



## Media Release

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### **Setting up for healthy lunchbox success**

**Nutrition Australia's Healthy Lunchbox Week campaign is here to help parents, carers and families get into a healthy lunchbox routine for the year ahead.**

As the excitement of a new school year settles in, families across the country are diligently preparing and packing lunchboxes which can make or break a good school day.

"Fuelling children with the right balance of food at school or during care can play a huge role in their physical and emotional well-being" says Leanne Elliston, senior Dietitian of Nutrition Australia ACT. "A well-nourished child at school is better set up to concentrate, learn and succeed".

This year Healthy Lunchbox Week is bringing the focus to families that are new to the lunchbox scene, supporting schools and children's services to share healthy lunchbox tips within their settings. There will be additional guidance tailored specifically for parents with children under 5, taking into consideration the unique needs of children as young as 3 starting preschool, prep or kindy.

"There are lots of practical things to consider when packing a lunchbox for the little ones", says Leanne. "Including food that is easy for little fingers to manage and not too overwhelming is key. Think fruit cut into bite sized pieces and sandwiches quarters".

Leanne reminds parents not to set high expectations on themselves or their children when confronted with choice. "Include food you know they will eat and save the new food exposures for home", she says. "Try not to get caught up in the marketing hype behind packaged children's snacks. These highly processed foods are not only low in nutritional value but also tend to be a lot more expensive than basic whole foods."

Including a balance of food across each of the food groups is important for meeting children's nutritional needs. "Simple foods that help to achieve that balance can be a combination of in-season fruit and vegetables, wholegrain breads or crackers, and some tummy filling protein foods such as lean meat, cheese, egg, legumes or tuna" Leanne says.

Healthy Lunchbox Week aims to empower parents and caregivers with practical insights and resources to help make informed decisions about packing their children's lunchboxes. Through simple messaging, the campaign involves a collective effort to prioritise nutritious choices at school and early childhood settings, contributing positively to children's overall well-being.

For more lunchbox inspiration, visit Nutrition Australia's Healthy Lunchbox Week website [www.healthyLunchboxWeek.org.au](http://www.healthyLunchboxWeek.org.au)

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**About Healthy Lunchbox Week**

Healthy Lunchbox Week runs from 4 -10 February 2024. It is an initiative of Nutrition Australia sharing credible lunchbox information, teacher resources and recipes among schools and families to help kickstart the year for children's health, well-being and learning. Visit the Healthy Lunchbox Week website [www.healthylunchboxweek.org.au](http://www.healthylunchboxweek.org.au)

**About Nutrition Australia**

Nutrition Australia is a registered charity that aims to inspire and empower healthy eating for all Australians.