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News

This section contains the latest news on issues related to the promotion of a healthy and balanced growing up in and out of the frame of the Shape Up project, in and out of school.

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A new TV animation series that will help children across Europe to understand healthy living issues

On the 17th of November it took place the public launch of the new TW animation series My Friend Boo healthy living strand in the framework of the 20th annual Congress of the European Childhood Obesity Group (ECOG 2010).

Children across Europe will be introduced to the TV series My Friend Boo this autumn. The series, which has piloted a brand-new approach to public policy messaging on issues like health, will be broadcast on leading channels in over 19 European countries in 16 languages. The healthy living strand of the TV animated series has been created by the ACTIVE project and supported by the European Commission's HEALTH programme.

My Friend Boo tells the story of Ben, Jaq, Lucy and a magical bear, Boo, who comes to life in their attic. Boo takes the kids on fun and whacky adventures to find out about the importance of how a healthy diet along with physical activity can significantly improve their life. Produced by award-winning animators with support from character designer Curtis Joblin, best known for Bob The Builder™, the series has pioneered a brand new approach to creating fun and educational content for kids.

Messages and story lines were developed with the help of leading independent experts and tested at each main production phase on 600 hundred of kids in Belgium, Bulgaria, Ireland, Italy, Poland and Spain. Boo's adventures will be broadcast in over 17 countries, reaching millions of households across the EU and further afield. Each episode will be also accompanied by teaching packs for schools and educators - all for free. The launch was a great opportunity for representatives from the institutional, education, health and media community to come together and look at new ways to inspire children to make healthier choices and live a better future.

More information:

www.myfriendboo.com

www.animate-eu.com/active