

CRUNCH BITES PODCAST

BITE SIZED CHILDREN'S NUTRITION INFO

Crunch Bites Stakeholder Toolkit

About

The Cancer Council WA Crunch&Sip® team has been busily working behind the scenes on something exciting! We are delighted to introduce our new podcast. Crunch Bites aims to support parents and provide plenty of practical ideas around boosting children's nutrition in an easily accessible, grab-and-go format.

Crunch Bites is brought to you by the Cancer Council WA Crunch&Sip® team and presented by nutritionists, with special guests joining us to discuss the important work they are doing in the space. Each episode brings info and advice to help tackle common concerns or answer questions about children's food and nutrition, as well as provide practical tips to help your family build healthy habits in the home.

The primary audience for this podcast is Western Australian parents with children in primary school.

Crunch Bites aims to:

- Expand on our Packed with Goodness session content
- Provide tips and tricks to help parents navigate the lunchbox
- Provide evidence-based nutrition information in an easily accessible format for parents

Key Messages

- Reach for a variety of nutritious foods and aim to include more vegetables in the day
- Build healthy habits for long-term health
- There is no one-size-fits-all approach to children's nutrition

How to share and promote the podcast to your parent community

1. Share the podcast on social media

The Crunch&Sip® team at Cancer Council WA is encouraging partners to support Crunch Bites by sharing content on their social media channels.

When sharing podcast content, please tag Crunch&Sip® with the relevant handles.



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



[@crunch_sip](https://twitter.com/crunch_sip)



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



[@Crunchandsip](https://www.tiktok.com/@Crunchandsip)

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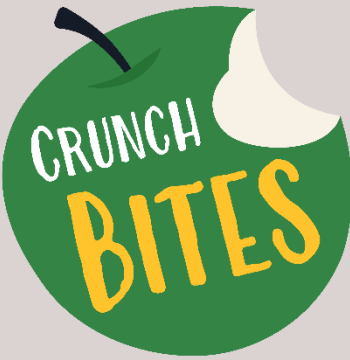
Crunch&Sip®

Hashtags - Best practice is to post your hashtags as the first comment on your post.

#crunchandsip #crunchbites #CCWA #health #nutrition #childrensnutrition #schoolslunch #lunchboxes #parentsnutrition #crunchbitespodcast #healthyeating #healthykids #freshisbest #kidseathealthy #schoolnutrition #childnutrition #kidsandveggies #freshproduce #waterisbest #fruitandveg

Crunch Bites social media content

Social media and blurbs

<p>Social tiles and links</p> <p>Click here to download all social media assets.</p>	<p>Facebook & X copy</p> <p>Copy and paste the blurb directly into a Facebook post.</p>	<p>Instagram copy</p> <p>Copy and paste the blurb directly into an Instagram post.</p> <p>Links don't work in Instagram posts, so add the link into your bio.</p>
<p>Launch Square Tile</p> <p>Download here</p>  <p>Bite sized CHILDREN'S NUTRITION in</p>	<p>Introducing Crunch Bites!</p> <p>A podcast to support parents and provide plenty of practical ideas around boosting children's nutrition in an easily accessible, grab-and-go format.</p> <p>Join Mikala and Nicole as they chat about how to tackle common concerns around children's nutrition, as well as provide practical tips to help your family build healthy habits in the home.</p> <p>Listen here https://www.crunchandsip.com.au/podcast</p>	<p>Introducing Crunch Bites!</p> <p>A podcast to support parents and provide plenty of practical ideas around boosting children's nutrition in an easily accessible, grab-and-go format.</p> <p>Join Mikala and Nicole as they chat about how to tackle common concerns around children's nutrition, as well as provide practical tips to help your family build healthy habits in the home.</p> <p>To find out more, visit the link in our bio. @crunchandsip</p> <p>*Add this link to your bio* https://www.crunchandsip.com.au/podcast</p>
<p>Download here</p>	<p>Introducing Crunch Bites!</p> <p>A podcast to support parents and provide plenty of practical ideas around boosting</p>	<p>Introducing Crunch Bites!</p> <p>A podcast to support parents and provide plenty of practical ideas around boosting</p>

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To find out more, visit the link in our bio. @crunchandsip

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<https://www.crunchandsip.com.au/podcast>

Download [here](#)



Meet the hosts of Crunch Bites, Mikala and Nicole!

Mikala and Nicole are qualified nutritionists who work in the Crunch&Sip® team at Cancer Council WA.

They are both passionate about children’s nutrition and educating parents on ways to build healthy habits in the home.

In the podcast they talk about ways to tackle fussy eating, reaching for rainbow foods and so much more!

Check out Crunch Bites on all major podcast streaming services.

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<p>Download here</p>  <p>WANT TO BUILD HEALTHY HABITS? Crunch Bites Podcast</p>	<p>Crunch Bites is a podcast to supports parents and provides practical ideas around boosting children’s nutrition in an easily accessible, grab-and-go format.</p> <p>Join Mikala and Nicole as they help you find ways to build healthy habits, tackle common concerns, or answer questions about children’s food and nutrition.</p> <p>Check out Crunch Bites on all major podcast streaming services.</p> <p>Listen here https://www.crunchandsip.com.au/podcast</p>	<p>Crunch Bites is a podcast to supports parents and provides practical ideas around boosting children’s nutrition in an easily accessible, grab-and-go format.</p> <p>Join Mikala and Nicole as they help you find ways to build healthy habits, tackle common concerns, or answer questions about children’s food and nutrition.</p> <p>Check out Crunch Bites on all major podcast streaming services.</p> <p>Link in bio: *Add this link to your bio* https://www.crunchandsip.com.au/podcast</p>
<p>Download here</p>  <p>FRESH TIPS FOR KIDS' LUNCHES Crunch Bites Podcast</p>	<p>Looking for fresh tips for kids' lunches?</p> <p>Listen to Crunch Bites for tips, tricks, and inspiration on how to pack a healthy and fresh lunch box your kids will love!</p> <p>Check out Crunch Bites on all major podcast streaming services.</p> <p>Listen here https://www.crunchandsip.com.au/podcast</p>	<p>Looking for fresh tips for kids' lunches?</p> <p>Listen to Crunch Bites tips, tricks, and inspiration on how to pack a healthy and fresh lunch box your kids will love!</p> <p>Check out Crunch Bites on all major podcast streaming services.</p> <p>Link in bio: *Add this link to your bio* https://www.crunchandsip.com.au/podcast</p>

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Check out Crunch Bites, a podcast for parents where Mikala, Nicole and special guests chat about all things children's nutrition and provide advice on how to tackle picky eaters!

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Story stills and animations

Story tiles and links

[Click here](#) to download all social media assets.

Simply download and post to your Facebook or Instagram story
**Don't forget to tag us* @Crunchandsip*

Download story with animation [here](#)



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Download the static story here [Mikala & Nicole](#)

Download the story with animation [here](#)



2. Share the podcast -with your friends, family, and community

If you know anyone who would love our podcast, share it with them using the podcast platform you are listening on or share the episode to your own social media platform.

3. Participate in the Crunch Bites competition

Cancer Council WA's Crunch&Sip® team will be running a competition to celebrate the launch of Crunch Bites. This will encourage listeners to review, like, and share the podcast. See details below.

Prize

The Prize: 1x Scanpan bamboo cutting board set 3pk, 1x In Praise of Veg recipe book by Alice Zaslavsky, 1x The Little Box of Veg by Alice Zalavsky, 1 x Breville immersion blender – the All in One™, 1x Full Plate recipe book by Dr Preeya Alexander, 1x Wusthof Classic 3pc knife set. Total value of this Prize is \$803.29. This Prize is not transferable or redeemable for cash.

How to enter?

The Competition commences at 9am AWST on Thursday 9 May 2024 and closes 9am AWST 14 June 2024. Open to Western Australian residents aged 18 years and over. Entries received after that time or not completed in accordance with these Terms and Conditions will not be eligible to win a Prize.

To enter, the participant must complete all steps listed below:

1. Post a 'review' of the Crunch Bites podcast on either Spotify or Apple podcast.
2. Follow the Crunch Bites podcast on Spotify or Apple podcast.
3. Send a screenshot of your review via the Crunch&Sip® [Instagram](#), [Facebook](#) or email nutrition@cancerwa.asn.au - this is to ensure that Promoter can contact the winning participant.

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Bonus entries will be awarded to the Competition participants for sharing a Crunch Bites episode to their Instagram or Facebook account. Posts or stories must have the following tags to the Crunch Bites podcasts using both @Crunchandsip and #Crunchbitespodcast

Please read full Terms and Conditions [here](#).

Encourage others to enter the competition

Encourage your community to enter the competition by resharing the Crunch&Sip® competition post on your social media platforms and tag @crunchandsip

Contact us

If you have any questions about our social media content or podcast materials, please contact Cancer Council WA's Crunch&Sip® Schools Nutrition Senior Coordinator, Mikala Atkinson.

Mikala Atkinson | Schools Nutrition Senior Coordinator – Crunch&Sip®, Cancer Council Western Australia

Telephone: 08 6388 4355

Email: mikala.atkinson@cancerwa.asn.au

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