PRESS RELEASE

**Fit for the School Day with Whole Grain Bread**

**The school children participating in the initiative "SMS. Be smart. Join In. Be fit." of the German Diabetes Center gain insight into the production of bakery products.**

(Düsseldorf, July 5, 2017) Nearly every third child comes to school without having eaten breakfast. In order to perform well at school, it is very important to replenish the body’s energy reserves, especially in the morning. During their visit to the Hercules Bakery, the children from the Matthias Claudius and St. Rochus schools learn why whole grain bread is so healthy, what ingredients it contains and how it is produced. Under the direction of the owner and baker, Johannes Dackweiler, the children discover the bakery and experience up close and personally how bread is made. They also taste the different types of bread. “Through the practical lessons the children learn what a healthy and balanced diet means. This is a prerequisite for physical well-being and good performance in school,” said master baker Johannes Dackweiler, explaining his commitment to the SMS initiative. Professor Karsten Müssig added, "In view of the large number of children who go to school without breakfast, we would like to convey to them the importance of a balanced breakfast in order to replenish their energy reserves and to be prepared for the requirements of a school day.”

The initiative “SMS. Be smart. Join in. Be fit." led by Professor Karsten Müssig at Düsseldorf primary schools seeks to counteract overweight/obesity and other lifestyle-related diseases in childhood and adolescence. The children earn their “aid” nutrition pilot license in cooperation with the Educational Center for Dietary Assistants of the Kaiserswerther Diakonie and take part in the exercise program for primary schools “Fitness for Kids” developed by sports scientist Professor Kerstin Ketelhut.
In addition, the pupils experience the perception of their own body in the sensory classroom of the Präha Weber School in a motor skills training course. They are also taught relaxation exercises in cooperation with the initiative “Physical Activity during School Recess” of the Dietrich Grönemeyer Foundation and the Deichmann company. The two health insurance companies IKK classic and KKH, the organization diabetesDE - German Diabetes Aid, the Sports Department of Düsseldorf and other renowned partners and prominent people support the project and provide the participating school children with additional attractive venues for learning outside of school. The patron of the initiative is Thomas Geisel, mayor of the state capital Düsseldorf. In 2015 the SMS initiative was awarded the support logo of IN FORM – Germany’s initiative for a healthy diet and more exercise, and in 2016 was awarded the GUT DRAUF label of the German Center for Health Education (BZgA).

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Dates

Matthias Claudius School: Wednesday, July 5, 2017, 10:30 am – 11:30 am

St. RochusSchule: Wednesday, July 12, 2017, 10:30 am – 11:30 am

Venue

Hercules Vollkorn- und Mühlenbäckerei, Ulmenstraße 120, 40476 Düsseldorf

Further information about the initiative is available at: [www.sms-mach-mit.de](http://www.sms-mach-mit.de)

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The German Diabetes Center (DDZ) understands itself as the German reference center for diabetes. It aims to contribute to the improvement of prevention, early detection, diagnosis and therapy of diabetes mellitus. At the same time, the epidemiological data situation in Germany shall be improved. The DDZ is responsible for the multi-center German Diabetes Study. It is a point of contact for players in the health sector, prepares scientific information on diabetes mellitus, and makes it available to the public. The DDZ is a member of the Leibniz Association (WGL) and is a partner in the German Center for Diabetes Research (DZD e.V.).