

Crunch&Sip[®] *Hero Healthy*

Campaign



Crunch&Sip[®]



ABOUT Crunch&Sip®

The Crunch&Sip® program is a nutrition education initiative available to all Western Australian primary schools. The WA Department of Health launched Crunch&Sip® in 2005 as part of the Go for 2&5 campaign. Cancer Council WA has coordinated the delivery of the program since 2006 under a license agreement with the WA Department of Health. Healthway has helped to sustain Crunch&Sip® by funding the program since 2015.

The Crunch&Sip® program aims to improve the dietary habits of Western Australian primary school aged children 4-12 by encouraging healthy habits at an early age and improving public awareness of healthy eating choices. The main goals of the program include:

- To create environments that enable children to consume more vegetables, fruit and water by increasing the number of schools implementing the program
- To refine and develop curriculum resources for WA primary school teachers to deliver quality nutrition education to their students
- To increase the confidence and improve behaviours of WA parents/carers to provide healthy foods to their children

Crunch&Sip® supports the target group via maximising school engagement, the production and distribution of education materials and conducting program evaluation. The newly developed *Hero Healthy* campaign aims to raise the profile of the Crunch&Sip® program and further highlight program messages.

Key messages

- Poor dietary habits during childhood have been linked to negative health outcomes such as dental caries and overweight and obesity
- Parents are in the prime position to be positive role models for their children when it comes to making healthy choices
- The Crunch&Sip® program provides primary school aged children with the opportunity to increase their serves of vegies every day and reach for water to quench their thirst
- Increasing serves of vegetables means greater access to a range of vital nutrients needed for growth and development
- By increasing vegetable, water and fruit intake children will have more sustained energy and will be more able to concentrate in the classroom

ABOUT *Hero Healthy*

The *Hero Healthy* campaign creatives have been designed to engage parents of primary school aged children. The materials developed aim to raise the profile of the program and motivate parents to prioritise healthy choices by remembering to pack Crunch&Sip® each day for school. The digital campaign intends to direct Western Australian parents of primary school aged children towards the website for further education around the importance of teaching kids to reach for healthy snacks and water. It seeks to emphasize the simplicity of using the program to provide vegetables, fruit and water as healthy choices for kids to refuel with.

Primary campaign aims

- Encourage and motivate parents to pack Crunch&Sip® on a daily basis
- Encourage and motivate parents to remember to pack water
- Highlight the role parents play in teaching kids to choose healthy snacks
- Raise awareness of the Crunch&Sip® website and drive parents to www.crunchandsip.com.au/parents to access information and support and highlight our suite of healthy eating resources

Target audience

The primary target audience for this campaign is Western Australian parents of primary school aged children (4-12 years). The secondary target audience is Western Australian primary school teachers.

Campaign schedule

Hero Healthy campaign

October 2021	November	December	January 2022	February	March
First wave <i>Social media only</i>					
			Second wave <i>Social media only</i>		

The *Hero Healthy* campaign is a social media only campaign which will feature on both Facebook and Instagram. The first wave will occur throughout the last week of October and into November 2021. The second wave will occur as the new school year approaches and will continue into the first half of Term 1, 2022.

Campaign materials

Website



Crunch&Sip®

Certified Schools Contact Us Q Search

Teachers Parents Recipes Healthy Lunchboxes Events Resources News

Don't forget tomorrow's Crunch&Sip!

FIND OUT MORE

Subscribe to our newsletters - Events, tips for healthy lunchboxes, recipes, resources and more!

Subscribe here

Let's Crunch&Sip!

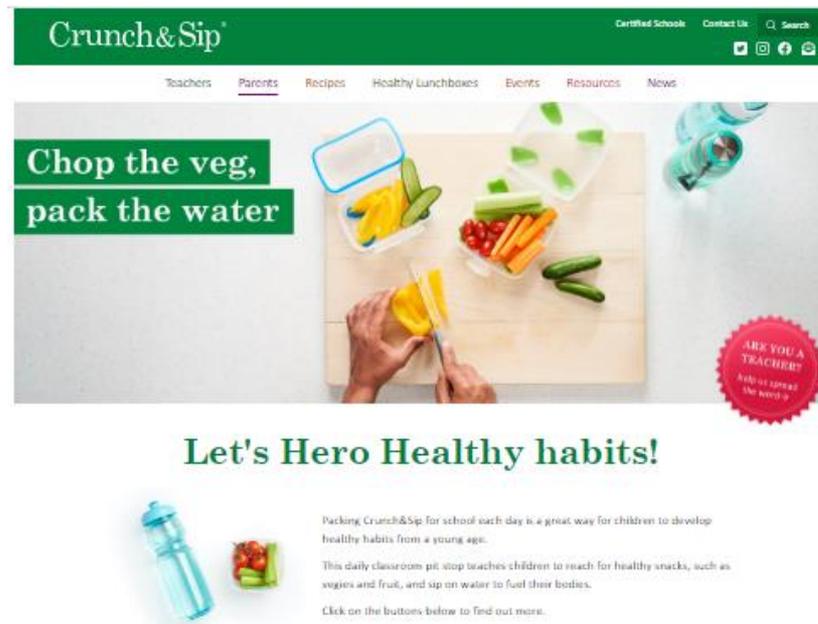


Participating in a daily Crunch&Sip break provides an opportunity for children to drink water and eat an extra serve of vegetables or fruit to support good health and to help with learning and concentration in the classroom.

Crunch&Sip is also a fantastic opportunity to increase vegetable intake by choosing to pack vegetables more often.

Let's hero healthy habits and remember to pack Crunch&Sip every day!

Crunch&Sip® homepage



Crunch&Sip®

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Teachers Parents Recipes Healthy Lunchboxes Events Resources News

Chop the veg, pack the water

Let's Hero Healthy habits!

ARE YOU A TEACHER? Help us spread the word!

Packing Crunch&Sip for school each day is a great way for children to develop healthy habits from a young age.

This daily classroom pit- stop teaches children to reach for healthy snacks, such as veggies and fruit, and sip on water to fuel their bodies.

Click on the buttons below to find out more.

WHY PARTICIPATE HOW-TO PACK WATER INSPIRATION RECIPES

Crunch&Sip® parent page

Crunch&Sip®

Campaign materials

Wave one - Social media tiles



Click on the image or head to the Crunch&Sip® [website](#) to download this content for your school's social media channels or school website

Crunch&Sip®

Campaign materials

Wave two - Social media tiles

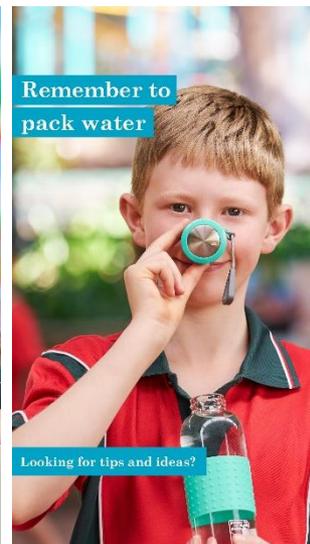
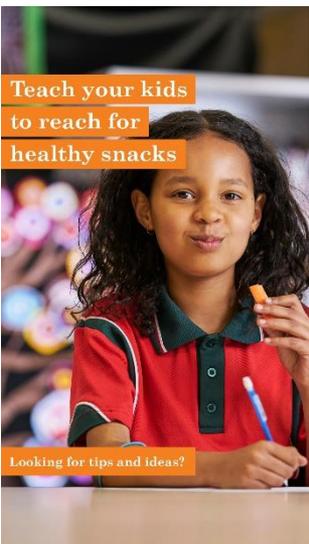


Click on the image or head to the Crunch&Sip® [website](#) to download this content for your school's social media channels or school website

Crunch&Sip®

Campaign materials

Wave one - Social media stories



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Campaign materials

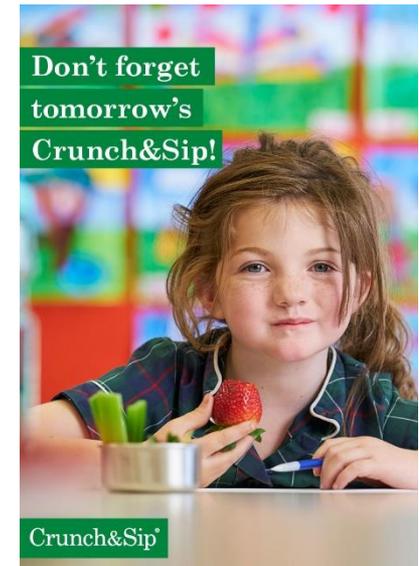
Wave one - Banners



Facebook or Website Banner - Desktop



Website Banner – Mobile



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Crunch&Sip®

Campaign materials

Wave two - Banners



Facebook or Website Banner - Desktop



Website Banner – Mobile



Click on the image or head to the Crunch&Sip® [website](#) to download this content for use on your school's social media channels or school website

Crunch&Sip®

Social media

Social media posts

Follow us on social media to share our social media posts

 @crunchandsipbreak

 @crunch&sip

 @crunch_sip

We are encouraging all schools to support the campaign through their social media channels.

If your school would like to use our social media tiles for your own social media channels, please contact the Crunch&Sip[®] team.



Campaign Hashtags

When posting on social media, remember to share hashtags and tag Crunch&Sip[®] with the relevant handles e.g. when posting to Facebook, be sure to tag the @crunchandsipbreak and include the following hashtags:

#herohealthy #crunchandsip

Crunch&Sip[®]

Contact us

We would be happy to discuss how Cancer Council WA can work with you to reach your school community with the Crunch&Sip® campaign.

For further information please contact:

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