



Nutrition Australia

Communication Toolkit

Creating a Connected and Nourished Australia.

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

This year's campaign is about shining a light on the biggest challenges, and opportunities, shaping Australia's food landscape. From supporting children's relationships with food to strengthening mental wellbeing, ensuring equitable access to nutritious food, and reducing food waste, this week is a call to action for communities, policymakers, and organisations across the country.

Join Nutrition Australia throughout the week as we explore practical solutions that help create a *Connected and Nourished Australia*.



Nutrition
Australia

Our key themes for the week are:

- Positive Food Experiences for Children & Young People
- Food & Nutrition Security
- Food, Mood and Mental Wellbeing
- Environmental Sustainability & Reducing Food Waste

Use this kit to help share National 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



[/nutritionaustralia](#)



[/nutritionaustralia.org](#)



[/company/nutritionaustralia/](#)

Campaign Overview & Schedule

National Nutrition Week 2026 is about shining a light on the challenges, and opportunities, to help create a *connected and nourished Australia*. Food connects us to family, community and culture. It contributes to our physical and social health, mental wellbeing and relationships.

With four supporting themes across the week, this year's campaign celebrates the role food plays in bringing people together while advocating for a fairer future where everyone can access nutritious, affordable and sustainable food.



Theme: Positive food experiences for children & young people



Focus

Safe, strengths-based nutrition messaging. Enjoyable and inclusive food experiences.



Key Messages

- Food is connection, culture, learning and enjoyment.
- Children deserve non-stigmatizing, developmentally appropriate nutrition education.
- Schools, early learning settings and families shape lifelong relationships with food.



Theme: Food, Mood and Mental Wellbeing



Focus

The relationship between food, mood, mental health, and emotional wellbeing.



Key Messages

- The strong link between food, mood and mental wellbeing.
- Cooking and shared meals support connection, social wellbeing and positive mental health.
- Whole, minimally processed foods support brain function, mood, and resilience.



Theme: Food & Nutrition Security



Focus

Acknowledging the rising rates of food insecurity across Australia and the need for fair access to nutritious, culturally appropriate food.



Key Messages

- No child should go to school or childcare hungry.
- Food equity requires addressing structural barriers.
- Community-led solutions are essential.



Theme: Environmental Sustainability & Reducing Food Waste



Focus

Sustainable eating: reducing household and food waste in community settings.



Key Messages

- Sustainable eating supports both planetary and human health.
- Communities and key settings such as schools and ECECs can lead cultural change.
- Sourcing food locally or growing your own.
- Avoiding plastic food packaging.



Promotion Guide

We encourage organisations, individuals and community groups to:

- Share our campaign social media posts (see pages 6-9). Copy and paste provided wording or use as a guide and tailor for your setting/audience.
- Use National Nutrition Week social media graphics (see pages 6 & 7).
- Place a National Nutrition Week banner in your email signature (see page 5).
- Share campaign messages and articles in your newsletters.
- Promote participation in activities across the week.
- Host events in your school, outside school hours care (OSHC) service, early childhood education and care (ECEC) service, workplace or community.
- Share and repost expert videos and content from Nutrition Australia socials.
- Tag Nutrition Australia in your social media posts.
- Advocate for positive food environments and food security initiatives.



Ideas to get Involved in National Nutrition Week

Whether you're a workplace, school, OSHC, ECEC, community group, government or non-government organisation, here are some ideas to help show your support.

- Host a breakfast, morning tea or lunch that celebrates different food cultures.
- Set up a stand with campaign messaging, recipes and food tastings (check out our website for recipe ideas).
- Run food-based quizzes and games.
- Share food-based books and songs with children (check out our website for great book ideas).
- Host a cook off.
- Hold a recipe sharing competition.
- Get crafty with kids through food inspired artwork or activities (check out our website for ideas).

Primary Campaign Hashtags #ConnectedAndNourished #NationalNutritionWeek #NNW2026 #NutritionAustralia

Supporting Hashtags #FoodAndMood #MentalWellbeing #CommunityWellbeing #FoodAndNutritionSecurity #PositiveFoodExperiences #HealthyRelationshipWithFood #SustainableEating #ReduceFoodWaste

Tag @NutritionAustralia



Newsletter Copy

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

[Click here](#) to download the Word version.

National Nutrition Week: Shining a light on our biggest challenges and opportunities

(Insert organisation name) is proud to support National Nutrition Week 2026 focusing on the challenges and opportunities to help create a *connected and nourished Australia*.

Food nourishes more than our bodies. It connects us to family, community, culture, wellbeing and the places we live, learn and work.

This year's campaign explores four themes across the week that celebrate the role food plays in bringing people together, while advocating for a fairer future where everyone can access nutritious, affordable and sustainable food.

- Positive food experiences and messaging for children and young people - because food should feel safe, pressure-free, inclusive and enjoyable.
- Food and nutrition security - because every child, family and community deserves fair access to nutritious, affordable, and culturally appropriate food.
- Food, mood and mental wellbeing - because nutritious foods, cooking and shared meals can support connection, brain health, mood and emotional wellbeing.
- Environmental sustainability and reducing food waste - because the way we choose, use and value food matters for people and the planet.

Whether you're a health professional, educator, workplace, community organisation or family, there are many ways to get involved.

This National Nutrition Week, let's nourish people, strengthen communities and care for our planet.

Visit Nutrition Australia's website to access resources and support National Nutrition Week 2026.

Newsletter and Email Banners

Copy & paste the copy below banners into your newsletter or organisation e-DMs.
[Click here](#) to download high quality images.



Social Media Imagery Options

Use the below images and text to create and share a post from your social media account.

[Click here](#) to download high quality images.



Social Media Imagery Options

Use the below images and text to create and share a post from your social media account.

[Click here](#) to download high quality images.



Social Media Text

Use the below text to create and share a post from your social media account. Copy and paste the provided wording or use it as a guide and tailor it for your setting/audience.

[Click here](#) to download the word content.

Introducing National Nutrition Week

National Nutrition Week 2026 (12-18 October) explores the important issues and opportunities shaping Australia's landscape.

Food nourishes more than our bodies. It connects us to family, community, culture, wellbeing and the places we live, learn and work.

This week we are joining Nutrition Australia and others across the country to share practical solutions, research, resources and stories that support healthier people, stronger communities and a more sustainable food system.

Together, we can create a future where everyone is connected and nourished.

Visit the website for more information:
nutritionaustralia.org

#NationalNutritionWeek #NNW2026
#ConnectedAndNourished #NutritionAustralia

Supporting National Nutrition Week

Food nourishes more than our bodies. It is connection, culture, learning and enjoyment.

It contributes to our physical health, mental wellbeing and relationships.

We are proud to be supporting National Nutrition Week 2026. A time to celebrate the role food plays in bringing people together while advocating for a future where everyone can access nutritious, affordable and sustainable food.

Together, we can create a future where everyone is connected and nourished.

Visit the website for more information:
nutritionaustralia.org

#NationalNutritionWeek #NNW2026
#ConnectedAndNourished #NutritionAustralia

Food and Nutrition Security

Every child and family deserves reliable access to nourishing and affordable food.

This National Nutrition Week, we're recognising the important role [early years settings/schools /community organisations] play in supporting children, families and communities.

Across Australia, local communities are already leading practical solutions - from breakfast clubs, school food programs and meals provided in early childhood education and care, to community food co-ops, gardens, cooking initiatives and shared meals.

Let's work locally and help build a food system that is fairer, more nourishing and more connected for all.

#NationalNutritionWeek #NNW2026
#FoodAndNutritionSecurity #ConnectedAndNourished
#NutritionAustralia

Mental Wellbeing and Food

What we eat can influence how we feel, think and connect. This National Nutrition Week, we're recognising the strong relationship between food, mood, mental health and emotional wellbeing.

Choosing nourishing foods can help support brain function, mood and mental wellbeing - while cooking and sharing meals can create moments of connection, belonging and care.

#NationalNutritionWeek #NNW2026 #FoodAndMood
#MentalWellbeing #ConnectedAndNourished
#CommunityWellbeing #NutritionAustralia

Social Media Text

Use the below text to create and share a post from your social media account. Copy and paste the provided wording or use it as a guide and tailor it for your setting/audience.

[Click here](#) to download the word content.

Environmental Sustainability and Reducing Food Waste

A healthier planet starts in our kitchens and [early years services/schools/OSHC services] can help lead the change! This National Nutrition Week, we're supporting the simple changes that everyone can make.

- Choosing local means fewer food miles, lower emissions, and fresher flavours... check out your local markets, gardens or food co-ops, and look up 'Country of Origin' on food labels.
- Try growing your own. Start small by growing herbs or cherry tomatoes in a pot.
- By avoiding plastic packaging, we help tackle the 3+ million tonnes of plastic waste generated in Australia each year.
- One-third of Australia's food goes to waste, but every small change makes a difference. Plan meals, store food well, and love your leftovers.

#NationalNutritionWeek #NNW2026 #BuyLocal
#GrowYourOwn #SustainableEating #FoodWaste
#ConnectedAndNourished #NutritionAustralia

Positive Food Experiences and Messaging

Positive food experiences start early and the way we talk about food, bodies and health matters. When children and young people are supported to explore food with curiosity, confidence and joy - without pressure, shame or judgement - we help nurture a healthy lifelong relationship with food.

Through small everyday moments- sharing meals, learning where food comes from, trying new flavours, cooking together or talking positively about food - we help shape the way children connect with food for life.

This National Nutrition Week, we're celebrating positive food messages and experiences to help every child feel safe, supported and confident around food.

#NationalNutritionWeek #NNW2026
#PositiveFoodExperiences
#HealthyRelationshipWithFood #NutritionAustralia
#ConnectedAndNourished

Creating a Connected and Nourished Australia