



Ready!

Steady ...

Crunch!

Get ready for
The Big Veggie
Crunch



The Big Vegie Crunch is a fun and easy event to get your students excited about vegetables.

Use this guide and planner to get ready and make the event a whole school success.



The Big Vegie Crunch & Vegetable Week in short

1. Ready?

Use the step-by-step checklist (page 4) to get ready for the event

Use the promotional poster to let your whole school know what's happening

Apply for one of 100 available \$75 Vegie grants

2. Steady ...

Use the teacher resources to get your students ready

Use the classroom activity to get students competitive about eating vegetables

Involve the whole community with ready-to-go resources

3. Crunch!

Thursday 21 March: it's time for The Big Vegie Crunch!

Use ready-to-go resources to make sure parents/carers know and remind them to pack some vegies

Use your personalised Countdown Clock

Tips for a fun event

Tell your school community about the event

- Share the resources with your teachers
- Use the School Newsletter Snippets to inform parents/carers about the event and to ask them to pack their child a fun and new vegetable to crunch on each day
- Use the ready-to-go social media posts for schools
- Remember to tag your posts using #BigVegieCrunch or #VegetableWeek and
 - @healthykids.au for Facebook
 - @healthykidsau for Twitter
 - @healthykidsau for Instagram

Organise vegetables for The Big Vegie Crunch

- Ask parents/carers to pack their child a vegetable
- Ask local greengrocers or supermarkets to provide a donation or ask your school's parent body for funds to purchase supplies
- Organise parent helpers to prepare the vegetables on the day

Countdown Clock

All schools will have their personal Countdown Clock webpage. There, you can adapt your crunching time and confirm the total number of crunchers in your school. Only when final numbers are registered, can we include your school to break the record!

School competition

Show how much fun your school had during The Big Vegie Crunch and join the school competition. Upload your images or video after entering your final cruncher numbers on your [Countdown Clock page](#).



Liaise with Health Promotion staff from your Local Health District for additional support.

To find your local Health Promotion Officer please contact Healthy Kids Association via info@healthy-kids.com.au or on 02 9876 1300 (1300 724 850 outside metro area).

Get the whole school involved



Have some school wide fun with vegetables

Create a vegie-themed chalk drawing on the school grounds (with the whole school participating). Share a photo on your socials!

Read vegetable-themed picture books throughout Vegetable Week. Here are a few of our favourites:

- "Little Pea" by Amy Krouse Rosenthal
- "I Will Never Not Ever Eat a Tomato" by Lauren Child
- "Soup Day" by Melissa Iwai

Art fun: create a vegie collage.

I'm going on a Vegie Hunt! Create clues to guess the vegies in a Vegetable Week guessing competition.



Hey there crunchy pals! I am Cabb the Cabbage and this year's Vegetable Week mascot.

Get ready to turn your school into the ultimate vegie party for Vegetable Week & The Big Vegie Crunch!



Crunch&Sip®

Use The Big Vegie Crunch & Vegetable Week to trial or relaunch Crunch&Sip® at your school.

Schools can use a [Crunch&Sip® implementation checklist](#). Teachers can use the fun [Crunch&Sip® brain breaks](#). Parents can access [information on what to pack when supporting Crunch&Sip®](#).

The Big Vegie Crunch school competition

Win big prizes!

Show how much your school enjoyed participating in The Big Vegie Crunch by sending in drawings, photos, videos or even songs!

Win \$250, \$500 or \$750 of credit that can be spent in your canteen*.

Upload your entry after confirming the total number of crunchers in your school on [your personal Countdown Clock](#).

Community crunch

Let your school community know what is happening! Use our School newsletter snippets or social media posts*.

Ask local vegie growers to talk to the students about the paddock to plate cycle. Or organise a class visit to a local community garden or local fruit and veg shop.

Reach out to the school community to see if anyone is a chef/nutritionist/farmer. Invite them to speak to students about the role of vegetables in a balanced diet.

Invite families to celebrate The Big Vegie Crunch with a family vegie morning tea or picnic. You want the 'eat more vegetables' message to be heard at home. So, let them see it in action at school!

Post about your event on social media to spread the message further!

Use **#TheBigVegieCrunch** or **#VegetableWeek** And remember to tag Healthy Kids:



* More information and access to all these resources via the [Vegetable Week & The Big Vegie Crunch](#)

The Big Vegie Crunch planner

Use this template to prepare.



What	How	When	Status
Up to one month prior			
Inform staff, students and parents/carers about the event	<ul style="list-style-type: none"> Hang promotional posters* around school Use a School snippet* and/or social media post* to inform your school community 	From 19 Feb	<input type="checkbox"/>
Apply for a Vegie grant, or organise donations to ensure all students can participate	<ul style="list-style-type: none"> Apply for a Vegie grant Ask parents for a small donation Contact local greengrocers or supermarkets for a vegie donation 	From 19 Feb	<input type="checkbox"/>
Liaise with Health Promotion staff from your LHD	<ul style="list-style-type: none"> Give them a call or send an email 	From 19 Feb	<input type="checkbox"/>
Consider how to make the event as fun as possible for your school	<ul style="list-style-type: none"> Discuss with teachers to see what is fun but feasible Consider and entry into the School competition 	From 1 Mar	<input type="checkbox"/>
Up to one week prior			
Remind parents/carers to send in vegetables	<ul style="list-style-type: none"> Use a School snippet* and/or social media post* to remind your school community 	From 11 Mar	<input type="checkbox"/>
Familiarise yourself with the Countdown Clock	<ul style="list-style-type: none"> Search for your schools' personalised Countdown Clock Check your crunch time and change if needed 	From 11 Mar	<input type="checkbox"/>
Remind teachers about the resources available to them during Vegetable Week	<ul style="list-style-type: none"> Mention during staff meeting Forward the Resource eNews emails and Vegetable Week resources webpage* 	From 11 Mar	<input type="checkbox"/>
Prepare for The Big Vegie Crunch	<ul style="list-style-type: none"> Gather and prepare the resources needed 	From 18 Mar	<input type="checkbox"/>
On the day			
Remind teachers and students	<ul style="list-style-type: none"> Use the school PA, assembly or via daily notes 	21 March Start of school day	<input type="checkbox"/>
Set up The Big Vegie Crunch Countdown Clock	<ul style="list-style-type: none"> Search for your schools' personalised Countdown Clock Check your crunch time and check if everything is working 		<input type="checkbox"/>
Post event			
Confirm participation and submit your entry for the School Competition	<ul style="list-style-type: none"> All schools need to confirm their number of crunchers via the Countdown Clock Once numbers are confirmed, you will be able to upload your entry for the School Competition 	From 21 Mar	<input type="checkbox"/>
Let your community know about your achievements	<ul style="list-style-type: none"> Use the School newsletter, school app, social media Use a snippet* and/or social media post* 	From 21 Mar	<input type="checkbox"/>

*You can find all these resources on the [Vegetable Week & The Big Vegie Crunch resource webpage](#)