



Issued by NHS South East Essex and Turning Tides

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**Happy Healthy Mo!
Launch of new children's book to encourage healthy eating**

'Happy Healthy Mo' is a fun and attractive book with cartoons, to communicate what words cannot always explain. It gets the message of healthy eating across to children who might otherwise see nothing wrong with frequently eating junk food. It also shows children that eating a variety of foods will give them a better chance of growing up healthily and will teach them to be aware of the impact that junk food advertising may have on them. It will also provide parents/carers/guardians and teachers with a tool to engage with children, in conveying these important messages in a clear and fun way.

'Happy Healthy Mo' was produced by Turning Tides (a project managed by Southend Association of Voluntary Services) and its publication was funded by NHS South East Essex. It is the second in a series of three books (*the first book 'Mo and his new trainers' had an anti-bullying theme*). The third book will have an active travel/road safety message.

Margaret Gray, Associate Director of Public Health at NHS South East Essex said:
"Happy Healthy Mo presents an important healthy eating message in an enjoyable and fun way. It encourages children to taste and enjoy new foods. We hope that parents and children will have fun reading this book together."

Anthony Quinn, Turning Tides Manager said: "This is a great example of a working partnership with NHS South East Essex achieving common goals together; we are delighted to be able to engage many children living in the Turning Tides area with the healthy living message. We hope the children will enjoy the book and it will provoke discussion and positive change in their attitudes towards food."

The book is available to purchase from Amazon at: www.amazon.co.uk priced at £3.00

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Notes to Editors

Anthony Quinn, Turning Tides Manager came up with the storyline for both 'Mo' books which were illustrated by local artist, John Bulley.

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About NHS South East Essex

NHS South East Essex is the public name for South East Essex Primary Care Trust (PCT). It commissions a range of health services for around 343,000 people, working across almost 100 square miles, covering Castle Point, Rochford and Southend-on-Sea. It is responsible for funding GPs and medical prescriptions, and commissions hospital, mental health and community-based services from NHS trusts and the private sector. For more information visit: www.see.nhs.uk

About Turning Tides

Turning Tides is a community project funded by Southend Together and BBC Children in Need and delivered in partnership with Southend Association of Voluntary Services in Central Southend. Turning Tides promotes active citizenship and offers a range of activities for young people. The project encourages community cohesion, involvement in local decision making and initiatives including social activities, recycling, environmental projects, skills development and training. All members of the team are Community Safety Accredited. For more information visit: www.savs-southend.org/turningtides