



The Nestlé *Healthy Kids Global Programme* is designed to address a complex challenge in the world today – under nutrition and obesity, particularly among school-age children.

The Problem	<ul style="list-style-type: none"> While nutritional status has improved worldwide over the past fifty years, new nutrition-related problems have also emerged. Problems of under nutrition continue to exist in developing countries, while increasing rates of obesity in developed countries contribute to increasing rates of chronic disease around the world. Micronutrient deficiencies affect 2 billion people worldwide in developing countries, while another 1.6 billion adults are overweight, with 400 million considered obese.
Our Approach	<ul style="list-style-type: none"> Nestlé believes that education is the single most powerful tool for ensuring that children understand the value of nutrition and physical activity to their health through the course of their lives. The company is therefore launching the Healthy Kids Global Programme. This global programme aims to improve the nutrition, health and wellness of children age 4 to 16 through better eating, greater physical activity, and other key health measures such as hygiene. The Healthy Kids Global Programme builds on Nestlé’s existing base of over 30 education programmes - which currently reach over 10 million children each year. A pre-requisite is that programmes are designed in collaboration with national health authorities, child nutrition experts or education authorities. By the end of 2011, the programme will extend to all countries where Nestlé has operations (over 100). As circumstances vary from country to country, so will the programmes. In more developed countries, education will focus on childhood obesity. In developing countries, under nutrition is the priority. Emerging markets face the double burden of both obesity and under nutrition.
Expected Results	<p>Examples of what has already been done:</p> <ul style="list-style-type: none"> Since 1992, Nestlé has been the primary sponsor of Together, Preventing Childhood Obesity (EPODE in French) a programme that educates children about nutrition and physical activity. It has since been expanded to 167 towns in France, 30 cities in Spain, and 8 cities in Belgium, covering a population of 2.5 million people. Nestlé Brazil helped design and found “Nutrir” in 1999, a programme teaching good nutrition to low-income children through games, puppets, and cooking activities. 1,800,000 children aged 5–14 have since benefited from the programme in Brazil, Mexico, Venezuela, and Colombia. Nestlé Russia launched the “Good Nutrition” educational programme for children and teenagers in 1999 to help children form correct nutrition habits as a component of a healthy lifestyle. Currently the Programme has been introduced in 27 regions of Russia, reaching over 300,000 preschool and school children every year. In the past 9 years, over 2.5 million children have participated and Nestlé Russia has invested over \$5 million in its development and implementation. Nestlé Romania initiated the education campaign “Sport and entertainment school clubs” to educate children about the importance of physical activity and help them develop a positive attitude about exercise. The programme started in 2005 and is annually implemented as extra-classes for 4th grade children in Bucharest, in partnership with the School Inspectorate and the Sport Academy.