

## HOW DOES IT WORK?

Students in Kindergarten to Grade 3 will take part in classroom lessons that focus on well-being. **At My Best™** includes a variety of unique learning and teaching tools that are designed to enhance the learning environment, including a music CD, complementary storybook, physical activity equipment and interactive activities. **At My Best™** is designed to provide the opportunity for children of all abilities and all levels of development to participate — after all, all children need to be given support to feel **ABLE**, feel they **BELONG**, and learn to **CARE** and be cared for.

## A UNIQUE TAKE-HOME COMPONENT

A strong connection between learning at school and learning at home makes learning at school more meaningful, real and enduring for students. That's why **At My Best™** includes an important take-home component. Each lesson includes suggestions on activities that students can do at home with family members, such as practicing a fun physical activity, preparing a special family meal, or reflecting on special moments in the student's take-home journal.

## THIS SOUNDS IMPORTANT!

Today's children are faced with a greater number of stresses than previous generations. They also have more unhealthy distractions such as TV, video games, internet, fast food, etc. Add to the mix the reality that some school-based physical education programs have limited resources.

PHE Canada and AstraZeneca Canada want to ensure that children have the best opportunity for healthy growth and development. **At My Best™** is designed to help give children the knowledge and skills that they need to make healthy choices today and develop lifelong healthy habits.

For more information about  
**At My Best™** visit  
[www.atmybest.ca](http://www.atmybest.ca)

For more information about  
**PHE Canada\*** visit  
[www.phecanada.ca](http://www.phecanada.ca)  
or call 1.800.663.8708

For more information about  
**AstraZeneca Canada** visit  
[www.astrazeneca.ca](http://www.astrazeneca.ca)



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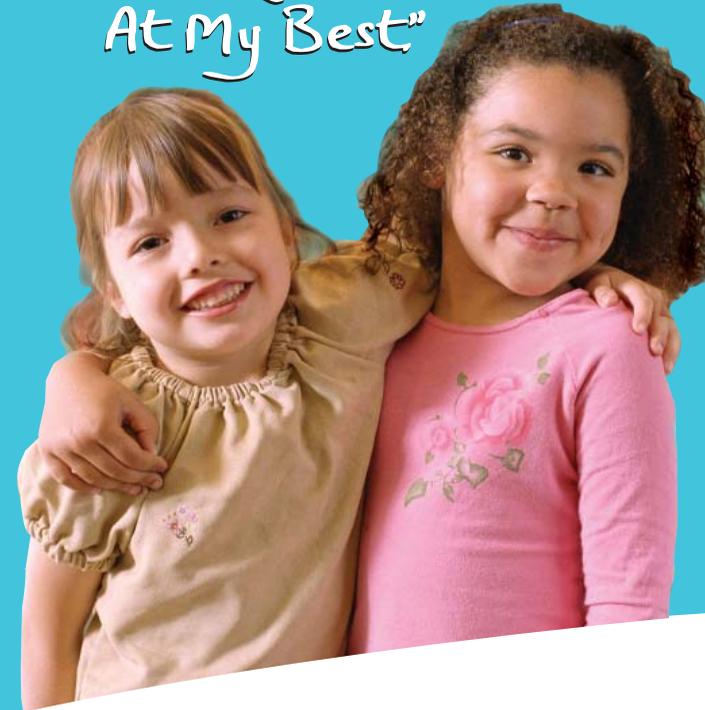


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**At My Best™** and the AstraZeneca logo are trade-marks of the AstraZeneca group of companies.

\* Formerly the Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD)

"Mommy and Daddy,  
I feel good when I'm  
**At My Best™**"



The rates of physical inactivity and obesity among Canadian children are alarming. Let's work together to teach kids how to make healthier choices today and develop lifelong healthy habits.



Helping every child thrive™

AstraZeneca Canada Inc. and Physical and Health Education Canada (PHE Canada) are working closely to inspire and motivate children to make healthier choices and you play an important part...

Together we have created **At My Best™**, a school-based children's wellness program that focuses on three key areas of wellness:

- ★ physical activity
- ★ healthy eating
- ★ emotional well-being

**At My Best™** is linked to the school health and physical education curriculum and was developed by a team of educators with expertise in physical education, health education, nutrition and children's wellness.

The goal of **At My Best™** is to address the need for a holistic approach in the development of a healthy child.



## HOW DID "At My Best™" GET STARTED?

AstraZeneca, one of Canada's leading pharmaceutical companies, has always contributed to improved health for Canadians.

They asked healthcare professionals how they could do more. They were told childhood obesity is one of the greatest threats facing Canadians and that there is a need for companies like AstraZeneca Canada to step up to the plate and become a part of the solution.

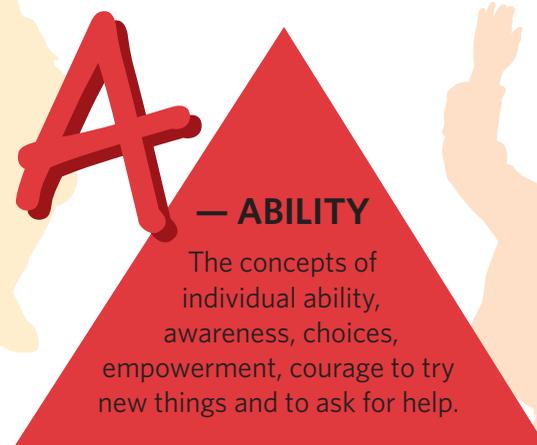
As a company that cares about the health of Canadians, AstraZeneca Canada is proud to take a leadership role in supporting health initiatives like **At My Best™**. That's why they've teamed up with Physical and Health Education Canada (PHE Canada) to create **At My Best™**, a unique program that is designed to help every child thrive.

## WHO IS PHE CANADA?

Physical and Health Education Canada (PHE Canada) is a national, charitable, voluntary-sector organization whose primary concern is to influence the healthy development of children and youth by advocating for quality, school-based physical and health education. PHE Canada's vision is "All Canadian children and youth living physically active and healthy lives" and as such advocates and educates for quality physical and health education programs within supportive school and community environments.

## WHAT MAKES THIS PROGRAM UNIQUE?

**At My Best™** addresses the important issue of increasing physical activity levels and enhancing healthy eating practices, while at the same time addressing the importance of emotional well-being. Helping to build students' awareness of their emotional well-being can help them to make healthy choices. The ABCs theme — ABILITY, BELONGING, CARING — is woven throughout the entire program.



## WHY IS THIS PROGRAM ONLY FOR STUDENTS IN KINDERGARTEN THROUGH TO GRADE 3?

Children in Kindergarten, Grades 1, 2 and 3 are young enough that they are still forming habits that, if healthy, will hopefully last a lifetime. This is where **At My Best™** hopes to have the most impact.



### — BELONGING

The concepts of being inclusive and involving others.



### — CARING

Focus on respect and consideration for themselves and others. Children learn that caring for themselves is an important part of being healthy.

## IS THERE A CHARGE FOR THIS PROGRAM?

Thanks to the support of AstraZeneca Canada there is no charge for this program. Each year, a limited number of **At My Best™** kits are available free of charge to Canadian schools.

## HOW DO I GET INVOLVED?

Tell your child's teacher or school administrator about **At My Best™** and ask them to order a kit for your school. If your school has already received **At My Best™**, we hope you will become involved by participating along with your child on the take-home component. This will help your child, and your family, get the very most out of this program.

*Our goal is to help every child thrive*