

Punjab Health Champion Program

FrieslandCampina Engro Pakistan was involved in the development of materials and sponsoring of the Punjab Food Authority (PFA) Health Champion Program. Punjab is the biggest province of Pakistan.

Aim: To educate and provide awareness in school going children about the importance of healthy food, well being and importance of safe milk consumption

Key Messages:

1. Improve perception about packaged milk consumption through debunking myths.
2. Make packaged milk a part of our daily routine for a healthier lifestyle.
3. It's time to prioritize healthy food choices for our children; create mass awareness and empower school-going kids to make informed decisions about nutrition and well-being.

Materials: Video, Healthy Kids Activity Booklet, Pledges (to make a habit of drinking safe milk)

