

# Community Toolkit

October 2023



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 & Newsletter Inserts 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.**

# Program 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



 Order or download resources here


# Fact Sheets & Newsletter Inserts

**Crunch&Sip®**

## Crunch on vegetables



Most Aussie kids do a great job of getting enough fruit each day, however only one in every 16 is eating the recommended serves of vegetables. Primary school aged children need between four and five serves each day, and even better if the veges are in a variety of colours. Read below for our top tips to get even the fussiest of munchers crunching on colourful vegetables!

**What is a serve?**



**FIVE ways to encourage kids to eat more vegies**

- 1. Send vegetables for Crunch&Sip®**  
Some kids get distracted at break times, but Crunch&Sip® is a guaranteed time for kids to eat something healthy with their peers. Make the most of it by providing raw or cooked vegies to give them a brain boost and a full tummy all the way until the next break.
- 2. Keep kids involved**  
Encourage your child to choose their vegie snack to pack for the day, or let them help prepare it with you. Being involved in selection and preparation can mean they are far more likely to eat what is in their lunchbox.
- 3. Plant vegies with your kids**  
Research shows that children are more likely to eat produce they have grown themselves. Start with things that are quick and easy to grow, like romaine lettuce, cherry tomatoes, or bok choy. Don't have much space? Don't worry, these can be grown in small pots outside or even on windowsills.
- 4. Make reaching for vegies the easy option**  
Kids like to reach for snacks that are ready to go, and that can be eaten on the move. Having pre-cut vegies available in the home makes healthy snacking easier and forms good habits early. Spending an extra few minutes preparing vegies saves you the stress of saying "no" to sugary snacks when hunger strikes.
- 5. Take the pressure off**  
Make mealtimes a relaxed and social occasion and model healthy eating rather than placing pressure to eat certain foods. If children feel pressured 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 explore the colour and texture of different vegetables.

02/2022  

**Crunch&Sip®**

## Water bottle hygiene

Water is listed as the recommended drink for all ages and has many important functions in the body, like helping us digest food, stay hydrated and maintain body temperature. Drinking water is also shown to help children maintain concentration across the day.

Teaching children to quench their thirst with water sets up healthy habits from an early age, so it's a good idea to encourage your kids to pack a refillable water bottle for school every day.

Water bottles don't need to be fancy or expensive, and only require a little upkeep. Keep your refillable bottles and water sparkling clean by following a few simple steps.

**Fresh is best**  
Remember NOT to top up water bottles from the day before. Tip any excess water out onto the garden, fill up the bird bath or give the indoor plants a drink. Once washed, refill with fresh water and off you go.

**Wash with soap**  
Because our tap water is treated with a little bit of chlorine, a quick wash each night with the dishes should keep your water bottle clean and free of any bacteria that might upset tummies.  
Once a week water bottles need a more thorough clean in soapy water, paying special attention to the lid. This is where food particles and dirt from little hands can become trapped. A water bottle that doesn't require any handling of the lid to take a sip is easier to keep clean and the most hygienic option.

**Air dry is best**  
To disinfect water bottles, after washing in soapy water leave the bottle and lid to completely air dry. Bacteria like to live where there is moisture so drying out the bottle will help kill the bugs. Leaving a water bottle upside down on the dish rack overnight is an easy way to achieve this.

**Vinegar works a treat**  
If you are still concerned, or a water bottle has developed a slight smell, then a light vinegar rinse is also a very effective way of killing any bugs. Fill the bottle with one cup of vinegar and the rest water. Let it sit for a couple of hours, then rinse and wash as normal.

**Freeze the bottle**  
In the summer months you can also freeze 1/2 full plastic water bottles overnight. This not only kills most bugs that might be living in the bottle, it also provides refreshing chilled water with every sip across those hot summer days.



Crunch&Sip® factsheet #11 - 07/2020  

## Eat a RAINBOW of vegetables everyday!

Different coloured vegetables provide different nutrients for growing bodies. Supplying kids with lots of different coloured vegies and fruits each day is the best kick-start we can give them for health, growth, and concentration in the classroom.

<b>RED</b> Cherry tomato, radish, red capsicum, red apple, cherries, strawberries	<b>ORANGE &amp; YELLOW</b> Corn, yellow capsicum, apricots, mandarin, carrots, rockmelon	<b>WHITE &amp; BROWN</b> Cauliflower, nashi pears, mushrooms, white rectarine, banana
<b>GREEN</b> Sugar snap peas, green apple, pear, cucumber, broccoli, grapes, frozen peas	<b>PURPLE</b> Purple grapes, purple carrots, blueberries, plums, blackberries	 

Learn more at [crunchandsip.com.au](http://crunchandsip.com.au) **Crunch&Sip®**

## Packed with Goodness.

**Tips to encourage your child to eat their vegies - PART 1**

- 1. Get them involved**  
Involve children in choosing and preparing meals and snacks. The more kids get involved, the more likely they are to try the food on offer.
- 2. 20 yucks equals a yum**  
Children often need a few exposures before they try a new food, don't give up!
- 3. Try vegies in a variety of different ways**  
The way we prepare and cook vegetables can change their taste, look, and feel. Find the way your child prefers to eat their vegies. i.e. raw, grated, steamed, roasted, pureed.
- 4. Encourage but don't force**  
Be persistent without making it a battle. Never force children to eat the food on their plates.

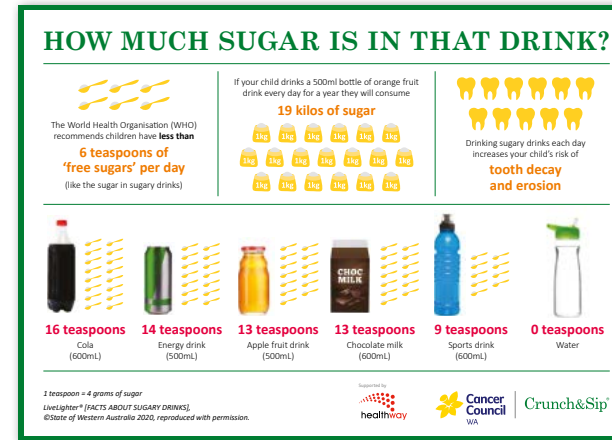
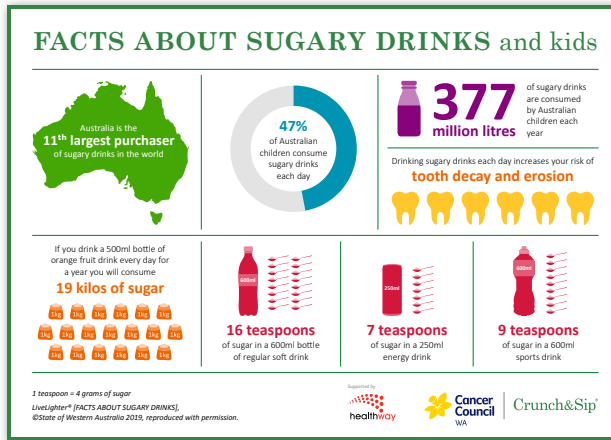


Learn more at [crunchandsip.com.au](http://crunchandsip.com.au)   **Crunch&Sip®**



Download fact sheets here

# Infographics



**Cancer Council WA**

### Promoting health at your school ATHLETICS CARNIVAL

The school athletics carnival is a great time to promote healthy lifestyle messages to your school community. We encourage schools to provide a comprehensive approach to health promotion, focusing not just on the benefits of exercise alongside the importance of other behaviours such as healthy eating and protecting skin from the sun. This can be achieved by using consistent messaging and creating environments that support healthy behaviours.

**Involving the school community**

- Engage the whole school community when planning your healthy athletics carnival.
- Invite the school health team to coordinate a health information stand.
- Invite the canteen staff to help plan a healthy menu for the day.
- Contact local businesses for donations such as fresh vegies or fruit.
- Encourage parents to pack healthy food by including healthy tips and recipes to your school newsletter or on your school website. You can find some great ideas at [parentingtips.com.au](#).

**Healthy contests**

- Provide healthy food to fuel the kids with ice-cream, milkshakes, smoothies, healthy burgers, yoghurt cups or fruit salads.
- Other games and events that include a healthy risk, picnic, afford and water or reduced fat milk.
- Stack a fruit bowl and eat whole pieces of fruit to parents on the side line.

**Junk food free event**

- Make the carnival a 'junk food free day' for students, parents and staff.
- Encourage parents to pack healthy lunches and snacks.
- Invite parents and staff to help children with meal ideas such as healthy bowls, snacks, a high five or water pistol and balloon race.

**Health information stand**

- Contact health organisations for pamphlets, posters and other resources e.g. Cancer Council WA, (Crunch&Sip and SunSmart), Diabetes WA, Footback WA, Eat for Health, Healthscope.
- Provide free sunscreen for students, staff and parents.
- Invite water cooler refills for aquifers water refills.
- Set first aid stations and supply plenty of first aid supplies.
- For more information contact: Health Promotion, Cancer Council WA, [info@healthpromotion.wa.gov.au](mailto:info@healthpromotion.wa.gov.au) for more information.

**Be SunSmart**

- Consider UV levels when scheduling events - UV levels peak in the middle of the day.
- Remind parents and students to bring sun protection such as hats, sunscreen, clothing and sunglasses.
- Remind staff and officials, staff, parents and visitors wear a sun protective hat from a clog and use insect repellent before leaving.
- Download the Sun Smart app or check the UV website [www.uvindex.com.au](http://www.uvindex.com.au) throughout the day - Sun protection is needed when the UV is 3 or above.
- Provide adequate shade for spectators and participants.

**Hold a Crunch&Sip® break**

- Register to participate in The Great High Five Lunch and learn how to pack your child's lunch.
- Remind students and parents that water is the best choice for hydration.
- Put the Crunch&Sip® map during the Crunch&Sip® break.
- Head for healthy snacks and organise a picnic, teacher and student relay race using teamwork for success.

**Public announcements**

- Give short health messages over the PA - e.g. encourage Crunch&Sip® break, remember to go outside.
- Monitor the SunSmart app to receive regular UV warnings and alerts about the day and address messages between and put on a sunscreen hat.

**Recycling bins**

- Encourage student leaders and teachers to model healthy environmental practices.
- Ensure there is enough shade provided for all students throughout the day.
- Head SunSmart messages for each station to ensure other students are practicing sun safety.
- Have sunscreen available and ask the volunteers to help supply sunscreen to young students.

**Crunch&Sip** **SUNSMART**

Download infographics here


# Social Media Posts

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

 @crunchandsipbreak

 @crunchandsip

 @HealthwayWA

 @healthway.wa

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>

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