



Communication Toolkit

Inspiring a connected and nourished Australia

National Nutrition Week is an annual campaign championed by Nutrition Australia.

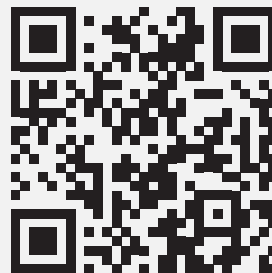
This week we're celebrating the role of food in keeping us connected and nourished! Food is a huge part of who we are. It brings people together and can create a sense of belonging and community.

Our key messages for the week are:

- **Mealtimes connect** children, families, friends, work colleagues, and even strangers. Sharing food facilitates conversation and builds relationships.
- **Food connects us to our culture** and is a celebration of diversity.
- **Preparing and cooking food** nourishes us and those we share it with.
- **Food tells a story.** We create memories through our food experiences.
- **Communities connect through food** - from community gardens, local markets and festivals, to shared food traditions.
- **Food demonstrates care** - from cooking for a neighbour in need to sharing a favourite recipe.
- **A positive relationship with food** nourishes our mind and body.

Use this kit to help share our Nutrition Week messages

You will find a variety of social media messages and activity ideas that you can tailor for your setting and target group.



Scan to visit our website or follow us on social media

www.nutritionaustralia.org



[/nutritionaustralia](https://www.instagram.com/nutritionaustralia/)



[/company/nutritionaustralia/](https://www.linkedin.com/company/nutritionaustralia/)



Nutrition Australia



#connectedandnourished

Newsletter Copy

Copy & paste the copy below into your newsletter or organisation e-DMs

National Nutrition Week is here!

Held from 14-20 October 2024 and championed by Nutrition Australia, National Nutrition Week aims to inspire people, families, communities and organisations across the country to be connected and nourished!

(Ins. organisation name) is supporting National Nutrition Week by helping to inspire [insert your target group eg. our children, our community, our families, our workforce] to be connected and nourished through food.

We want to take this week to reflect on what food really means. Food is a huge part of who we are. It brings people together and can create a sense of belonging and community.

This National Nutrition Week let's celebrate the many ways that food can connect and nourish us!

- Mealtimes connect children, families, friends, work colleagues, and even strangers.
- Food connects us to our culture and is a celebration of diversity.
- Preparing and cooking food nourishes us and those we share it with.
- Food tells a story. We create memories through our food experiences.
- Communities connect through food - from community gardens, local markets and festivals, to shared food traditions.
- Food demonstrates care - from cooking for a neighbour in need to sharing a favourite recipe.
- A positive relationship with food nourishes our mind and body.

For ideas and inspiration, visit Nutrition Australia's National Nutrition Week page www.nutritionaustralia.org and follow us on facebook, instagram and LinkedIn.

www.instagram.com/nutritionaustralia

www.nutritionaustralia.org

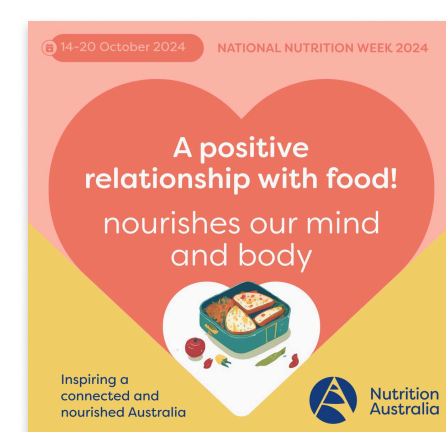
www.linkedin.com/company/nutritionaustralia

Newsletter Banner images



Social media imagery options

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.



Social media copy options

General post

It's Nutrition Australia's National Nutrition Week (14-20 October).

This week (ins organisation name) is celebrating the role of food in keeping us connected and nourished!

Food is a huge part of who we are. It is central to many traditions and helps us build connections with those around us. Whether it's through community gardens and markets, sharing a meal with your neighbour or catching up with family and friends, there's so many ways to stay

#ConnectedAndNourished #NNW2024 #NutritionAustralia

Food connects us to culture

Food is a fundamental part of any culture and is a key to celebrating our diversity. Traditional foods create a sense of belonging and community, and familiar foods can give us comfort.

This National Nutrition Week, it's the perfect excuse to host a pot luck lunch at work. Encourage your work mates to share their favourite dishes – and their stories behind what makes these meals important.

#ConnectedAndNourished #NNW2024 #NutritionAustralia

A positive relationship with food nourishes our mind and body

Food connects and nourishes us socially, culturally, emotionally and physically! Let's embrace mindful eating, where we celebrate flavour, variety, connection, culture and self-care. If you have little people around you, talk about food positively and focus on the different flavours, smells, textures, colours and shapes. Let food nourish you- enjoy it with gratitude and confidence!

#ConnectedAndNourished #NNW2024 #NutritionAustralia

Food shows care

Our social networks change with our life stages, and how we stay connected can look different. Check in with your older loved ones and catch up for a meal and some story sharing. Drop over a home-cooked meal (or one for the freezer) for a new Mum you know, or a neighbour during a time of need. Talk about family food traditions with the younger people in your family or share a recipe that has been passed down between generations.

#ConnectedAndNourished #NNW2024 #NutritionAustralia

Communities connect through food

Pay your local farmers market a visit this National Nutrition Week! It's a chance to connect with your community and access a range of fresh in-season produce. Or are you a part of a community garden? These can be a great way to connect with nature and your local community. If you grow anything at home, sharing food with friends or neighbours can be another great way to stay nourished and connected with those around you!

#ConnectedAndNourished #NNW2024 #NutritionAustralia

Food tells a story – share your favourite food memory

There's no doubt that we create memories through our food experiences. A certain food might take you back to a time when you were celebrating a special event. Or it might connect you with part of your childhood, when you learnt to cook a meal that you still make today. This National Nutrition Week – we want to hear your favourite food memory. Share yours in the comments.

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Preparing and cooking food nourishes us and those we share it with!

This National Nutrition Week we are encouraging you to connect in the kitchen. Invite friends over to cook and share a meal together. Get your kids in the kitchen, helping you with a few steps in the meal prep! Connect with other volunteers at the school tuckshop and help nourish the kids in your community. Or if you are part of a local community group, why not organise a group cooking activity. Cooking and sharing a meal together nourishes us in so many ways!

#ConnectedAndNourished #NNW2024 #NutritionAustralia

Mealtimes connect us

Sitting down and enjoying a meal together is a great way to connect with family or those around you! It's a prime time for conversation and building relationships. If you're at home, get the conversation flowing by sitting down together without the TV, smartphones or other screens, so everyone is distraction free. Or try a picnic dinner or BBQ in the park or backyard!

#ConnectedAndNourished #NNW2024 #NutritionAustralia

