle options that the "ToyBox" programme promotes in the kindergarten will then be enhanced and reinforced at home as well.

SUGGESTIONS FOR PARENTS

Regularly read the Newsletters and Tip Cards, and consider how you can support your child at home. You will receive a total of nine Newsletters and eight Tip Cards during the school year.

Show a positive interest in your child's project and be supportive of the activities that they are doing. Ask him/her about the activities they do at pre-school for the ToyBox project.

Talk to other parents about the project and share your experiences on what works well for your family regarding the promotion of drinking water rather than sugar containing beverages, healthy snacking, increasing physical activity and reducing your child's sedentary time.



BE A ROLE MODEL FOR YOUR CHILD!

Children do what they see. The conditions you offer your child and your own drinking, snacking and physical activity habits have a strong influence on your child!



Imprint

Authors:

LMU: Kristin Duvinage, Sabine Ibrügger, Berthold Koletzko
IFP: Susanne Kreichauf, Andreas Wildgruber
HUA: Yannis Manios, Odysseas Androustos
UGent: Ellen De Decker, Marieke De Craemer, Lea Maes, Ilse De Bourdeaudhuij, Greet Cardon

Contributors:

UniZar: Luis A. Moreno Aznar, Theodora Mouratidou, Maria Isabel Mesana Graffe
RoU: Leigh Gibson
VUMC: Mai Chin A Paw, Saskia te Velde
CMHI
MUV: Mina Lateva, Natalya Usheva, Sonya Galcheva, Vanya Marinova, Violeta lotova
AOK
UDUR: Carolyn Summerbell, Helen Moore, Catherine Nixon

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