

Dear Parents and families,

From **March 1st to May 31st, 2019**, ESF JCSRS students are invited to *voluntarily* participate in our first ever UNICEF Kid Power programme in Asia Pacific!

WHAT IS UNICEF KID POWER

UNICEF Kid Power is a growing movement of children and families activating their inner heroes, to end **global malnutrition one step at a time**. The programme has become the largest tech-enabled initiative in US & UK, and Hong Kong is the first in Asia! Your child has the opportunity to participate in UNICEF Kid Power, giving children the power to end global malnutrition and save lives. Kids go on virtual missions to unlock therapeutic food packets for severely malnourished children around the world. When kids wear the UNICEF Kid Power Band, the more they move, the more points they earn the more lives they save!

HOW IT WORKS



Step 1:
Kids get active with the UNICEF Kid Power Band and go on missions to earn points.



Step 2:
The more kids move, the more points they earn and the more lives they save.

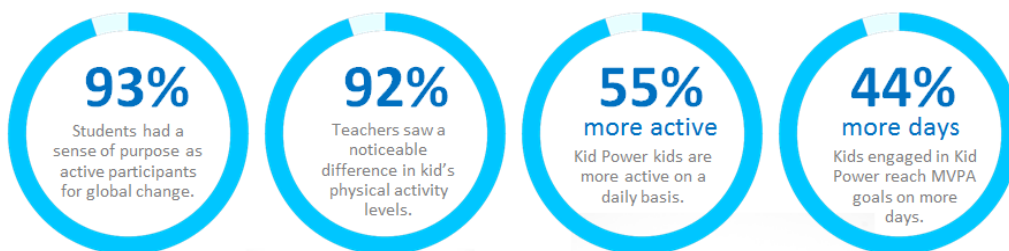


Step 3:
Points unlock packets of therapeutic food, which UNICEF delivers to severely malnourished children.

Check out this [90-second video](#) and the attached deck for details

IMPACT

With UNICEF Kid Power, **kids are inspired to become Playlanthropists** and go virtual missions to **unlock RUTF (Ready-to-Use Therapeutic Food) packets to treat children with severe acute malnutrition (SAM)**, the most extreme form of undernutrition, globally. It threatens an estimated 16 million children worldwide, taking the lives of roughly 1 million more.



*Above statistics only represent UNICEF Kid Power USA and UK's results.

PARTICIPATION

UNICEF gratefully thanks the Hong Kong Jockey Club for sponsoring 100% (HK \$500 per child at JCSRS).

Every student participant will receive

1. Kid Power Starter Kit that includes a one-size-fits-most footstep tracker watch (only tracks steps and movement. The activity earns Kid Power points on the free app, which unlocks RUTF packets to help save lives)
2. Kid Power Certificate of Achievement

PRIVACY

The Band **does not track** location and **does not have access** to any location data or personal information. Children can use the Kid Power App without adult supervision. All data related to physical activity is synced anonymously. The Bands are registered on the app with a first name or nickname, so account data does not include any personal information either.

AFTER THE PROGRAM

At the end of the programme, your child keeps the band and will receive a **Certification of Achievement from UNICEF** to recognise their effort in fighting SAM, but can continue to participate in the programme throughout summer and beyond.

UNICEF Kid Power Opt-Out Form

If you prefer that your child not participate in UNICEF Kid Power, please sign and submit this form and return it back to school by Dec 14, 2018. If you choose to opt your child out of participating in UNICEF Kid Power, there will be no effect on your child's performance at school.

Child Name

Date

Parent or Guardian Name

Parent or Guardian Signature

