

SUPERHERO FOODS® COMMUNITY TOOLKIT

Initiative assets and resources for you
to promote healthy eating to young people
in your community.

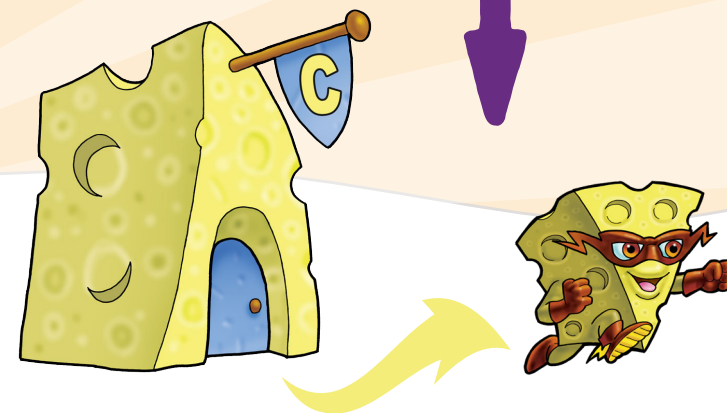


ABOUT THIS TOOLKIT

This tool kit provides a range of information and resources for stakeholder use and Healthway funded partners to promote healthy eating. You are able to determine which resources are the best fit for your community.

Foodbank WA will continue to develop additional resources and supporting materials for ongoing use. Check out our website for a range of *Superhero Foods* themed resources.

Please contact the *Superhero Foods* Team at Foodbank WA at info@superherofoodshq.org.au and/or Healthway at healthway@healthway.wa.gov.au or 133 777 should you need further assistance.



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SUPERHERO FOODS BACKGROUND

Foodbank WA's *Superhero Foods* initiative adds the "K-Pow" to food literacy education. It encompasses a suite of free nutrition education resources that support schools and community groups to deliver and promote healthy eating to children.

The *Superhero Foods* concept is built around the innovative approach of using cartoon characters to promote healthy eating in a fun and, engaging way. *Superhero Foods* is guided by the Australian Dietary Guidelines, as well as the Australian Guide to Healthy Eating, both of which can be found at eatforhealth.gov.au. All resources have been developed by university qualified public health nutritionists.

The *Superhero Foods* represent foods from each of the five food groups including:

VEGETABLES

MILK, YOGHURT & CHEESE

FRUIT

GRAINS (CEREAL FOOD)

LEAN MEAT & ALTERNATIVES

TARGET GROUPS

- ✓ School aged children aged 5 to 12 years
- ✓ Health Professionals and health educators working with the target group

WEBSITE

Superhero Foods resources are available and accessible through our website superherofoodshq.org.au.

Superhero Foods HQ contains over 100 resources which can be downloaded for free, or ordered online and posted anywhere within Australia. To access the resources in this toolkit click on the links provided and complete the simple website registration process to access free resources.



OBJECTIVES AND KEY MESSAGES

OBJECTIVES

Superhero Foods aims to improve the dietary intake of WA school aged children in accordance with the Australian Dietary Guidelines by:

- ✓ Increasing school aged children's knowledge about healthy food
- ✓ Increasing school aged children's cooking skills including making healthy meals and food safety
- ✓ Improving school aged children's attitude towards healthy food

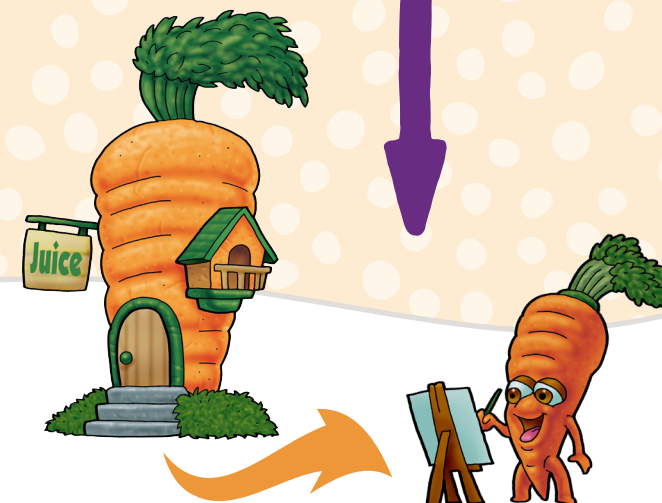
KEY MESSAGES

The Key Messages aim to promote healthy behaviours in accordance with the Australian Dietary Guidelines in simple language which can be understood by the target group, namely school aged children. Educational Users (health professionals and educators) should consider the Key Messages when using *Superhero Foods* and its associated characters.

PRIMARY KEY MESSAGES

- ✓ Choose *Superhero Foods*
- ✓ Choose water
- ✓ Everyday Foods are *Superhero Foods* in disguise
- ✓ Eat *Superhero Foods* for a healthy body and strong mind

More key messages can be found on page 17.



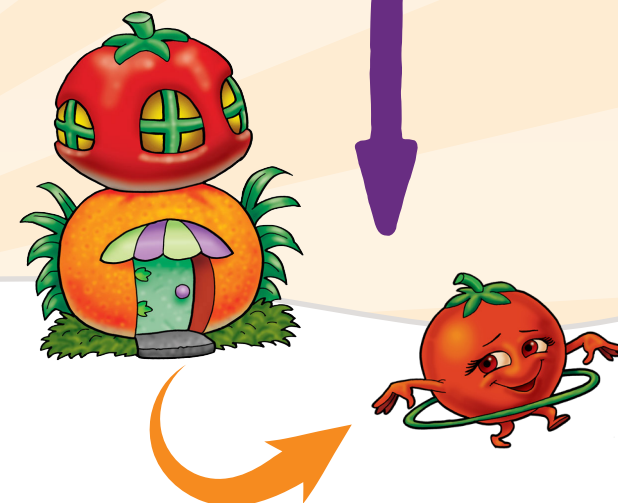
BRANDING ELEMENTS

CHARACTERS AND THEMES

When using *Superhero Foods* imagery at least one key message must be included as a call to action, for example "Choose *Superhero Foods*". Unauthorised messaging that is not aligned with the aims of *Superhero Foods* are not permitted to be used with the characters.

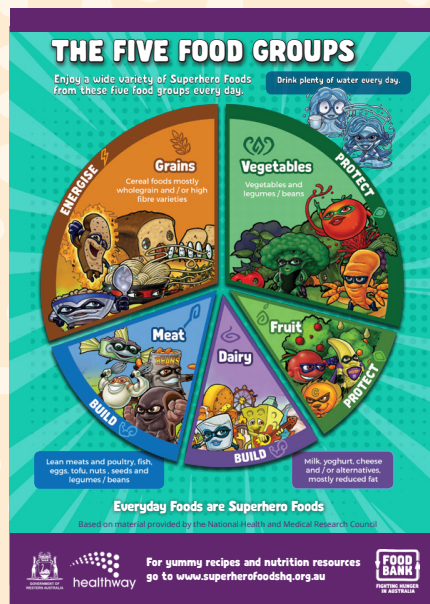
TONE OF VOICE

Superhero Foods tone of voice is simple, fun, positive and engaging for children. It should positively promote healthier lifestyles in accordance with the key messages provided.



SUPERHERO FOODS RESOURCES

POSTERS



Example of some of the fun, colourful posters that help teach children about healthy eating.

Additionally, Healthway and Foodbank will work with Healthway funded partners if specific resources are required to suit your event and/or program.

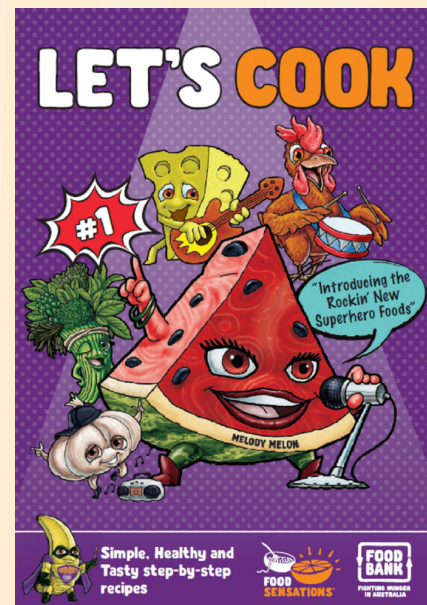
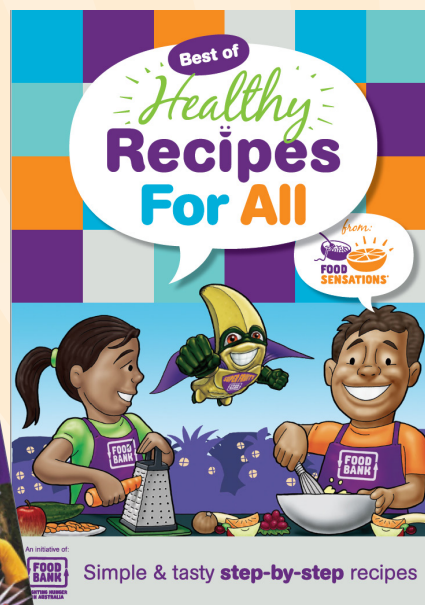
DOWNLOAD PDF POSTERS



SUPERHERO FOODS RESOURCES

RECIPE BOOKLETS

Cooking is a great way to promote healthy eating with children. Our recipe booklets contain lots of quick and delicious recipes which include step by step, easy to follow instructions.




DOWNLOAD OR ORDER RECIPE BOOKLET

Additionally, Healthway and Foodbank will work with Healthway funded partners if specific resources are required to suit your event and/or program.



SUPERHERO FOODS RESOURCES

NEWLETTER INSERTS




MAKE YOUR FAVOURITE TAKEAWAY FOODS AT HOME USING SUPERHERO FOODS

A takeaway burger meal can have around 26 teaspoons of fat in it. We call foods that are high in fat, sugar and salt **Zombie Foods**. Eating **Zombie Foods** too often can stop us from being our best and maintaining a healthy weight. Use **Superhero Foods** and healthy cooking methods to create homemade versions of your favourite takeaway meals. By choosing **Superhero Foods**, it will help you to be and feel your best.

Find delicious homemade recipes here:
www.superherofoodshq.org.au/recipe-booklets

FOOD BANK
FIGHTING HUNGER IN AUSTRALIA

superherofoodshq.org.au




PACK IN SOME PROTEIN FOR STRENGTH

Dairy foods are packed with calcium. Growing children need calcium to help them build strong bones and teeth. Including dairy foods, such as milk, yoghurt and cheese in your day is easy because they can be added into different types of recipes, including homemade smoothies, dips, sandwiches and pastas.

Find lots of different calcium-packed recipes here:
www.superherofoodshq.org.au

FOOD BANK
FIGHTING HUNGER IN AUSTRALIA

superherofoodshq.org.au



INCLUDE DAIRY FOR STRONG BONES

Dairy foods are packed with calcium. Growing children need calcium to help them build strong bones and teeth. Including dairy foods, such as milk, yoghurt and cheese in your day is easy because they can be added into different types of recipes, including homemade smoothies, dips, sandwiches and pastas.

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FIGHTING HUNGER IN AUSTRALIA

superherofoodshq.org.au



CHOOSE A RAINBOW OF VEGETABLES

Eating vegetables is great for our health, but did you know that it's important to eat like a rainbow? Choose lots of colourful vegetables to give your body different vitamins and minerals that helps build body armour and protects us from illness.

Challenge: try include a red, orange, green and purple vegetable in your next stir-fry.

www.superherofoodshq.org.au

FOOD BANK
FIGHTING HUNGER IN AUSTRALIA

superherofoodshq.org.au

Add newsletter inserts with lots of great nutrition tips and information into your social media posts or newsletters.

Additionally, Healthway and Foodbank will work with Healthway funded partners if specific resources are required to suit your event and/or program.

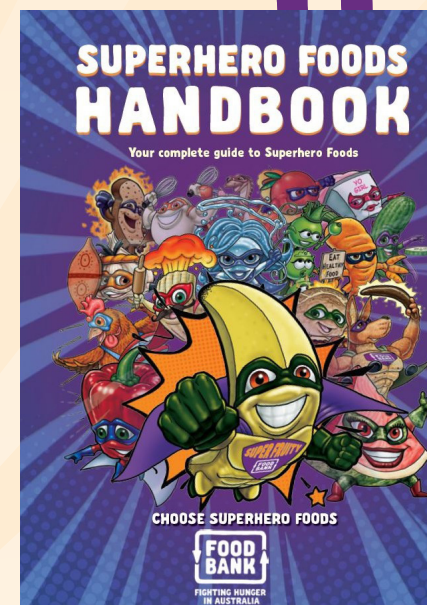
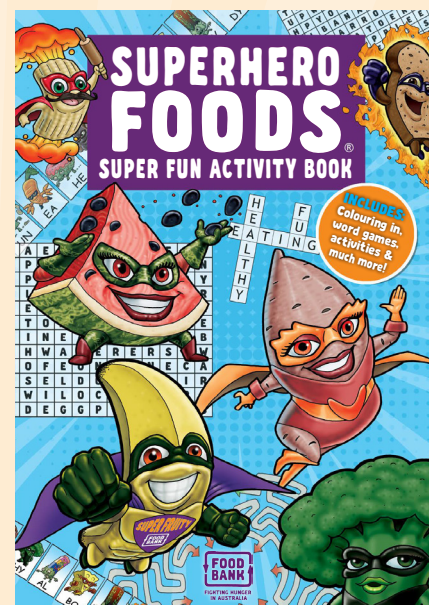
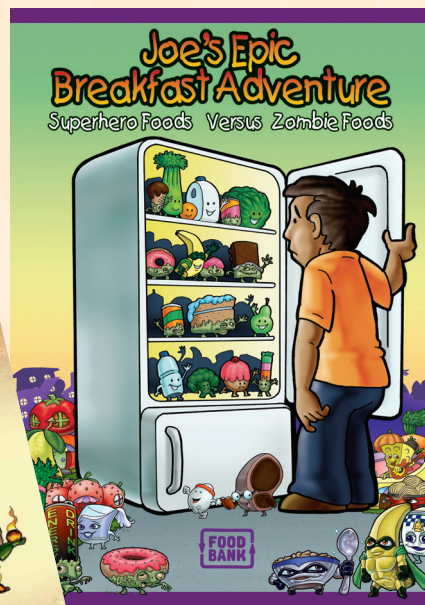
**DOWNLOAD NEWSLETTER
INSERTS**



SUPERHERO FOODS RESOURCES

BOOKS

A range of beautifully illustrated books, developed to educate children about healthy eating, written by Accredited Public Health Nutritionists.



DOWNLOAD BOOKS

Additionally, Healthway and Foodbank will work with Healthway funded partners if specific resources are required to suit your event and/or program.



SUPERHERO FOODS RESOURCES

HEALTHY EATING COLLECTABLES



Fun and practical nutrition resources including healthy eating plate, collectable game cards, colouring in sheet and placemats, colouring sheets and much more. (Note there is a cost for ordering plates).

Additionally, Healthway and Foodbank will work with Healthway funded partners if specific resources are required to suit your event and/or program.



ORDER FROM
SUPERHERO FOODS HQ

ORDER GAME CARDS

ORDER PLACEMATS



SUPERHERO FOODS BUSH FOODS

BUSH FOODS

Promote Bush Foods with a range of *Superhero Food Characters*, *Let's Eat* story book, lesson plans and activities.

These resources may provide learning opportunities about Aboriginal culture for all students.



Additionally, Healthway and Foodbank will work with Healthway funded partners if specific resources are required to suit your event and/or program.



DOWNLOAD BUSH FOOD
CHARACTERS

DOWNLOAD LET'S EAT STORY BOOK

DOWNLOAD LESSON PLANS



EMAIL SIGNATURES

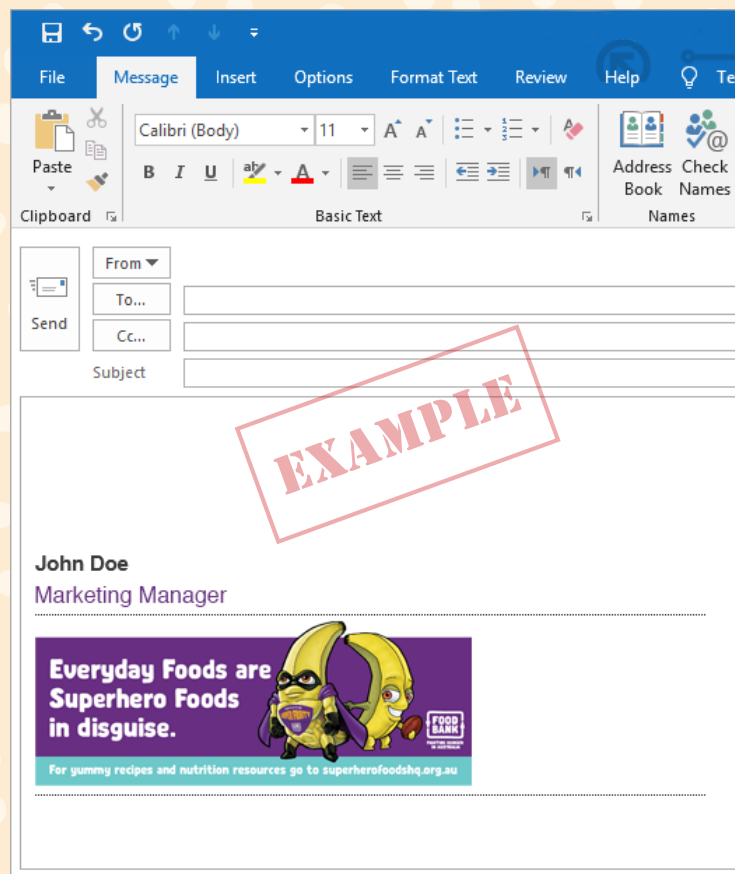
Add some healthy eating messages and links to *Superhero Foods* HQ to your emails.

HOW TO INSERT IMAGE INTO A MICROSOFT OUTLOOK EMAIL SIGNATURE:

1. Click on the preferred Email signature image from our website then right click 'SAVE AS' and save to desktop.
2. Open a new message.
3. Select 'Signatures' under the 'Message' tab (in the 'Include' area on the toolbar).
4. From the drop down menu select 'Signatures'.
5. Click 'INSERT PICTURE' icon (second icon from right) and locate/select the file from Desktop. Click 'INSERT' into the desired section of your signature.
6. Click 'OK'.

Note: If you do not use Microsoft Outlook as your email provider, please contact your IT department/staff for assistance.

Additionally, Healthway and Foodbank will work with Healthway funded partners if specific resources are required to suit your event and/or program.



EMAIL SIGNATURES

Choose Superhero Foods for a healthy body and strong mind.



For yummy recipes and nutrition resources go to superherofoodshq.org.au

Choose Water. Zombie drinks are loaded with sugar.



For yummy recipes and nutrition resources go to superherofoodshq.org.au

Everyday Foods are Superhero Foods in disguise.



For yummy recipes and nutrition resources go to superherofoodshq.org.au

Cook at home to make yummy healthy foods for you and your family.



For yummy recipes and nutrition resources go to superherofoodshq.org.au

DOWNLOAD EMAIL SIGNATURES

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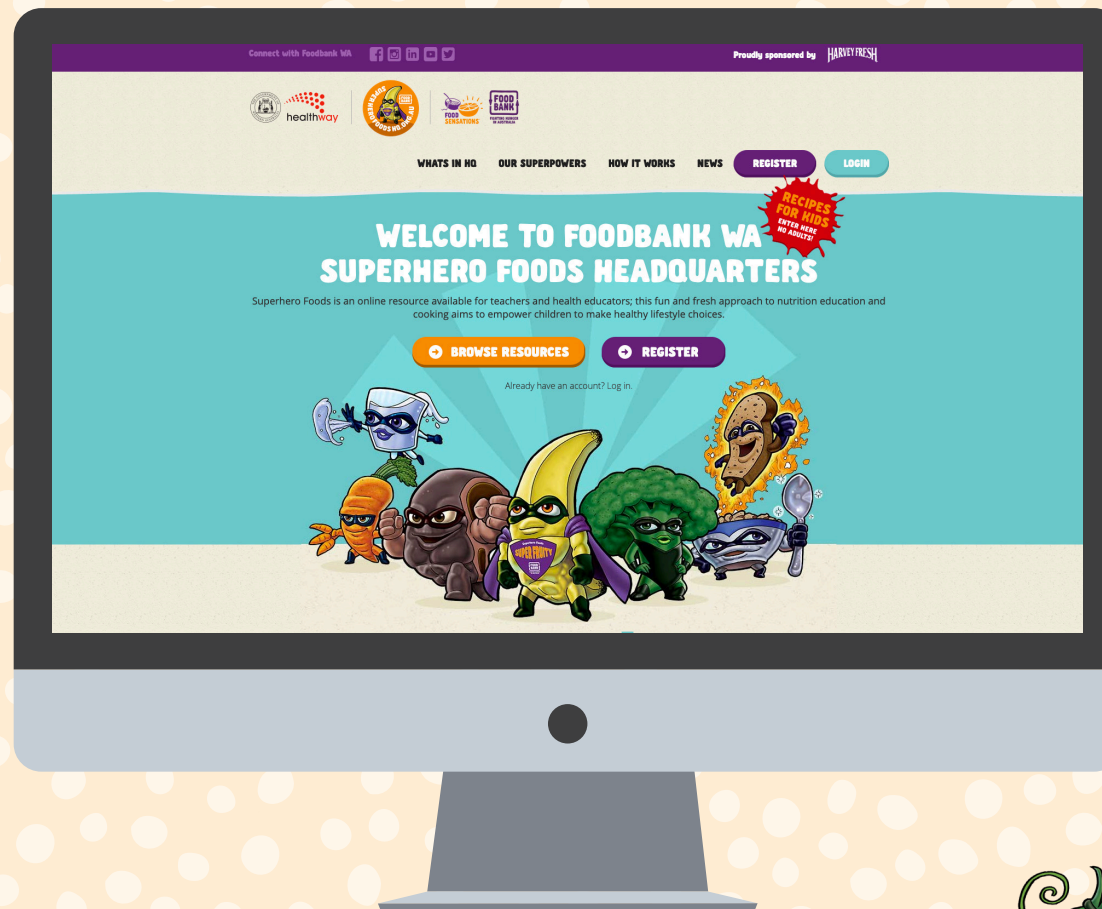


WEBSITE - SUPERHERO FOODS HQ

Our *Superhero Foods* HQ website contains hundreds of fun and engaging resources. Resources may be downloaded for free or ordered online and posted anywhere within Australia.

To access the resources in this Tool Kit, the links to the *Superhero Foods* HQ website have been provided.

A simple registration on the website is required to access free resources.



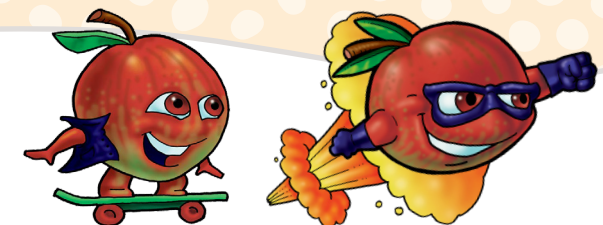
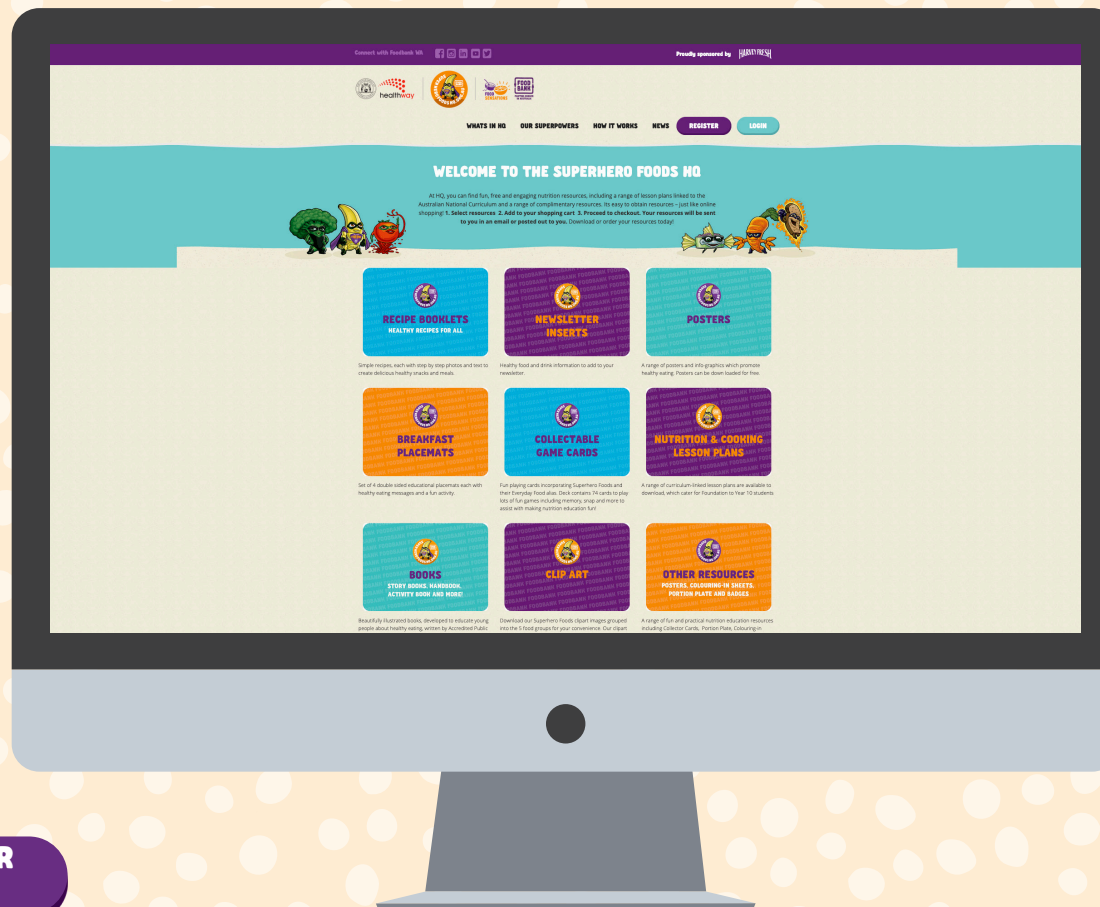
WEBSITE - SUPERHERO FOODS HQ

At *Superhero Foods HQ* you can find fun, free and engaging nutrition resources, including a range of lesson plans linked to the Australian National Curriculum and a range of complimentary resources. Its easy to obtain resources – just like online shopping!

1. Select resources
2. Add to your shopping cart
3. Proceed to checkout

Your resources will be sent to you in an email or posted out to you.

DOWNLOAD OR ORDER YOUR RESOURCES TODAY!



KEY MESSAGES

- ✓ Choose *Superhero Foods*;
- ✓ Choose water;
- ✓ Everyday Foods are *Superhero Foods* in disguise;
- ✓ Eat *Superhero Foods* for a healthy body and strong mind;
- ✓ Eat like a rainbow...Choose lots of colourful fruits and vegetables;
- ✓ Choose Water – Zombie drinks are loaded with sugar;
- ✓ Wash your hands before eating or cooking;
- ✓ Eat a healthy breakfast every day;
- ✓ Cook at home to make yummy, healthy meals for you and your family;



