Let’s go easy on the treats   
#makeastart   
Instagram/Facebook: @safefood.net  
Twitter: @safefood\_net  
Website: makeastart.ie / makastart.org  
Steps to get started: https://www.safefood.net/treats  
Healthy snacks ideas: https://www.safefood.net/start/healthy-snacks-for-children  
Parenting advice: https://www.safefood.net/start/how-to-talk-to-our-kids-about-reducing-treats

Social media:

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| **Awareness** | **May 30th – June 12th** |  |
| Infeed | It all starts with a plan  Let’s go easy on the treats, for tips and advice go to makeastart.ie | Planning\_EOTT\_social\_folk\_2022\_square |
| Story |  | Planning\_EOTT\_social\_folk\_2022\_portrait |
| Infeed | If you don’t buy them, then they can’t ask for them. 😊  Let’s go easy on the treats, for tips and advice go to makeastart.ie | Shopping\_EOTT\_social\_folk\_2022\_square |
| Story |  | Shopping\_EOTT\_social\_folk\_2022\_portrait |
| Infeed | It all starts with a plan  like swapping treats with fruit after school.  Let’s go easy on the treats, for tips and advice go to makeastart.ie | FruitSwap\_EOTT\_Social\_2021\_square |
| Story |  | FruitSwap\_EOTT\_Social\_2021\_portrait |
| In feed | It all starts with a plan  like swapping sugary drinks for milk or water.  Let’s go easy on the treats, for more tips and advice go to makeastart.ie | DrinksSwap\_EOTT\_Social\_2021\_square |
| Story |  | DrinksSwap\_EOTT\_Social\_2021\_portrait |
| **Conversion** | **June 13th – June 26th** |  |
| In feed | We’ve got your back when it comes to going easy on the treats.  #MakeAStart by giving your kids smaller treats less often. Find tips and advice at | GoEasy\_EOTT\_social\_folk\_2022\_square |
| Stories |  | GoEasy\_EOTT\_social\_folk\_2022\_portrait |
| In feed | It’s hard to avoid the treats when you’re on the go – cheese singles, fruit or bag of raisins are easy to grab when you’re out and about.  For more healthy snack ideas search makeastart | Babybel\_EOTT\_Social\_2021\_square |
| Stories |  | Babybel\_EOTT\_Social\_2021\_portrait |
| In feed | Wondering what to give as a snack when they are hungry – banana on toast will keep them going 😊  For more healthy snack ideas search makeastart | Banana\_EOTT\_Traffic\_2021\_square |
| Stories |  | Banana\_EOTT\_Traffic\_2021\_portrait |