

Nutrition & Physical Activity Programs



Kineti-Kids Get Active in the Philippines

The Philippines Division launched a new component of its active lifestyles program in November 2004 called Kineti-Kids.

Kineti-Kids is a nutritional education and physical activity program for schoolchildren designed to be incorporated into physical education and health and science classes in elementary schools. Prior to a nationwide launch, the program will be introduced in four schools in Manila.

The Department of Education and the Department of Science and Technology will take the lead in the development, implementation and coordination of the program through the Food and Nutrition Research Institute (FNRI), while the Company finances the project.

According to the FNRI, the Kineti-Kids program is essential in addressing the health problems of malnutrition and childhood obesity.

The Company, partnering the Department of Health, launched its active lifestyles program in 2003. The program promotes a balanced diet, hydration and physical activity.