



# START Campaign 2022

16<sup>th</sup> May 2022- 12<sup>th</sup> June 2022

The Community Food and Nutrition Team (Health Improvement Department, Western Health & Social Care Trust) are seeking your support in promoting the upcoming phase of the START campaign.

START is a public health campaign from *safefood*, the Departments of Health in Northern Ireland and the Republic of Ireland, Healthy Ireland, the Health Service Executive and the Public Health Agency.

Research shows that children are becoming overweight earlier and earlier, with about 6% of three year olds now clinically obese. As a child, being overweight can cause joint and breathing problems, as well as psychological problems such as low self-esteem and lack of confidence. Most worryingly, an obese child is more likely to be obese as an adult which leads to serious health problems such as type 2 diabetes, cardiovascular disease and certain types of cancer.

The START campaign aims to support families to take small steps to eating healthier food and becoming more active by providing practical support and information to help parents.

The next phase of the campaign will commence from **16 May 2022 and run for 4 weeks** with the focus on **reducing treats**.

## How can you get involved?

The information included in this document can be used to promote accurate, evidence based nutrition advice with parents.

### Social Media

Social media is great for sharing information with lots of people very quickly. Try sharing pictures of what activities you are carrying out to promote the START campaign in your own organisation.

Ask people to like and share your information to reach as many people as possible. Using infographics and video clips is a really effective way of engaging people rather than a lot of text.

The Western Health and Social Care Trust will be sharing posts & information on their Facebook and Instagram platforms. Please feel free to share this among your own channels too.

## **Zoom workshops**

The Community Food and Nutrition Team are also offering a number of online workshops via Zoom on healthier snacks for kids and ways to reduce treats.

These are free of charge and open to everyone. Use the poster in the email to advertise as widely as possible. Details are as follows:



**HSC** Western Health and Social Care Trust

# TACKLING TREATS

Calling all parents! Learn about healthier snack ideas for kids

**MONDAY 23RD MAY**  
@ 10.30 – 11.30AM

**TUESDAY 31ST MAY**  
@ 1 – 2PM

**WEDNESDAY 8TH JUNE**  
@ 8 – 9PM

**REGISTER TO ATTEND THIS WEBINAR:**  
[TINYURL.COM/REDUCE-TREATS](https://tinyurl.com/reduce-treats)

Link to register: [tinyurl.com/reduce-treats](https://tinyurl.com/reduce-treats)

### **Dates & Times:**

- Monday 23<sup>rd</sup> May @ 10.30 – 11.30am
- Tuesday 31<sup>st</sup> May @ 1 – 2pm
- Wednesday 8<sup>th</sup> June @ 8 – 9pm

### **Health Promotion Stands**

Setting up a health promotion stand in your organisation can be an excellent way to engage parents and a practical way to provide information, leaflets and resources.

Please see the picture below for an example on how to set up a health promotion stand.



## What else can I do?

### **Display Posters and Information**

Display posters about the START campaign in a high traffic area in your organisation and link some of the activities already happening in your organisation to the main messages of the campaign.

### **Emails**

Sending the campaign information or digital posters or infographics to staff/colleagues is a great method of promoting the work you are doing around the campaign.

### **Websites**

Use the following website to get information on the START Campaign. The website includes advice, tips and recipes which are all **evidence based** and perfect to share with parents.

<https://www.safefood.net/start>

Use Safefood's YouTube page to access some useful videos around treats and portion sizes for kids:

<https://www.youtube.com/playlist?list=PLh7gvGGhPbb2KmLAtrWZ6XsxU-ud6oD6k>

### **Don't forget! Keep in touch**

To evaluate the success of the campaign we would greatly appreciate if you could send through any photos of your organisation promoting the campaign or any feedback you have received.

Please remember that we are here to support you and do not hesitate to contact us for information, advice and resources on:

✉ [Health.improvement@westerntrust.hscni.net](mailto:Health.improvement@westerntrust.hscni.net)

☎ 02871 865127