**Toolkit**

|  |  |  |
| --- | --- | --- |
| **Channel** | **Copy** | **Asset** |
| **Whatsapp, Facebook, Instagram** | Healthy eating often begins at the supermarket. So we have come up with 12 ways to help you shop for healthier food (thumbs up emoji)  Get them here: <https://www.safefood.net/healthy-eating/transform-your-trolley/twelve-ways-to-transform-your-trolley>  **Or**  Looking for ways to eat healthier but not sure where to begin? Here are 12 ways to transform your trolley with a healthier, balanced food shop:  <https://www.safefood.net/healthy-eating/transform-your-trolley/twelve-ways-to-transform-your-trolley> | **WhatsApp 1**  A screenshot of a phone  Description automatically generated  **Facebook 1**  (image 1)  A purple and white poster with a shopping cart and text  Description automatically generated  (image 2)  A purple shopping cart with text  Description automatically generated |
| **Whatsapp, Facebook, Instagram** | Healthy eating often begins at the supermarket.  To help we have come up with ways to help you shop for healthier food, and it starts with a meal plan (calendar emoji)  Here’s how to make a meal plan: https://www.safefood.net/how-to/meal-plan  **Or**  Do you plan your meals? It’s the best way to only buy the food you need. Here’s our guide to meal planning with a 3-week meal plan: <https://www.safefood.net/how-to/meal-plan#plan> | **WhatsApp 2**  (image 1 to 4)  A purple and black tag with white text  Description automatically generated  **Facebook 2**  (image 1)  A purple and black card with white text  Description automatically generated  (image 2)  A purple and black tag with white text  Description automatically generated |
| **Whatsapp, Facebook, Instagram** | Shopping lists make it easier to shop for healthier food.  Here’s our tips to making one: 🛒 keep a running “to-buy” list 🛒 check what food you have 🛒 do a meal plan  Here's more food shopping advice: <https://www.safefood.net/transform>  **Or**  Do you make a list before you go food shopping? It’s the best way to stick with your plan to eat healthy. Here’s our guide to meal planning: <https://www.safefood.net/healthy-eating/transform-your-trolley/meal-planning> | **WhatsApp 3**  A paper with text and icons  Description automatically generated  **Facebook 3**  (image 1)  A shopping list with a shopping cart and checklist  Description automatically generated  (image 2)  A close-up of a menu  Description automatically generated |
| **Whatsapp, Facebook, Instagram** | Q: Is meal planning good for your health? A: Yes 👏 because: 📅You only buy the food you need 📅You avoid treat food 📅You avoid special offers 📅Helps stop food waste 📅Helps save money  Here’s how to make a meal plan: <https://www.safefood.net/how-to/meal-plan> | **WhatsApp 4**  A list of food items  Description automatically generated with medium confidence  **Facebook 4**  A purple and white poster with text  Description automatically generated  A clipboard with a notepad and a note  Description automatically generated |
| **Whatsapp, Facebook, Instagram** | Social media can be a great way to get some recipe inspiration. But sometimes the recipe may not be as healthy as it claims 🤔  Here’s how to tell if a recipe is healthy: <https://www.safefood.net/blog/september-2022/how-to-know-if-a-recipe-is-healthy> | **WhatsApp 5**  Purple circles with white text  Description automatically generated  **Facebook 5**  (image 1)  A book with a recipe and text  Description automatically generated with medium confidence  (image 2)  A purple and white book with a chef hat and text  Description automatically generated with medium confidence |
| **Whatsapp, Facebook, Instagram** | Food claims can be hard to figure out – the best way is to look at the nutrition label and check for low levels of salt, sugar and fat, and high levels of fibre.  Here’s more on reading nutrition labels: <https://www.safefood.net/Healthy-Eating/Healthy-food-and-you/Reading-food-labels> | **WhatsApp 6**  A close-up of a chart  Description automatically generated  **Facebook 6**  (image 1)  A close-up of a nutrition label  Description automatically generated  (image 2)  A close-up of a box  Description automatically generated |
| **Whatsapp, Facebook, Instagram** | Want to make healthy food choices ❓  Understanding nutrition labels can help you choose food lower in salt, sugar and fat.  Here's more on nutrition labels, <https://www.safefood.net/Healthy-Eating/Healthy-food-and-you/Reading-food-labels>  **Or**  Buying own brands or cheapest option is good for your budget (smiley face)  To check if it’s also good for your health compare nutrition labels to see which is lowest in sugar, salt and fat (thumbs up).  Here's more on nutrition labels, <https://www.safefood.net/Healthy-Eating/Healthy-food-and-you/Reading-food-labels> | **WhatsApp 7**  A chart of food information  Description automatically generated with medium confidence  **Facebook 7**  (image 1)  A bag full of vegetables and fruits  Description automatically generated  (image 2)  A chart of food information  Description automatically generated with medium confidence  (image 3)  A heart shaped fruit and vegetable  Description automatically generated |
| **Whatsapp, Facebook, Instagram** | As budgets get tighter, here’s ways to save on your grocery bill:   ✔️ Check the food you have ✔️ Plan meals  ✔️ Make a shopping list  ✔️ Avoid special offers  ✔️ Check Use By dates  Here’s more ways to save: <https://www.safefood.net/how-to/eat-well-budget> | **WhatsApp 8**  A close-up of a list of items  Description automatically generated  **Facebook 8**  (image 1)  A purple and white paper with text  Description automatically generated  (image 2)  A close-up of a flyer  Description automatically generated |
| **Whatsapp, Facebook, Instagram** | Food waste – whether it’s shopping smarter or using leftovers, we have some tips that can help you to reduce it in your home.  Check our tips to reduce food waste: <https://www.safefood.net/healthy-eating/how-to/avoiding-waste> | **WhatsApp 9**  A close-up of a list of food items  Description automatically generated  **Facebook 9**  (image 1)  A poster with a trash can and icons  Description automatically generated with medium confidence  (image 2)  A poster of a food delivery service  Description automatically generated with medium confidence |
| **Facebook  Instagram** | Not sure what is a portion size for your children? We / safefood has a series of videos showing how much food should be on an adult’s and child’s plate breakfast, lunch and dinner (smiley face).  Watch them here: <https://www.safefood.net/family-health/kids-portion-sizes> | **Asset Portion Video** |