PHOTOFLYER “IT´S SO EASY TO MOVE….“
AN AID FOR PHYSICAL ACTIVITY IN THE EVERYDAY LIFE OF PARENTS AND INFANTS AGED 0 – 3

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Introduction
- Babies, toddlers and infants need to explore their environment and interact with the world around them.
- Parents should encourage their children to move and never prevent them from being physically active.

Objective
Develop a medium to encourage physical activity with parents by
- sending unmistakable messages
- addressing the reader emotionally
- strongly motivating imitation
- not frightening with too much reading material
- supporting the managers in regional offices throughout Bavaria to instruct parents

Implemented project
Since 2009 the networking program “Fostering a healthy lifestyle in young families with children aged 0-3” has been running throughout Bavaria.

Conclusion
The developed Photoflyer “It’s so easy to move…” succeeded successfully in
- simplifying and reducing the complexity of physical activity in everyday life
- showing a wide variety of physical activity, easy to copy

The photos are attractive and highly aesthetic!
The photoflyer hits the pulse of our busy times by efficiently visualizing the required information!
Moreover it rounds up the already available material used in the program!

Our success „Networking“
Strong increase in activities offered to parents in Bavaria.
In 2013 more than 1,870 activities took place.