



Communication Toolkit **2022**

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The [Coalition for Healthy School Food](#) is a growing network of over [180 non-profit member organizations](#) from [every province and territory](#). We are advocating for public investment in and federal standards for a universal cost-shared school food program that would see all children having daily access to healthy food at school. Building on existing programs across the country, all schools will eventually serve a healthy meal or snack at little or no cost to students. These programs will include food education and serve culturally appropriate, local, sustainable food to the fullest extent possible. See our [guiding principles](#) for what our ideal school food program looks like!

About the Great Big Crunch

The [Great Big Crunch](#) is an original initiative from [FoodShare Toronto](#), started in 2008, and it has grown into a Canada-wide event that demonstrates anti-silence in support of a universal school food program by crunching together at the same time in an apple (or other crunchy fruit or vegetable). Many fun activities can be organized around this event to celebrate healthy food at school and an activity toolkit is created each year for teachers and parents. To date, more than 1 million participants have joined in for the Great Big Crunch! The Coalition for Healthy School Food hosted last year's first ever Canada-wide virtual Great Big Crunch. We are proud to bring the Great Big Crunch 2022 to communities across Canada with the incredible support of our members, staff, interns and participants.

This year, there is a theme of unity and resilience. With a Unity Tree mural and activities that explore community and togetherness, the Coalition hopes to inspire students, teachers and their communities to celebrate the Crunch and promote a Canada-wide healthy school food program. Special thanks to Nina Leone Trask, Nicole Weber, Paulina Bialek for the content and Isabelle Trask for her visual graphics for this toolkit.



How to Use the Social Media Toolkit:

This Social Media Toolkit has been provided for your use during the Great Big Crunch! We would love to see and hear from our participants this March, so our team has put together this toolkit to make sharing your event on social media an easy experience. Feel free to use the following templates for slogans, messages and posts on social media, and join us in amplifying The Great Big Crunch for a healthy school food program across Canada!

Feel free to fill out this [evaluation form](#) to let us know if the toolkit has been useful to you so that we can create better toolkits in the future.

Branding Guideline

All of the visual materials of the 2022 Great Big Crunch can be downloaded [here](#). You can also click on the title of each section to download that specific material.

Logo



English logo



French logo

Color palette

#b71d26

R: 183 G: 29 B: 38
C:19 M:100 Y:89 K:0



#ed1a2f

R: 237 G: 26 B: 47
C:1 M:99 Y:89 K:0

#ffd035

R: 255 G: 208 B: 53
C:1 M:17 Y:89 K:0



#ffe560

R: 255 G: 229 B: 96
C:2 M:6 Y:75 K:0

#427f14

R: 66 G: 127 B: 20
C:77 M:28 Y:100 K:14



#a3b41f

R: 163 G: 180 B: 31
C:42 M:15 Y:100 K:1

#633d13

R: 99 G: 61 B: 19
C:42 M:68 Y:100 K:46



#86531a

R: 134 G: 83 B: 26
C:35 M:65 Y:100 K:28

The color palette can be found in text form along with an .ase file (Adobe Illustrator Swatch Exchange File) [here](#).

Font

Title: Brandon Grotesque Black

Body text: Poppins Regular

Lorem ipsum dolor sit amet soluptaquiae. Si doluptat. Excestibus plam dis et fugiasped exerspe soluptatium que poriannd igent.Eserrum et faccus est, nonsequat fuga. Abo. Eperum dunt. Dolorepu diorati secusap iendendi tem idus venimi, aut fugit derfernam ium, quasper feriam quid qui.



Social media

Hashtag

Here are some of the hashtags that you can use to talk about the Great Big Crunch:

#GreatBigCrunch #HealthySchoolFood #SchoolFoodProgram #SaineAlimentationScolaire
#LaGrandeCroquée

General messages

- The #GreatBigCrunch is back this March! Get your apples ready and come crunch with folks coast-to-coast-to coast to show your support for healthy food at schools. More info here: bit.ly/GBC_Coalition
- Let's come together and take a #GreatBigCrunch for a school food program across Canada! Learn more here: bit.ly/GBC_Coalition
- From coast-to-coast-to-coast, we are getting together to take a #GreatBigCrunch for a healthy school food program. If you want to celebrate #HealthySchoolFood, come crunch with us! bit.ly/GBC_Coalition

If you're an individual taking a crunch, you can use these!

- Join me in today for the #GreatBigCrunch, making noise together for a #HealthySchoolFood program across Canada!
- This March, I am taking a #GreatBigCrunch in support of a healthy #SchoolFoodProgram across Canada. Let's make some noise and #NourishKidsNow!
- Together we can make a #GreatBigCrunch for healthy school food programs! I am crunching today to show support for a school food program in my local [XYZ] community.
- School food programs have been linked with "positive impacts on children's mental health, including reductions in bullying, anxiety, and depression". For the wellbeing of kids across the country, I'm calling on my MP to take a #GreatBigCrunch and stand up for school food!

If you're an organization/group/city crunching together, use these:

- On [date], [XYZ organization/group/city] is taking a #GreatBigCrunch to make some noise for healthy school food!
- [XYZ] is taking a #GreatBigCrunch for healthy school food across Canada. Together, let's #NourishKidsNow!
- [XYZ organization] is taking a #GreatBigCrunch for school food in [XYZ] community on [date] so we can #NourishKidsNow! We'd love to see @[federal or provincial rep_name's] taking steps together with us towards a school food program for Canada!

Invite your network to the Coalition's Canada-wide virtual GBC event:

- On March 10 at 1 pm EST, [XYZ organization/group/city] is taking a #GreatBigCrunch to make some noise for healthy school food! Register now: bit.ly/Virtual_GBC2022
- [XYZ] is taking a #GreatBigCrunch for healthy school food across Canada. Together, let's #NourishKidsNow! Click here to register: bit.ly/Virtual_GBC2022
- [XYZ organization] is taking a #GreatBigCrunch for school food in [XYZ] community on March 10 at 1 pm EST so we can #NourishKidsNow! We'd love to see @[federal or provincial rep_name's] taking steps together with us towards a school food program for Canada!

Twibbons

You can show your support to healthy school food and the Great Big Crunch by adding this frame to your profile picture on Facebook and Twitter. Simply click on this [link](#) and you will be able to add this crunchy frame to your profile picture.

If you'd like to add the frame yourself without connecting your account to Twibbon, you can click [here](#) for the transparent frame that you can put on top of your picture.



Social media graphics

**Virtual, Canada-wide
Great Big Crunch**

Join us on **March 10 at 1pm EST** and crunch to make some noise for healthy school food across Canada!

bit.ly/Virtual_GBC2022

Hosted by **The Coalition for Healthy School Food** and **Carolyn Webb**

A stylized tree with a brown trunk and green foliage. In the center of the tree is a large red apple with the text "THE GREAT BIG CRUNCH" written on it.

**La Grande croquée
virtuelle à travers
le Canada**

Joignez-vous le **10 mars à 13 h HNE** pour croquer et faire du bruit en faveur de la saine alimentation scolaire pour le Canada!

bit.ly/Virtual_GBC2022

Organisé par la **Coalition pour une saine alimentation scolaire** et **Carolyn Webb**

A stylized tree with a brown trunk and green foliage. In the center of the tree is a large red apple with the text "LA GRANDE CROQUÉE" written on it.A row of five apples. From left to right: a whole red apple, a red apple with a bite taken out, a red apple core, a green apple core, and a yellow apple core.

**The 2022 Great Big Crunch
La Grande croquée 2022**

A row of five apples. From left to right: a whole red apple, a red apple core, a whole green apple, a red apple core, and a yellow apple core.

The Great Big Crunch 2022

**The Great Big Crunch
2022**

A yellow apple core.A row of five apples. From left to right: a whole red apple, a red apple core, a red apple core, a red apple core, and a red apple core.

The Great Big Crunch 2022

Email template

Invite your school

Dear [school/school board],

The Great Big Crunch is back this year! I/ [organization] would like to invite the [school/school board] to participate in the [Great Big Crunch](#) (GBC), an event founded by [FoodShare](#) and coordinated by the [Coalition for Healthy School Food](#) to raise awareness of the importance of healthy food at school. The GBC is a national movement and annual moment of anti-silence in which students, teachers, parents and others passionate about food crunch into apples (or other crunchy fruit or vegetable) to make noise for healthy school food. The theme of this year's GBC is a tree, to signify unity & resilience.

How can you participate in the Great Big Crunch?

Register your crunch(es) [here](#) so we can count all the crunches across Canada!

1. Crunch with your classroom using our activity toolkit

Our toolkit provides fun, curriculum-linked lesson plans and activities to bring the Crunch to life for children of all ages at home or safely in the classroom. You can do these anytime during March to show your support and celebrate healthy food at school.

Download the [certificate of participation](#) that you can print out for your students.

2. Crunch with your whole school!

In past schools have organized a variety of activities outside or in the school to crunch all together and MAKE NOISE for healthy school food! You can ask your local community food center, local market, or food organization to support you in finding local apples.

3. Virtual Canada-wide crunch:

On Thursday, March 10, 2022 at 1 - 1:30 pm EST, join the Coalition for Healthy School Food for a virtual, Canada-wide Great Big Crunch as we make noise to highlight the need for a school food program across Canada! From 1:15 EST we'll have special activities aimed for kids in your classroom to have fun with us and at 1:25 we'll all take a simultaneous and LOUD CRUNCH across Canada.

Registration link [here](#).

4. Share your crunches on social media to make noise for healthy school food. You can take a photo/video of your crunch and share it on social media using #GreatBigCrunch.

We hope you join us to celebrate #HealthySchoolFood!

Sincerely,
[name]