

Healthy Lunchbox Week

Communication Toolkit



Healthy Lunchbox Week is here to inspire Australian families to create healthy lunchboxes the whole year through.

4 - 10 February 2024

- Healthy Lunchbox Week is a Nutrition Australia initiative, coordinated by the ACT Nutrition Support Service, providing credible nutrition information and practical advice for schools and families.
- Timed shortly after children return to school, Healthy Lunchbox Week helps schools and communities share healthy lunchbox tips and inspiration to help children and families get set for a year of healthy lunchboxes.
- Children consume around one third of their daily food intake at school making the lunchbox a valuable contribution towards meeting their daily nutritional needs.
- Promoting healthier lunchboxes can encourage parents and children to make healthier choices about their diet, and encourage a whole-school approach to healthy eating.

Use this kit to access a range of **communication assets** and tools to help share the healthy lunchbox message.

Healthy Lunchbox Week Website

The Healthy Lunchbox Week website is a hub of information for lunchbox tips, recipes and videos with links to other credible resources and organisations supporting healthy food at schools

www.healthylunchboxweek.org.au



Social Media

Join the conversation on social media using the hashtag **#HealthyLunchboxWeek**. Share your lunchbox creations, tips, and success stories to inspire others.

Use the below images and text options to create and share a post from your social media account. [Click here](#) to download high quality images.



Social Media Copy Options

Campaign Hashtag: #healthylunchboxweek

(Ins. organisations) is supporting #HealthyLunchboxWeek, inspiring families to create awesome lunchboxes to help their children have an awesome day at school.

Visit the Healthy Lunchbox Week website for plenty of recipes, tips and downloadable resources to help get set for a year of healthy lunchboxes.

www.healthylunchboxweek.org.au

This year (Ins. organisation name) is celebrating #HealthyLunchboxWeek.

Did you know 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.

Fuel their adventures and curious minds with a well-balanced lunchbox. Need ideas? Visit the Healthy Lunchbox Week website for all your 2024 lunchbox inspiration.

www.healthylunchboxweek.org.au

This week is Healthy Lunchbox Week!

If you're new to the lunchbox scene, #HealthyLunchboxWeek is here to help you get started. Build your bank of lunchbox inspiration and know-how with awesome lunchbox information and recipes.

www.healthylunchboxweek.org.au

(Ins. organisation name) is supporting #HealthyLunchboxWeek by helping families pack awesome lunches for their awesome children.

Around a THIRD of school children's daily food intake comes from the lunchbox, so we need to make it count. If you're looking for fresh ideas visit Healthy Lunchbox Week website for recipes, tips, hacks and downloadable resources.

www.healthylunchboxweek.org.au

An awesome day at school begins with an awesome lunchbox! Give them a head start with brain boosting food from their lunchbox. Not sure where to start? Visit the #HealthyLunchboxWeek website for plenty of recipes, tips and downloadable resources to help you get set for a healthy year of healthy lunchboxes.

Check out their website for more info:

www.healthylunchboxweek.org.au

We are supporting #HealthyLunchboxWeek to help children stay well fuelled during their school day.

Healthy lunchboxes can go a long way in shaping our children's learning and health. Start packing like a pro with these fast tips:

- Is there a mix of food from each food group?
- Have you packed a water bottle?
- Is the lunchbox kept cool with an ice-brick and/or an insulated container?

Visit the Healthy Lunchbox Week website for plenty of inspiration.

www.healthylunchboxweek.org.au

Posters

[Click here](#) to download.



A smiling girl with long blonde hair is holding a yellow banana and a red apple. The background shows a kitchen setting with hands preparing food.

Awesome lunch, awesome day!
4 - 10 February 2024



Healthy Lunchbox Week

Get inspired



www.healthylunchboxweek.org.au



Two boys in blue school uniforms are talking. One is holding a green water bottle and a lunchbox, the other is holding a black water bottle and a lunchbox.

Awesome lunch, awesome day!
4 - 10 February 2024



Healthy Lunchbox Week

Get inspired



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A young boy with curly hair is eating a sandwich. He is sitting at a table with a clear bowl in front of him.

Awesome lunch, awesome day!
4 - 10 February 2024



Healthy Lunchbox Week

Get inspired



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Two girls in blue school uniforms are sitting at a table, preparing a lunchbox. One is holding a yellow fruit, the other is holding a green water bottle.

Awesome lunch, awesome day!
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Healthy Lunchbox Week

Get inspired



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Banners

[Click here to download.](#)



HEALTHY LUNCHBOX WEEK
4-10 Feb 2024

www.healthylunchboxweek.org.au

Healthy Lunchbox Week Nutrition Australia



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Newsletter Copy

[Click here](#) to download.



Copy and paste the copy below into your newsletter or organisation e-DM.

Get set for a year of healthy lunchboxes

Healthy Lunchbox Week is here! Held at the start of school term, this campaign focuses on providing families with reliable lunchbox nutrition information by consolidating a wealth of valuable tips, guides, and recipes from various supporting organisations.

(Insert organisation name) is proud to support Healthy Lunchbox Week, contributing to the well-being of children by ensuring they start the year with nourished minds and bodies.

Around one third of children's daily food intake comes from the lunchbox so it's important we make it count. Use this time to build your bank of lunchbox inspiration and know-how with the help of Healthy Lunchbox Week valuable resources, including healthy recipes.

For a plethora of lunchbox inspiration, be sure to explore the Healthy Lunchbox Week website. Let's make this school year a healthy and delicious journey for our kids!
www.healthylunchboxweek.org.au.

Contact Us

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



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2024 Campaign Supporters

