



Education  
Services  
Australia



BUILD A HEALTHY LUNCH BOX

## Communication Strategy

Prepared by Education Services Australia Ltd

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## 1.1 Introduction

The Lunch Box Blitz program funded by Great South Coast Medicare Local (GSCML) aims to improve health and nutrition in primary school children. This is achieved through a number of channels including local healthcare providers, schools, parents and the wider community. The key drivers for the program include:

- Increase the school community's awareness of energy dense, nutrient poor packaged snacks consumed by children whilst in a learning environment
- Reduction in consumption and availability of energy dense nutrient poor products in learning environments
- Increase in healthy food choices available to children within the learning environment (Lunch Boxes and school tuckshop/canteen)
- Increase in knowledge base and confidence of staff that support children and families in the learning environment in relation to energy dense nutrient poor packaged snacks.

### 1.1 Purpose

The purpose of this Communication Strategy is to provide strategic advice and direction for engaging with Lunch Box Blitz target user groups beyond the pilot stage. Ensuring that awareness and understanding of the key elements and benefits of Lunch Box Blitz are understood and embraced by all stakeholders.

The target user groups of the Lunch Box Blitz program are families, students and teachers.

### 1.2 Intended audience

The intended audience of this document are schools and the responsible health organisation.

## 2.1 Communication approach

This document provides strategies for communication and engagement with stakeholders to increase understanding and awareness of Lunch Box Blitz resources and service offerings. The strategies outlined in this document are intended to support the responsible organisation in achieving the program objectives as well as:

- raising the profile of the responsible organisation with potential partners, teachers, schools, and the wider community
- informing stakeholders of the values and benefits of the available resources
- providing channels for engagement and feedback.

The development and delivery of Lunch Box Blitz is underpinned by engagement and consultation with a range of key stakeholders including:

- School staff
- Primary school student families
- Primary school students
- Wider school community

## 2.1 Communication streams and channels

The communication strategy will support four streams of activity that will utilise numerous channels to inform and deliver key messages regarding Lunch Box Blitz. The streams are defined as: professional learning, communications activity, educational impact and analytics.

Streams	Channels
Professional Learning	<ul style="list-style-type: none"><li>• Curriculum support materials and online training</li><li>• Information sessions and community networks</li></ul>

The following sections provide a brief description of each of the streams, teaching and learning goals, channel activity, relevant tactics and metrics.

## 2.1.1 Professional Learning Stream

Channel	Curriculum support materials and online training
Goals	To achieve on-going use of Lunch Box Blitz resources
Activities	<p>Health organisation responsible for Lunch Box Blitz program may wish to consider the activities:</p> <ul style="list-style-type: none"> <li>• <b>Once off</b> <ul style="list-style-type: none"> <li>○ A series of recordings as <i>teacher guides</i> that meet the Australian Professional Teaching Standards delivered online to support users as a just in time resource</li> <li>○ Create effective guides to using the program resources</li> </ul> </li> <li>• <b>On-going (teachers focus)</b> <ul style="list-style-type: none"> <li>○ Weekly curated conversation on twitter with the hash tag <b>#Lunchboxblitz</b> and <b>#teacherwellbeingchat</b><sup>1</sup>. Promotion of this twitter chat can also occurs in other social networks including Facebook. It is recommended that the responsible health organisation develop a social media plan to ensure consistency and effectiveness.</li> <li>○ Creating awareness of Lunch Box Blitz resources through Scootle Community. This can be achieved by creating discussion threads across community networks to encourage professional conversations and contributors in public and private spaces.</li> </ul> <p><i>Note: the health professional responsible for engagement with schools will need to request access to Scootle Community</i></p> </li> </ul>
Outcomes/ Benefits	<ul style="list-style-type: none"> <li>• Teachers and schools can access the resources on demand</li> <li>• By promoting Lunch Box Blitz resources via Scootle Community, the communication is visible to teachers nationally</li> <li>• Support and improve teachers' professional practice in the topic</li> </ul>

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<sup>1</sup> #teacherwellbeingchat hashtag signify the conversation on twitter where teachers actively collaborate under this topic

<b>Channel</b>	<b>Information sessions and community networks</b>
<b>Goals</b>	To achieve on-going use of Lunch Box Blitz resources and awareness of program key messages
<b>Activities</b>	<p><b>Health organisation responsible for Lunch Box Blitz</b> program may wish to consider the activities:</p> <ul style="list-style-type: none"> <li>• <b>Once off</b> <ul style="list-style-type: none"> <li>○ Develop and release press kit to promote resources and key messages to media outlets</li> </ul> </li> <li>• <b>On-going (parents focus)</b> <ul style="list-style-type: none"> <li>○ Conduct information sessions at Parent Information Night (PIN) at school. PIN is usually held in the first quarter of term 1 and last quarter to term 2. These dates vary depending on schools</li> <li>○ Conduct information sessions at Kindergarten-to-Prep Transition. Kindergarten-to-Prep Transition typically takes place in term four. The exact date may vary dependent on schools</li> </ul> </li> <li>• <b>On-going (teachers &amp; school focus)</b> <ul style="list-style-type: none"> <li>○ For the purpose of cost efficiency, promote the program resources via social media channels as well as Scootle Community</li> </ul> </li> </ul> <p><i>Please refer to Appendix A for a schedule of activity for the school term.</i></p> <p><b>Participating schools</b> may wish to consider the activities to reinforce the program key messages through:</p> <ul style="list-style-type: none"> <li>• <b>On-going</b> <ul style="list-style-type: none"> <li>○ Provide an information pack for parents at events such as PIN and Kindergarten-to-Prep Transition</li> <li>○ Schedule information sessions enabling health organisations to engage with parents and reinforce the program key messages</li> <li>○ Leverage the program resources including template newsletters inserts and parent tip sheets</li> </ul> </li> </ul> <p><i>Please refer to Appendix B for a schedule of activity for the school term.</i></p>
<b>Outcomes/ Benefits</b>	<ul style="list-style-type: none"> <li>• Through participating in user forums and workshops teachers are developing skills to make explicit the integration of health across curriculum planning.</li> <li>• Through participation in information sessions parents can make informed choices on food consumption</li> </ul>

# Appendices

## Appendix A – Suggested High Level Communication Schedule for Responsible Health Organisation

Terms	Relevant events	Parents focus	Schools/Teachers focus
Term 1	<b>Parent Information Night</b> (1 <sup>st</sup> quarter)	Conduct information sessions	<p>Press Release to media outlets including ESA, ACHPER and local newspapers. Please refer to media release sample in Appendix C.</p> <p>Create discussion thread on Scootle Community</p> <p>Promote program messages through social media. Include <b>#Lunchboxblitz</b> and <b>#teacherwellbeingchat</b> in social media messages</p>
Term 2	<b>Parent and Teacher Information Night</b> (4 <sup>th</sup> quarter)	Conduct information sessions	<p>Continue to support discussions on Scootle Community</p> <p>Continue to promote program messages and engage in social media discussions. Make sure to include <b>#Lunchboxblitz</b> and <b>#teacherwellbeingchat</b> in social media messages</p>
Term 3	<b>Kindergarten-to-Prep Transition Primary Health and PE conference</b> – 24 July	Conduct information sessions	<p>Continue to support discussions on Scootle Community</p> <p>Continue to promote program messages and engage in social media discussions. Make sure to include <b>#Lunchboxblitz</b> and <b>#teacherwellbeingchat</b> in social media messages</p> <p>Conduct workshops or have a stand at the conference. The conference target F-10 teachers.</p>
Term 4	<b>Health, Outdoor, Sport &amp; Physical Education</b> – 26/27 November		<p>Continue to support discussions on Scootle Community</p> <p>Continue to promote program messages and engage in social media</p>



			<p>discussions. Make sure to Include <b>#Lunchboxblitz</b> and <b>#teacherwellbeingchat</b> in social media messages</p> <p>Conduct workshops or have a stand at the conference. The conference target F-10 as well as VCE teachers.</p>
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## Appendix B – Suggested High Level Communication Schedule for Schools

Terms	Relevant key dates	Parent tip sheets	Newsletter inserts
Term 1	<p><b>HeartKids National Awareness Month</b> – 01/02-28/02</p> <p><b>Australia’s Healthy Weight Week 16/2 – 22/2</b></p> <p><b>National Ride2School Day</b> – 13/3</p>	<p>1<sup>st</sup> quarter Parent Information Night. Provide information pack containing all 6 Parent Tip Sheets</p> <p>Conduct information sessions through supporting healthy organisations</p>	<p><b>Key message: Increasing healthy snacks</b></p> <p>Week 2 – Healthy Snacking Leads to Healthy Kids!</p> <p>Week 4 – What makes a Healthy Snack</p> <p><b>Key message: Rethink Sugary drink</b></p> <p>Week 6 – Rethink Sugary Drinks!</p> <p>Week 8 - Top tips for increasing water!</p> <p>Week 9 – Took Decay? No Way!</p>
Term 2	<p><b>World Health Day</b> – 07/04</p> <p><b>Heart Week</b> – 03/05 - 09/05</p> <p><b>Red Apple Day</b> – 17/06</p>	<p>Parent and Teacher Information Night. Provide information pack containing all 6 Parent Tip Sheets</p> <p>Conduct information sessions through supporting healthy organisations</p>	<p><b>Key message: Reducing packaged snacks</b></p> <p>Week 2: Swap The Packaged Snacks!</p> <p>Week 4: What Makes A Healthy Snack?</p> <p>Week 5: Tips for Increasing Healthier Snacks</p> <p><b>Key message: How incorporate more water into your child’s day</b></p> <p>Week 6 – Choose Water as a Drink</p> <p>Week 9 - Top tips for increasing water!</p>
Term 3		<p>Kindergarten-to-Prep Transition. Provide information pack containing all 6 Parent Tip Sheets.</p> <p>Conduct information sessions through supporting healthy organisations</p>	<p><b>Key message: Increase vegetables</b></p> <p>Week 2: Time To Refuel.</p> <p>Week 4: Fun Ways To Include More Vegetables In Your Day!</p> <p><b>Key message: Keep eating fruit</b></p> <p>Week 6: Eat More Fruit and</p>

			<p>Vegies</p> <p>Week 9: Tips For Increasing Fruit Throughout The Day!</p>
Term 4			<p><b>Key message: Increasing healthy snacks</b></p> <p>Week 2 – Healthy Snacking leads to Healthy Kids!</p> <p><b>Key message: Rethink Sugary drink</b></p> <p>Week 4 – Rethink Sugary Drinks!</p> <p><b>Key message: Reducing packaged snacks</b></p> <p>Week 5 – Swap The Packaged Snacks!</p> <p><b>Key message: How incorporate more water into your child’s day</b></p> <p>Week 6 – Choose Water as a Drink</p> <p><b>Key message: Increase vegetables</b></p> <p>Week 8: Fun Ways To Include More Vegetables In Your Day!</p> <p><b>Key message: Keep eating fruit</b></p> <p>Week 9: Eat More Fruit and Vegies</p>

## Appendix C – Media release sample

### Indonesian Language Learning Leaps into Cyberspace for Australian Students

#### MEDIA RELEASE

September 15 2014

Melbourne

The **Language Learning Space** for Indonesian is now available for Australian schools. The eagerly awaited service provides students and teachers with specifically designed activities, resources, tools and language learning opportunities that make learning Indonesian even more exciting.

The Indonesian **Language Learning Space** is an innovative online language learning platform funded by the Australian Government Department of Education that builds on the success of the existing Chinese Language Learning Space.

The **Language Learning Space** helps students practise their Indonesian language skills and helps language teachers learn about new ideas.

Teachers and students can log on to access:

- Exciting games-based challenges that are set in authentic , real-world Indonesian contexts where students build and practise their language skills and intercultural awareness
- Bali-based tutors who run regular and engaging lessons with Australian students at no charge
- Online units that extend student learning, including over 250 free resources
- A comprehensive professional learning program on a range of current topics

Schools can use the **Language Learning Space** to boost Indonesian language learning and teaching. With engaging student challenges, a free tutor service and access to media-rich resources aligned to the Australian Curriculum, it's a great head- start to language learning.

#### Contact:

For more information contact John Sample, Sample Inspector, Sample ABC: +61 444 555 666  
[john.sample@sampleabc.com.au](mailto:john.sample@sampleabc.com.au)

## **Appendix D – Other Communication Mechanisms**

The responsible health organisation may wish to consider other communication mechanisms where resources permit. Other mechanisms include:

### **Public Relations**

Develop a press kit to promote Lunch Box Blitz objectives and resources to professional associations, local communities and strategic partners to explore media opportunities in their journals, magazines, website and social media channels.

The goal of the press kit is threefold:

- Highlight the issues that Lunch Box Blitz is trying to address can address,
- Elevate the responsible health organisation visibility in the local community authority by demonstrating experience, education, or abilities — to speak authoritatively on the highlighted issues.
- Show Professional Associations, interest groups how to use available resources

The key elements of a press kit may include:

#### **A cover letter:**

- This element introduces Lunch Box Blitz and the kit

#### **A brief description of the Lunch Box Blitz purpose:**

- This will contain an explanation of Lunch Box Blitz, why it exists, and what its goals are.

#### **A brief bio of the key experts:**

- Summary of background information, including relevant education and experience.

#### **A list of subjects or issues**

- Lunch Box Blitz team and resources can address and provide further information.

#### **A list of publications**

- Provide previous published articles or times they have been quoted in other articles, list the titles, publication names, and dates.

#### **Lists of Lunch Box Blitz's partners, projects, and accomplishments:**

- Can include annotated lists of current and/or previous work that demonstrate experience and expertise.

#### **Case studies and testimonials:**

- Provide an overview of case studies and resources available through Lunch Box Blitz.

## **Social Media**

Social media is about conversations, community, connecting with personalities and building relationships. Key elements of a social media plan consist of

- Define the social networking purpose, outcomes and target audience
- Develop a social media plan
- Develop a quarterly content plan x 4
- Promoting social media efforts to the existing networks
- Incorporating social analytics

A social media plan should be reviewed and refined periodically to ensure relevance and objectives are met.

## **Competitions**

Competitions are a great tool for building Lunch Box Blitz recognition. Competitions enable the project to engage with target audience. In addition to brand recognition and awareness of key messages, a competition provides a means to deepen the connection as well. When participants upload their personal content (e.g., a photo of their Lunch Box) to the competition, they are naturally invested in the brand. An example of completion is outlined below:

- Target audience is primary school students
- This competition asks primary school students to design a Lunch Box with the appropriate food using the standard templates or one of their own.
- To enter the competition, candidates visit a campaign page on the preferred website and upload a copy of their Lunch Box including a brief description of the chosen food.

With the increasing knowledge of mobile application development in the broader community, the project may consider a “hackathon” to develop a Lunch Box Blitz app offering the winner and minor placing a small reward. A hackathon is an event in which software developers and designers collaborate intensively on a project. The outcome of this event is a Lunch Box Blitz app.

The Lunch Box Blitz app can help to reinforce key messages with target audience through increasing interaction.