



About Healthy Lunchbox Week

7-13 February 2021

Healthy Lunchbox Week is an initiative of Nutrition Australia that aims to inspire Australian families to create healthy and enjoyable lunchboxes. Occurring in early Term 1, when school is back and the daily preparation of lunchbox making has set in, Healthy Lunchbox Week supports schools and communities in sharing relevant lunchbox messaging to families and children.

This year Nutrition Australia have provided a range of promotional material schools and community organisations can use in their communication to families and clientele. This includes a newsletter snippet and social media posts.

The Healthy Lunchbox Week website serves as a hub of lunchbox tips, videos and recipes for everyone to access throughout the year.

www.healthylunchboxweek.org.au

During Healthy Lunchbox Week, Nutrition Australia will be sharing Healthy Lunchbox Week posts on our Facebook, Twitter and Instagram accounts. Follow and like their page to get involved.

 Facebook: [@NutritionAustralia](https://www.facebook.com/NutritionAustralia)

 Twitter: [@NutritionAust](https://twitter.com/NutritionAust)

 Instagram: [@NutritionAustralia](https://www.instagram.com/NutritionAustralia)

#healthylunchboxweek



Healthy Lunchbox Week is an initiative of Nutrition Australia
www.healthylunchboxweek.org.au



Get Involved

To help spread the healthy lunchbox message, get your school community involved with the following Healthy Lunchbox Week activities.



Make it. Shoot it. Share it.

How do you lunchbox? Make, shoot and share your lunchbox on Nutrition Australia Facebook or Instagram and you'll be in the running to receive some Smash lunchbox gear or the latest Women's Weekly Lunchbox 2 cookbook.



Australia's Healthiest Lunchbox Competition

Nutrition Australia have joined forces with Life Education in the search for *Australia's Healthiest Lunchbox*. Upload your photo on [Life Education website](#) and you'll be in the running to WIN one of three prize packs consisting of a \$250 Woolworths e-Gift card and a Healthy Harold lunch pack. Submissions close Thursday 11th February.



Free teacher webinar – Thurs 11 Feb 4:00 – 4:30pm

Pick up some tips and recommendations on how your school can provide relevant and tactful lunchbox messaging that recognises family food values and practices. Presented by Leanne Elliston APD, school curriculum author and mum of two teens.

[Click here](#) to register.



Follow us

During Healthy Lunchbox Week, we will be sharing healthy lunchbox posts on [Facebook](#), [Twitter](#) and [Instagram](#). Follow and like our page to be inspired and see what exciting things we get up to during the week.



Spread the Word!

We'd love you to get involved and spread the word in your own communication channels. Feel free use the newsletter snippet and repost any of the social media content and pictures we have provided below.

Newsletter Article for Schools and Organisations

How to use

Copy and paste the below excerpt to use in your newsletter.

Set yourself up for a year of healthy lunchboxes!

Healthy Lunchbox Week is here to help set you up with healthy lunchbox habits for the year ahead.

Fuelling our kids with the right stuff gives them a head start for both learning and long-term health. Check out Nutrition Australia's top three tips for lunchboxes in 2021.

1. Smart swaps

Make the switch from highly processed foods to healthier alternatives. It can be as simple as swapping white bread for wholegrain, chips for popcorn or fruit straps for a carrot. With a bit of planning and simple preparation, buying less processed foods can actually save you money and reduce packaging.

2. Fuel their day

Around a third of children's daily food intake is consumed at school. Kids who eat well are better fuelled to listen, learn and play. Including food from each of the five food groups will help children meet their nutritional needs and support their long-term health.

3. Safe and simple

No-one wants to eat a hot salad sandwich or a soggy, bruised banana. Keeping food safe and fresh between home and the school playground can have its challenges, especially during a hot Aussie summer. Be sure to keep lunchboxes cool using insulated bags and cool packs.

Remember to keep it simple with a healthy snack, a piece of fruit or vegetable and an easy lunch dish. Even leftover's can be hit.

With some trusty guides and recipes by your side you can stay in control of fantastic lunchboxes the whole year through. For more lunchbox inspiration, visit Nutrition Australia's Healthy Lunchbox Week website: www.healthylunchboxweek.org.au

Social Media Posts

How to use

Copy and paste the images and text from the table below to create and share a post from your social media account. You can access these images plus more from <https://www.dropbox.com/sh/4owiwgmqoyzmnst/AACr4WWbTTnvQd0SWsUs5Ef9a?dl=0>

		
<p>Copy and paste the text below into Facebook or Instagram</p> <p>School is back and so is the daily lunchbox routine. @NutritionAustralia is here to help with their #HealthyLunchboxWeek campaign! Healthy Lunchbox Week aims to inspire parents and carers to create healthy lunchboxes that children will enjoy. Check out their website for more tips, tricks and recipes: https://www.healthylunchboxweek.org.au/</p> <p>#HealthyLunchboxWeek</p>	<p>Copy and paste the text below into Facebook or Instagram</p> <p>Around a third of children’s daily food intake is consumed at school. Kids who eat well are better fuelled to listen, learn and play.</p> <p>Fuel their curious minds with a well-balanced lunchbox by including foods that help them GO, GROW and GLOW.</p> <p>Visit @nutritionaustralia Healthy Lunchbox Week website for recipes, tips and inspo. https://www.healthylunchboxweek.org.au/</p> <p>#HealthyLunchboxWeek</p>	<p>Copy and paste the text below into Facebook or Instagram</p> <p>No-one wants to eat a hot salad sandwich or a soggy, bruised banana. Keeping food safe and fresh between home and the school playground can have its challenges, especially during a hot Aussie summer. Be sure to keep lunchboxes cool using insulated bags and cool packs.</p> <p>Visit @nutritionaustralia Healthy Lunchbox Week website for recipes, tips and inspo. https://www.healthylunchboxweek.org.au/</p> <p>#HealthyLunchboxWeek</p>



Copy and paste the text below into Facebook or Instagram

Lunchboxes do not need to be insta-worthy works of art. Keep it simple with a healthy snack, a piece of fruit or vegetable and an easy lunch dish. Even leftovers can be hit.

Head over to @nutritionaustralia Healthy Lunchbox Week website for easy tips and tricks. <https://www.healthylunchboxweek.org.au/>

#HealthyLunchboxWeek



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It is never too early to get kids helping to pack their lunchbox. Involve them in:

- choosing fruits and vegetables at the shops
- easy kitchen tasks like stirring or measuring
- packing their own lunchbox from a healthy selection.

Visit @nutritionaustralia Healthy Lunchbox Week website for plenty of child friendly lunchbox recipes to help get them started. <https://www.healthylunchboxweek.org.au/>

#HealthyLunchboxWeek



Copy and paste the text below into Facebook or Instagram

Make the switch from highly processed foods to healthier alternatives. With a bit of planning and simple preparation, buying less processed foods can actually save you money and reduce packaging.

For more simple swap ideas visit @nutritionaustralia Healthy Lunchbox Week <https://www.healthylunchboxweek.org.au/>

#HealthyLunchboxWeek

Campaign Hashtags

#healthylunchboxweek	#healthylunchbox
#HLW2021	#healthylunchboxideas

Campaign Supporter's



Get in Touch

Let's talk lunchboxes!

For any questions or more information about Healthy Lunchbox Week and how to get involved please reach out, we're here to help.

You can reach us via phone, email or visit www.healthylunchboxweek.org.au

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Email: info@act.nutritionaustralia.org

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