

# Community Toolkit



Campaign assets and resources for you to use in your community.



Crunch&Sip<sup>®</sup>

# Contents

About Crunch&Sip® 3

Campaign Materials 4

Other Resources 5

Factsheets 6

Infographics 7

Social Media Posts 8

Useful Contacts 9



# About Crunch&Sip®

Crunch&Sip® is a primary school nutrition program, developed to increase the quantities of vegetables, fruits and water being consumed by Western Australian children. It is an easy way to help kids stay healthy and happy.

The Crunch&Sip® program was launched to all Western Australian primary schools in 2005 with funding provided by the Department of Health as part of the Go for 2&5 campaign. Healthway currently funds the Crunch&Sip® program. Under the current funding arrangement, Crunch&Sip has evolved to have a stronger focus on the promotion of vegetables.

## Crunch&Sip®:

- 🍏 Is a set time during the school day for students to eat vegetables and fruit and drink water in the classroom. Students bring vegetables and/or fruit and a water bottle to school each day for the Crunch&Sip® break.
- 🍏 Gives students the chance to re-fuel with fruit or vegetables and helps to improve physical and mental performance and concentration in the classroom, as well as promoting long term health.
- 🍏 Is a well-established program in Western Australia, with over 50% of eligible schools across the state currently certified.

## The objectives of Crunch&Sip® are to:

- 🍏 Increase awareness of the importance of eating vegetables, fruit and drinking water.
- 🍏 Provide students, teachers and staff an opportunity to eat vegetables and fruit during Crunch&Sip® time in the classroom.
- 🍏 Encourage students, teachers and staff to drink water throughout the day in the classroom, during break times and at sports, excursions and camps.
- 🍏 Improve the nutrition knowledge, attitudes and behaviours, among parents and community members.
- 🍏 Increase the proportion of Western Australian primary schools in implementing the Crunch&Sip® program.

There is a variety of promotional and educational nutrition resources available for parents and teachers to download from the Crunch&Sip® website.

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

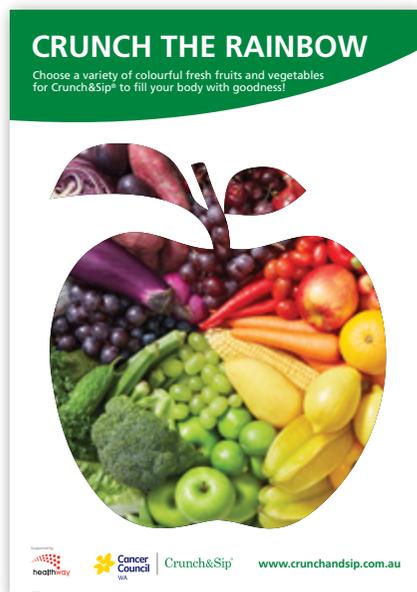
To keep up to date with resources and promotional material, sign up for the Crunch&Sip® News [here](#).

**Healthway funded partnerships that are targeting children and promoting the Go for 2&5 health message are encouraged to use these resources.**

# Campaign Materials

The Crunch&Sip® website provides a variety of resources, including classroom activities, how to pack healthy lunch-boxes for parents, school newsletter inserts and resources for primary schools. Healthway recommends visiting the Crunch&Sip® website to keep up to date with new resources created and/or sign up for the Crunch&Sip® News.

## Posters



 Download posters here

# Other Resources

Healthway is able to provide specific resources and signage to suit your event and/or program. Please contact Healthway or your Partnership Officer for more information.

## Signage



## General Resources



 Find more resources here

# Fact Sheets

## Crunch on vegetables

Most WA school kids meet the recommended intake for fruit, but only 1 in 6 eat enough vegetables. Primary school children need 4½ - 5 serves of vegetables each day. Encourage kids to eat both raw and cooked vegies, and include many different colours. One serve is...




### 5 ways to eat more vegies

- Send vegetables for Crunch&Sip®**  
If this is new, try starting with sweeter vegetables (like red capsicum) or vegetables your child is more familiar with. Children's food preferences are shaped by the habits of those around them - show them how much you enjoy eating vegetables!
- Plant a vegie garden with your kids**  
Research shows that children are more likely to eat vegetables they have grown themselves. Start with quick and easy to grow vegetables like radishes or salad greens. If you don't have much space, plant pots are a great option.
- Get children involved in meal preparation**  
Children of all ages can get involved! Younger children can wash vegetables or tear up lettuce, while older children can cut up ingredients, or serve up the final meal. They'll learn to cook, and are more likely to try food that they've helped create.
- Make vegetables an easy snack choice at home**  
Have ready-to-go snacks in the fridge or pantry like healthy leftovers, cut up vegetables and dip or mini tins of baked beans or corn kernels. If junk foods aren't available at home, children won't be able to choose them as a snack!
- Take the pressure off**  
Make mealtimes a relaxed and sociable occasion and model healthy eating rather than forcing children to eat certain foods. If children feel pressure they may reject foods being encouraged. If vegetables have become a battleground, try stepping back and encouraging children to explore vegetables without the expectation that they will eat them. For example create vegie faces or cars with cut up vegetables and toothpicks, use broccoli florets and potato shapes as paintbrushes to create vegie art, or investigate the colour and texture of different vegetables.

Crunch&Sip® factsheet #2



## Healthy snacks for kids

Children have small stomachs and can become hungry between meals. Snacks are a way of re-fuelling the body to boost concentration and energy.

### Pre-packaged snack foods

Pre-packaged snack foods can be appealing. They're convenient and often claim to be healthy! However, these foods are often more expensive and not as healthy as less processed alternatives.

### Choose snacks from across the 5 food groups

Keep it simple when providing snacks for your child. Choose easy and affordable snacks from across the five food groups:




### Nut-free school policies

Many schools in Australia are 'nut-free' meaning that nuts and nut products cannot be included in the lunchbox. The consequences of nut exposure in allergic children can be severe, so please follow your school's instructions. Choose seeds and seed butters such as sunflower, sesame and pumpkin as an alternative to nuts.

Crunch&Sip® factsheet #4



## Keep hydrated

**Our bodies are 60-75% water.**  
Water lost each day through breathing, sweating and going to the toilet needs to be replaced, especially in hot weather. Not drinking enough fluid can quickly lead to dehydration. When children become dehydrated they can find it more difficult to concentrate, develop headaches, and become irritable. Not drinking enough water can also cause constipation.

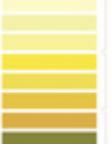
Children who bring a water bottle into the classroom, and are reminded to drink, will drink more each day. Drinking water often, especially before, during and after physical activity, is the best way to stay hydrated.

### How much should kids drink?

4 - 6 year olds	1.2 L	or 5 cups
9 - 13 year olds	1.5 L	or 6-8 cups
14 - 18 year olds	1.8 L	or 8-8 cups

More water is needed if children are exercising or sweating due to heat.

### What colour is my wee?



**Ideal colour**  
Well done, you are drinking enough water

**Slightly dehydrated**  
You should drink try to drink more water throughout the day

**Very dehydrated**  
You need to drink more water

One way to encourage children to drink enough water is to teach them to check the colour of their wee to see how hydrated they are. When you drink enough water, your urine should be a pale 'straw' yellow colour.

Crunch&Sip® factsheet #5



## Keep hydrated

### Tips to increase water intake



- Send in a clean bottle filled with water to school each day with your children.
- Always bring a water bottle with you when you go out with your children.
- Be a role model - make sure your kids see you regularly drinking water.
- Keep a jug of water in the fridge. Try floating slices of lemon or orange, mint or strawberries in the jug to make it more appealing.
- Regularly remind children to drink water when participating in sporting activities.
- Serve water icy cold or freeze water bottles to send to school.

### Other drinks

Drinks containing caffeine, such as energy drinks and coffee, are not appropriate for children. Cordial, fruit juice, energy drinks, sports drinks, and soft drink are high in sugar and bad for teeth.

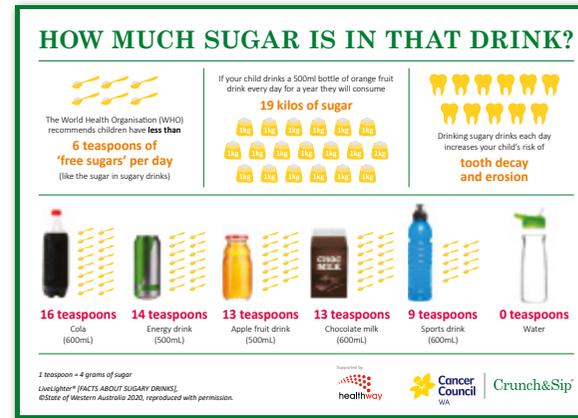
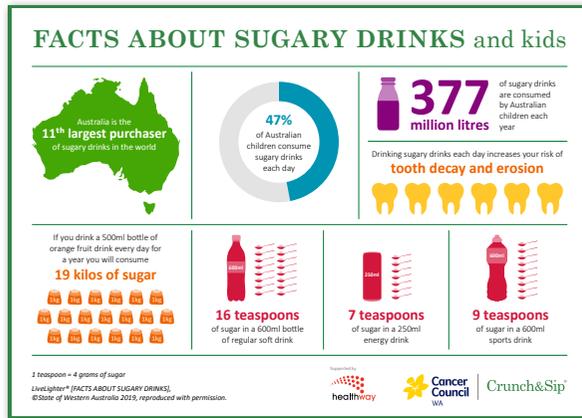
Sports drinks are often thought to provide better hydration than water and be a good choice for sport. While sports drinks can be beneficial for some people participating in endurance activities like marathon running, for most children involved in routine physical activity **sports drinks are unnecessary.** Water or reduced fat milk are the best drink choices for children.

Crunch&Sip® factsheet #5




Download fact sheets here

# Infographics



Download infographics here

# Social Media Posts

Follow Crunch&Sip® and Healthway on social media to share posts



@crunchandsipbreak



@crunchandsip



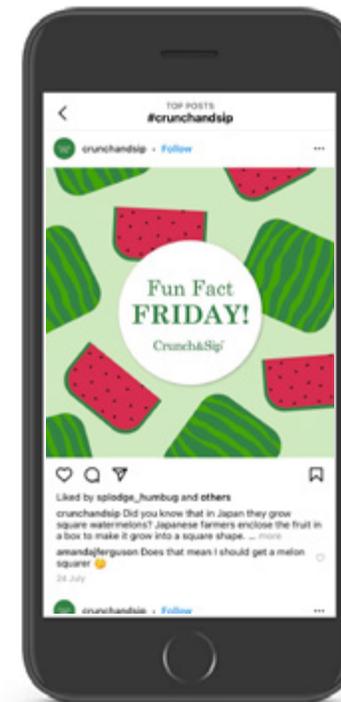
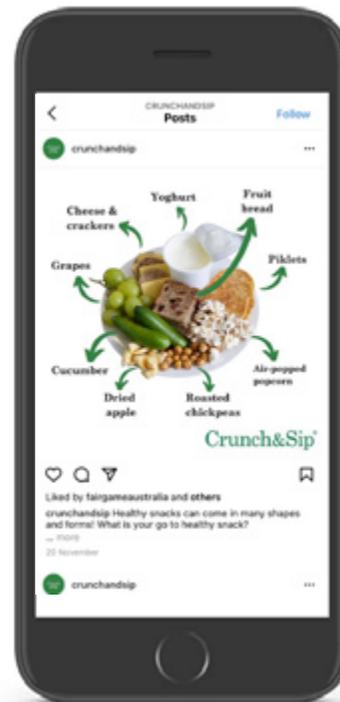
@HealthwayWA



@HealthwayWA

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

**#HealthwayWA #creatingahealthierwa #crunchtherainbow  
#crunchandsip #packedwithgoodness**



# Useful Contacts

For more information on how to implement promotional material please contact:

## Healthway

 133 777

 [healthway@healthway.wa.gov.au](mailto:healthway@healthway.wa.gov.au) or [media@healthway.wa.gov.au](mailto:media@healthway.wa.gov.au)

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## Crunch&Sip<sup>®</sup>

 [www.crunchandsip.com.au/contact-us](http://www.crunchandsip.com.au/contact-us)

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