



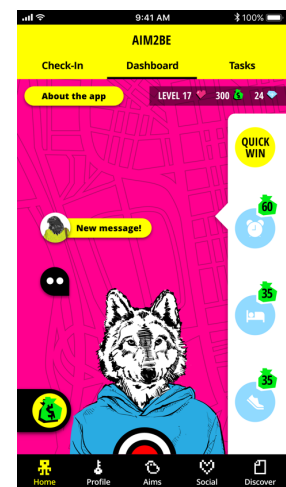
## Project Mission and Philosophy

The Aim2Be app is designed to support youth and their families to adopt lifelong healthy behaviours in four areas – eating, physical activity, recreational screen time and sleep.

The Aim2Be app integrates best evidence and practices as well as behaviour change theories to provide a non-judgemental, tailored and family-focussed approach to support youth to reach current Canadian lifestyle recommendations. An over-arching belief is that healthy bodies come in a variety of shapes and sizes.

### Aim2Be:

- focuses on living green and fostering a strong self-esteem and a healthy body image
- supports users to set realistic health goals, adapting and personalizing the experience to every family's unique journey
- emphasizes that food and physical activity are to be enjoyed with family and friends
- focuses on adopting healthy behaviours and promoting self-care, rather than weight loss
- encourages family and peer support and positive social connections.



Aim2Be supports families to meet Canadian lifestyle guidelines by helping them to:

- Increase their daily vegetable and fruit intake (aim to eat 5 or more servings a day, excluding juice)
- Reduce their sugar-sweetened beverage intake (aim for 0 servings a day including fruit juice)
- Improve the quality of their diets
- Decrease their daily recreational screen time (aim for no more than 2 hours per day and no screen time 1 hour before bedtime)
- Increase their physical activity (aim to accumulate at least 60 minutes of daily moderate to vigorous physical activity)
- Increase their number of daily steps (aim to accumulate 12,000 or more steps every day).

