



NEWS RELEASE

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‘Happy healthy Mo’ – Sean wins competition to name a new children’s book on healthy eating

NHS South East Essex and Turning Tides will be congratulating Sean Simmonett, aged 10 from St Mary’s Prittlewell, Church of England School at his school assembly on Friday 21 January 2011. Sean is the overall winner of a special competition to name a new children’s book about healthy eating, produced by Turning Tides, a project managed by Southend Association of Voluntary Services.

The book will be called ‘Happy Healthy Mo’ (the entry submitted by Sean). Its publication has been funded by NHS South East Essex.

The competition was organised at five local primary schools with children being asked to colour in a picture and come up with a name for the book. The best entry from each school will be awarded a prize, with Sean’s entry being chosen as the overall winner. Sean will be presented with a special certificate, a prize from Kids Kingdom and Turning Tides goodie bag.

This innovative, new children’s book which promotes healthy eating, will be launched in February. The books will be distributed free to each child aged 6-10 from participating schools. Copies will also be available to purchase from Turning Tides.

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.”

ENDS

Photo opportunity follows/...

PHOTO OPPORTUNITY

There will be a photo opportunity when Sean is presented with his prize during his school assembly:

Date: Friday 21 January 2011
Time: 9.00 am
Venue: St Mary's Prittlewell, Church of England School, Boston Avenue, Southend SS2 6JH

Please let Angela Wong Keet know on 01702 226629 if you will be sending a photographer.

Notes to editors

Mo

'Healthy Happy Mo' is the second 'Mo' book and following the first book 'Mo and his trainers', which delivered an anti-bullying message.

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

A Polish version of 'Healthy Happy Mo' has also been produced for distribution to the Polish community in the area covered by Turning Tides.

A third 'Mo' book is currently being planned. This will cover road safety and safe, active living.

Other schools who took part in the competition

Prizes for the best entry are being awarded at each of the schools who took part in the competition. The participating schools were:

- Barons Court School
- Bournemouth Park Primary School
- Porters Grange Primary School
- Sacred Heart School
- St Mary's Prittlewell Church of England School

Contact: Angela Wong Keet, Communications & Engagement Officer at NHS South East Essex on 01702 226629.

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 delivered in partnership with Southend Association of Voluntary Services in the three central Southend wards: Kursaal, Milton and Victoria. Turning Tides promotes active citizenship and offers a range of activities for young people and support for vulnerable people. The project encourages involvement in local decision making and initiatives including social activities, recycling, environmental projects, skills development and training. All members of staff are Community Safety Accredited. For more information visit: www.savs-southend.org/turningtides

Southend Association of Voluntary Services, (SAVS) is council for voluntary service, (CVS) part of a national network of similar organisations. They advise, support and provide resources for local, not-for-profit groups. For more information visit: www.savs-southend.org