



TRYFOR5 - SOCIAL MEDIA TOOLKIT

NATIONAL NUTRITION WEEK

(14-20 OCTOBER 2018)

TRYFOR5 IS...

This year during National Nutrition Week, Nutrition Australia launches the Tryfor5 campaign to increase awareness about the importance of consuming the recommended serves of vegetables, forming part of an overall healthy, balanced diet.

Despite latest studies and recurring healthy eating messages only 4% of Australian's are eating enough vegetables each day, with a whopping 99% of children missing out on the essential nutrients they provide. The average person eats only half as much as they should, which is the inspiration behind Tryfor5.

With current research connecting unhealthy food with a number of health issues, from obesity and diabetes to heart disease, stroke and mental health it's vital that Australian's include more vegetables in their daily diet.

Between 14 – 20 October 2018 all eyes will be on vegetables as this year's theme 'Small Change, Big Gains' supports veg intake with the transformation of some of Australia's favourite recipes and highlights the importance of vegetables.

Along with our valued sponsors Bayer, Scanpan, Victorianox and our very first brand ambassador, Olivia Andrews (cookbook author, food writer and co-founder of Marley Spoon), join us as Tryfor5 celebrates vegetables in the quest to improve the health and welfare of all Australians.



HERE ARE THE FACTS

Nutritious food fuels our brains and bodies; however, our tendency to reach for convenience foods (often high in fat, salt and sugar), as opposed to the balanced diet recommended by Nutrition Australia's Healthy Eating Pyramid, results in many of us not meeting basic dietary requirements and a nation soaring in diet related health issues.

WHAT CAN AUSTRALIAN'S DO?

There's plenty Australian's can do to improve their veg consumption and ultimately, their physical and mental health. Studies show Australian's want a simple approach to cooking, with familiar, family-favourite meals high on the list, as well as practical tips and advice on improving meals nutritionally. Building on this insight; simple and small changes in diets can help increase vegetable intake, resulting in big health gains for generations.

Tryfor5 emphasises the healthy eating message with our 'Small Change, Big Gains' campaign transforming some of Australia's favourite recipes by adding more veg to make them even more healthy and delicious!

WHAT CAN YOU DO?

There's also lots you can do to help spread the word and re-inforce the message by supporting and sharing the Tryfor5 campaign across your networks.

1 Only 4% of Australians eat the recommended amount of vegetables each day with the average person eating just half as much as they should. Children aged 2-18 years averaged 1.8 serves per day and less than 1% usually consumed their recommended number of vegetable serves.

2 Health issues connected to unhealthy food are being seen worldwide. Latest research reveals diets and mental health are related.

3 Areas of the brain connecting memory and learning can be affected across all ages with diets lacking in vegetables.

4 Fruits and veg, whole grains, lean meats and fish, beans, legumes, nuts and seeds are frequently replaced with processed foods laden with loads of unhealthy fats, salt and sugars.

SOCIAL MEDIA SUGGESTIONS

We've created some social media post suggestions for you to use to help spread the Tryfor5 message. Feel free to tailor any of the messages or write your own, and post as many times as you like. While most posts will be during National Nutrition Week (14 – 20 Oct) we also welcome you to post a week before and after to reinforce the message.

INSTAGRAM FEED



INSTAGRAM STORIES



CLICK TO VIEW AND DOWNLOAD MORE SOCIAL MEDIA POSTS

WWW.TRYFOR5.ORG.AU



SOCIAL MEDIA

Only 4% of Australian's are eating enough vegetables. We've given some of Australia's favourite meals a makeover to include more veg – try creating one today! Visit @nutritionaustralia to see the Tryfor5 website for more.

To help you #Tryfor5 we've added extra veg to some of Australia's favourite dishes, making them even more healthy and delicious! Visit @nutritionaustralia to see the Tryfor5 website for everything vegetable!

Diet and mental health are related. Incorporate more vegetables to get the most out of your health and wellbeing. Try our spruced-up spaghetti bolognese to add more veg! Visit @nutritionaustralia to see the Tryfor5 website for more.

Many Australians eat only about half of the recommended daily intake of vegetables but it's never too late to incorporate more into your diet. Visit @nutritionaustralia to see the Tryfor5 website to see how our revamped Aussie favourite meals have more veg!

I'm #Tryingfor5 by eating more fruits & vegetables, whole grains, lean unprocessed meats & fish, beans, legumes, nuts & seeds. Visit @nutritionaustralia to see the Tryfor5 website to see how we've added more veg to some of your fave recipes.

Looking for a simple approach to adding more veg family-favourite meals? Visit @nutritionaustralia to see the Tryfor5 website for some of your favourites – revamped veg style!

Simple and small changes to your diet can help increase vegetable intake, resulting in big health gains for generations. Are you #Tryingfor5? Visit @nutritionaustralia to see the Tryfor5 website for inspiration on all things vegetable!

Just one extra serve of vegetables a day reduces the risk of mortality by 5% and reduces the risk of cardiovascular disease by 4%. #Tryfor5 has given some of Australia's favourite recipes a veg-packed makeover to help increase your intake. Visit @nutritionaustralia to see the Tryfor5 website for more!

CAMPAIGN HASHTAGS

#NAtryfor5

#SmallChangeBigGains

#NNW2018

#NationalNutritionWeek2018

@NutritionAustralia

OTHER HASHTAGS

#Tryfor5

#Tryingfor5

#vegetables

#veg

#eatmorevegetables

#eatarainbow

#healthyeatingpyramid

CLICK TO
DOWNLOAD CAPTIONS

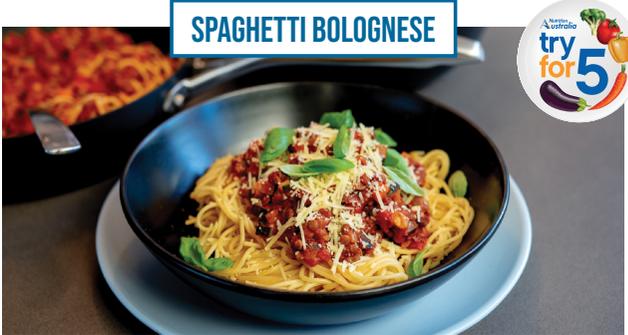
WWW.TRYFOR5.ORG.AU



TRYFOR5 RECIPES & WEBSITE

Here's a taste of one of our made-over favourites.

All our revamped recipes have been triple-checked and taste-tasted by our team of dietitians to ensure they incorporate loads of veggies, are good for you and make your taste-buds dance! Each recipe has a recipe card and four of our faves have been made into videos. They are simple to follow, practical, taste delicious and won't break the budget!



SPAGHETTI BOLOGNESE

Makes 6 serves portions | Preparation time: 15 minutes | Cooking time: 30 minutes

INGREDIENTS

- 2 tablespoons extra-virgin olive oil
- 1 medium brown onion, finely diced
- 4 cloves garlic, crushed or minced
- 500g lean beef mince
- 1 teaspoon basil, dried
- 2 bay leaves
- 1 teaspoon oregano, dried
- 1 medium carrot, finely chopped
- 2 medium zucchini, finely chopped or grated
- 6 medium button mushrooms, finely chopped
- 400g canned brown lentils, drained and rinsed
- 2 tablespoon salt-reduced salt tomato paste
- 400g can no-added-salt diced tomatoes
- 700g bottle salt-reduced passata (Italian tomato puree)
- 500g dried spaghetti
- Parmesan cheese, shaved, to serve

METHOD

1. In a pan, heat oil over medium-high heat for one minute. Add onion and garlic and cook until lightly browned. Add beef mince and cook until browned.
2. Add herbs, celery, carrot, zucchini, mushrooms, and lentils. Stir to combine.
3. Add tomato paste, diced tomatoes and passata. Bring to boil then reduce heat to simmer for 30 minutes.
4. Meanwhile, cook the spaghetti according to packet instructions. Set aside.
5. Serve bolognese sauces over the spaghetti and sprinkle with parmesan cheese.

INGREDIENTS SWAPS/ RECIPE ADAPTATIONS

- Wholemeal pasta/ High Fibre Pasta/ Brown rice pasta for a gluten free option
- Use 1 ½ teaspoon of Italian seasoning in place of the oregano, basil and bay leaves
- If using dried lentils, rinse and cook in water (3 cups water to 1 cup lentils). Bring to the boil and reduce heat to a simmer for 15-20 minutes.

Share your image on Nutrition Australia's Instagram, Facebook or Twitter page
#NATryfor5 #NutritionAustralia

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Visit our [Tryfor5 website](http://www.tryfor5.org.au) which is your A to Z (or should we say veg!) about everything vegetable related. You'll find our revamped Australian favourite recipes, videos, tips on veg consumption, cooking, storage, freshness and much more. Plus there's our biggest-ever competition and information relating to all our valued partners, sponsors and supporters.

WWW.TRYFOR5.ORG.AU



COMPETITION

COMPETITION DETAILS

OPENING DATE

Mon 8 Oct 12am

GIVEAWAY CAPTION

To celebrate the launch of Tryfor5 we're giving Australian's the chance to WIN **one** of **five** SCANPAN Pro-IQ Cookware sets and a VICTORINOX Swiss Modern Knife block prize pack worth \$2,924!

That's over \$14,000 worth of prizes up for grabs!

To enter:

1. Follow @nutritionaustralia, @scanpan_australia and @victorinox on either Instagram or Facebook
2. Like this post & tag as many friends as you like (minimum 3 tags to be a valid entry). Each tag must be in a new comment.
3. Share this image, tag @nutritionaustralia and #NATryfor5 and tell us your favorite way to add veg into your meals in the caption. Chance plays no part; every entry will be judged on creativity, healthiness and deliciousness!

Competition closes 11.59pm Sunday 28 October 2018.

See T&C's on our website.



WWW.TRYFOR5.ORG.AU



OUR PARTNERS & SUPPORTERS



PRINCIPLE PARTNER

Bayer Australia

Working to Create Value Through Innovation and Growth.

Bayer is a global enterprise with core competencies in the Life Science fields of healthcare and agriculture. Its products and services are designed to benefit people and improve their quality of life. The company has operated in Australia since 1925 and has a long term commitment to the health and nutrition of all Australians.



MAJOR PARTNER

Scanpan; Pro-IQ Cookware

Quality, Performance & Durability + Sustainability without Compromise. Due to this revolutionary finish the need for oil or fat when cooking is minimised resulting in healthier cooking while braising, searing and deglazing can still be achieved with ease.



VICTORINOX

MAJOR PARTNER

Victorinox

Victorinox AG is a worldwide operating family business. The headquarter of the company is located in the heart of Switzerland. This is where the founder of the company Karl Elsener I set up his cutlery business back in 1884 and, a few years later, designed the legendary "Original Swiss Army Knife". Meanwhile, the company produces not only the world-famous pocket knives, but also high-quality household and professional knives, watches, travel gear and fragrances.

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OUR PARTNERS & SUPPORTERS



SUPPORTER

Sill Marketing

Sill Marketing is a digital marketing agency that helps clients showcase their brands through video production, social media content development and campaign management. They assist organisations create and support their digital presence to drive engagement and awareness. They work with small to large organisations across the B2B and B2C space and offer a total solution approach from strategy development to implementation.



BRAND AMBASSADOR

Olivia Andrews; Marley Spoon

Olivia Andrews is a cookbook author, food writer and co-founder of the hugely popular recipe kit delivery service, Marley Spoon.

The Marley Spoon logo, which consists of a large yellow circle containing the words "MARLEY SPOON" in white, bold, sans-serif capital letters. The word "MARLEY" is stacked above "SPOON".

MARLEY
SPOON

SUPPORTER

Marley Spoon

Marley Spoon is about inspiring people to cook more adventurously. It's important to find time to sit with our loved ones and enjoy great food together – now they're spreading the word! You can order everything you need to cook up interesting, fresh and healthy weeknight dinners, and have it delivered to your door when it's convenient for you.

WWW.TRYFOR5.ORG.AU



GET IN TOUCH

Let's talk vegetables!

For any questions or more information about Tryfor5 and how to get involved please reach out, we're here to help. You can reach us via phone, email or visit tryfor5.org

SOCIAL MEDIA STATS

Facebook 22k
Instagram 5k
Twitter 12k



@nutritionaustralia



@nutritionaustralia



@nutritionaust

TRYFOR5 CONTACTS



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