Kids – ‘Go for your life’
Early childhood service
Membership application form

- **TAP into water everyday**
- **PLANT fruit & veg in your lunchbox**
- **LIMIT ‘Sometime’ foods**
- **MOVE, PLAY and go**
- **TURN OFF, switch to play**
- **STRIDE and RIDE**
What is Kids – ‘Go for your life’?

Kids – ‘Go for your life’ is a statewide initiative funded by the State Government and managed by Diabetes Australia – Vic and The Cancer Council Victoria. Kids – ‘Go for your life’ is leading the way to create healthier Victorian children who enjoy healthy eating and active play every day. Every service can become a part of this exciting initiative to support children’s wellbeing by joining the Award Program.

**Healthy families and children**
Help families be active and eat well by providing information and resources.

**Healthy communities**
Develop professional networks and employ local coordinators to create local environments that support healthy eating and active play.

**Leadership and coordination**
Lead and coordinate statewide healthy eating and active play programs and resources for children and families.

**Kids – ‘Go for your life’**
Live, learn, grow, play
Leading the way to create healthier kids who enjoy healthy eating and active play every day.

**Healthy children’s settings**
Support and award children’s settings (e.g. primary schools, early childhood services) to make healthy eating and active play a regular part of every child’s day.

**Health professionals**
Provide information, training and support to health professionals to promote healthy eating and active play to children and families.

**Healthy message campaign**
A campaign that everyone can get involved in to promote healthy eating and active play messages.

Why Kids – ‘Go for your life’ is important

There are many great reasons to promote healthy eating and active play as they are associated with improved learning and concentration, better mood and behaviour, healthy growth and weight and lifelong health and wellbeing.

Many children enjoy a healthy lifestyle; however, there is an increasing number of children who are missing out on the healthy foods, drinks and active play they need to help them live, learn, grow and play. These unhealthy lifestyles are resulting in higher rates of childhood overweight, obesity, and disordered eating.

If we do nothing, this generation will face increasing rates of type 2 diabetes, heart disease, stroke, some cancers and reduced life expectancy.
Why create healthier early childhood services?

Early childhood services are important places where children learn to develop regular healthy eating and active play routines. A key strategy of Kids – ‘Go for your life’ is to support children’s settings to promote healthy lifestyles through an Award Program.

What is the Award Program?

This program provides services with a guide to creating healthier environments that promote healthy eating and active play. The program is adapted from the World Health Organization’s Health Promoting Schools model which integrates health into the regular day-to-day activities of early childhood services.

Every early childhood service can join the program by signing up as a Kids – ‘Go for your life’ Member. It’s free! Members are provided with a membership certificate, starter pack, posters, parent tip sheets, program resources, professional development opportunities and a range of ‘fun n healthy’ activities to engage your service.

Most importantly the program provides an opportunity for services to be recognised for their achievements in supporting children to develop healthy lifestyles.

Strengthen your service community

The Award Program can strengthen your service’s capacity to:

- Promote partnerships between staff, carers, families, children and the broader community
- Complement Quality Assurance programs that are integral to children’s services
- Support program planning
- Provide services with reliable evidence-based and easily accessible materials

How do you become an Award Service?

1. The first step is to sign up your service as a Kids – ‘Go for your life’ Member by completing the application form attached.
2. As a member service you will receive a Kids – ‘Go for your life’ membership certificate and a starter pack.
3. Your service will be provided with ongoing support to progressively work towards meeting the award criteria listed on the membership form.
4. Once you have met all of the award criteria your service can apply to become a Kids – ‘Go for your life’ Award Service.
5. Award Services are recognised by an outdoor sign, which promotes the service’s achievements in supporting children’s health.

Every Victorian child can enjoy the benefits of healthy eating and active play

Many children enjoy healthy eating, however:

- Nearly one third of food and drinks an 18 month old child consumes are ‘sometimes’ foods, such as sweetened drinks, biscuits, chips and other high energy dense food.
- In a 24 hour period 90 percent of 4–5 year olds had high fat foods between one and four times, and 80 percent had fruit juice, soft drinks or cordial.

Children love to be active and play with friends however:

- 72 percent of pre-school children are driven to and from pre-school services.
- 89 percent of 4–5 year olds watch television, DVD or videos an average of 2.3 hours a day.
- 46 percent of infants watch television, DVD or video on an average of 1.4 hours per day.
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Your details

Service name ____________________________________________
Contact staff member ___________________________________
Position _______________________________________________
Service address __________________________________________
Phone number ________________ Fax number ________________
Contact email __________________________________________

Type of service
☐ child care centre  ☐ family day care scheme  ☐ kindergarten

Number of children attending the service ____________________
Age group of children attending ____________________________
Local government area ____________________________________

Kids – ‘Go for your life’ Membership Agreement

As a Kids – ‘Go for your life’ Member our early childhood service is committed to supporting the wellbeing of the children by promoting healthy eating and active play as a regular part of every child’s day. Our service will work towards becoming a Kids – ‘Go for your life’ Award Service.

☐ We have completed the award criteria checklist over the page.

Coordinator/Manager/Director

Printed Name ___________________________ Signature ___________________________ Date / /

In some areas there are local community health professionals who may be able to help your service become an Award Service. If you do not wish to be contacted, please tick the box below.

☐ Do not contact

Kids – ‘Go for your life’ partnering programs will help your service meet some of the award criteria. Please indicate whether your service has participated in one of the following programs:

☐ Start Right Eat Right delivered by The Lady Gowrie Child Centre funded by Department of Human Services
☐ Smiles 4 Miles delivered by Dental Health Service Victoria funded by Department of Human Services

Your privacy: The privacy and confidentiality of your information will be maintained by Diabetes Australia – Vic and The Cancer Council Victoria. No identifying information will be used for reporting, evaluation or research purposes.
As a Kids - ‘Go for your life’ Member, your service will be supported to meet the criteria listed below. Once all criteria are met you can apply to become an Award Service. To indicate your starting point in creating a healthier early childhood environment, please tick the appropriate boxes below.

### Award Criteria Checklist

Please indicate your service’s current practice by ticking the appropriate box.

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<td><strong>1.</strong> Drinking water is available indoors and outdoors at all times and is accessible to children. (e.g. water bottles/water cooler/jugs).</td>
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| **2.** Meals and snacks provided by the service or from home are nutritious and contribute to meeting the children’s daily dietary and developmental requirements:  
• Fruit and vegetables are provided every day in the menu planning and encouraged in lunchboxes. |   |   |   |   |
| **3.** Positive meal environments are planned to be relaxed, social and enjoyable learning experiences by:  
• Children participating in serving and self feeding.  
• Encouraging children to try new foods regularly including different colours, textures, flavours and aromas.  
• Providing the opportunity for staff/carers to sit with children when they are eating and drinking for role modelling, safety, learning and socialisation. |   |   |   |   |
| **4.** The following drinks and foods are not included in menu planning and are discouraged in lunchboxes. These include:  
• Soft drinks, flavoured mineral waters, sweetened flavoured milks, cordials, 100 percent juice, fruit juice drinks and vitamin C syrups. Only water or plain milk are offered as drinks.  
• Pre-packed items such as chips, chocolates, lollies and muesli and fruit bars. |   |   |   |   |
| **5.** Food is not used as a reward, incentive or for comfort. |   |   |   |   |
| **6.** Program plans incorporate a variety of outdoor as well as indoor active play experiences such as dance, drama, moving to music, climbing and active games, on a daily basis. These are planned to encourage all children and cater for a range of abilities. |   |   |   |   |
| **7.** Screen time (television /DVD/video/electronic games) is not used or is limited in the service. If screen time is used staff/carers need to ensure it is planned, limited to a minimal part of the child’s day, is age appropriate and monitored with staff sitting with children to discuss what is being viewed. |   |   |   |   |
| **8.** Age appropriate traffic safety education, including pedestrian and car safety and playing safely, is provided as part of the program to children and their parents/carers in the service. |   |   |   |   |
| **9.** The above practices are reflected in the service policy and explained to all families. Updates on healthy eating and active play are regularly provided. These include recommendations, ideas and strategies to encourage families to support children’s health and well being. |   |   |   |   |

Please keep a copy of this form for your records and forward your completed application form to:  
Early Childhood State Coordinator, Kids – ‘Go for your life’, Diabetes Australia – Vic and The Cancer Council Victoria  
570 Elizabeth Street, Melbourne, VIC 3000 or fax (03) 8648 1826
As a Kids – 'Go for your life' Member, your service will be supported to meet the criteria listed below. Once all criteria are met you can apply to become an Award Service. To indicate your starting point in creating a healthier early childhood environment, please tick the appropriate boxes below.

Kids – ‘Go for your life’ is an initiative managed by Diabetes Australia – Vic and The Cancer Council Victoria and proudly supported by the Victorian Government through the ‘Go for your life’ campaign.

For more information:
Call 1300 854 554

The Start Right Eat Right Award program delivered by Lady Gowrie Child Centre and Smiles 4 Miles delivered by Dental Health Services Victoria are partnering programs with Kids – ‘Go for your life’.