



HEALTHY LUNCHBOX WEEK

5-11 February 2023

COMMUNICATION TOOLKIT

Healthy Lunchbox Week is an annual campaign at the start of the school year. An initiative of Nutrition Australia, Healthy Lunchbox Week aims to inspire Australian families to create healthy lunchboxes through relevant and tactful messaging that recognises family food values and practices.

Around one third of children’s daily food intake comes from the school lunchbox so it makes sense that their lunchbox should meet a third of their daily nutritional needs.

Healthy Lunchbox Week highlights the importance of packing a well-balanced lunchbox that supports children’s nutritional needs for learning and overall health. Held shortly after children return to school, it is uniquely timed to guide and inspire parents in packing healthy options for their children. Healthy Lunchbox Week also provides opportunities for schools to get involved by communicating healthy information to the school community and providing educational opportunities in the classroom.

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 serves as a hub for lunchbox tips, recipes, videos and other credible resources supporting schools and families.

www.healthylunchboxweek.org.au



Social Media

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.

Campaign Hashtag: #healthylunchboxweek



Social media copy options

(Ins. organisations) is supporting #HealthyLunchboxWeek, an initiative of @NutritionAustralia that inspires families to create healthy lunchboxes children will love. 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.

Visit the Healthy Lunchbox Website for plenty 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 @NutritionAustralia healthy lunchbox information and recipes.

www.healthyLunchboxweek.org.au

Our children deserve every opportunity to learn and thrive at school. 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

(Ins. organisation name) is supporting #HealthyLunchboxWeek by helping families get set for a year of healthy lunchboxes. 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 fresh ideas visit @nutritionaustralia Healthy Lunchbox Week website for recipes, tips, hacks and downloadable resources. 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 to download](#)



Banners

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A week of lunchbox inspiration for families and schools

www.healthylunchboxweek.org.au

Healthy Lunchbox Week Nutrition Australia

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Newsletter Copy



Copy & 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, Healthy Lunchbox Week is a Nutrition Australia initiative that helps families access credible lunchbox nutrition information and recipes setting them up for the year ahead.

(Ins. organisation name) is supporting Healthy Lunchbox Week by helping children get set for the year ahead with well fuelled 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 Nutrition Australia's healthy lunchbox information and recipes.

For loads of lunchbox inspiration, visit Nutrition Australia's Healthy Lunchbox Week website www.healthylunchboxweek.org.au.

Media Release

Get set for a year of healthy lunchboxes

Nutrition Australia’s Healthy Lunchbox Week campaign is here to help parents, carers and children get set for a year of healthy lunchboxes.

By now, children have settled into school and families are getting back into the lunchbox packing routine. But are those lunchboxes providing children with the right fuel?

“Lunchboxes play a crucial role in fuelling children at school”. Says Leanne Elliston, senior dietitian of Nutrition Australia. “What goes in their lunchbox affects children’s energy levels, concentration, and their behaviour in the classroom”.

Including some food from each of the five core food groups will help meet their nutrient needs and fuel them through their school day. “It doesn’t need to be fancy or time consuming”, says Leanne, “choose in-season fruit and vegetables, wholegrain bread or crackers, some yogurt or cheese and some lean meat or other protein rich foods such as egg, legumes or tuna”.

Families can keep things interesting such as trying different styles of breads and crackers or get creative with salads and fruit sticks. But if your child loves the same old cheese and vegemite sandwich, apple, carrot sticks and a packet of popcorn that is perfectly fine. Just look out for the highly processed pre-packaged foods that are often high in sugar, salt and/or saturated fat. “We really want to see families try to limit highly processed packaged foods” says Leanne “these foods can cause havoc to children’s behaviour and concentration levels in the classroom”. If buying packaged products, look for wholegrain options and those with a higher health star rating.

Other considerations when packing the lunchbox include keeping it cool with an ice-brick and insulated container, including a water bottle and engaging children in packing their own lunchbox.

Through simple messaging and coordinated engagement with a range of health organisations and education bodies, Healthy Lunchbox Week provides credible nutrition information and practical advice to help families. For more lunchbox inspiration, visit Nutrition Australia’s Healthy Lunchbox Week website 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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