

Nutrition & Physical Activity Programs



Active Philippines

The Philippines Division's new Active Lifestyle (AL) campaign was approved by the country's Department of Health, which is also set to launch an unprecedented public health awareness program.

AL continues the tradition of the company's commitment to positive youth development, establishing crucial linkages with major government bodies. Building on this tradition, AL now extends this linkage to the country's Department of Health, which has endorsed the campaign.

AL is a comprehensive and integrated campaign that addresses key health issues affecting schoolchildren in the Philippines. Through advocacy and physical activity programs, AL seeks to promote the values of a daily balanced diet, proper hydration and adequate physical activity.