

Crunch for a Healthy, Universal School Food Program for Canada



Great Big Crunch 2020

Coalition for Healthy School Food Toolkit



What is the Great Big Crunch?

The **GREAT BIG CRUNCH** is an annual moment of anti-silence in which students, teachers, parents and others passionate about food join the food movement and crunch into apples (or other crunchy fruit or vegetable) to make noise for healthy school food!

Every year since 2008, over 1 million people from coast to coast to coast have participated in the Great Big Crunch, an initiative of FoodShare Toronto.

Why Participate in the Great Big Crunch this year?

It's a simple way to show your support for healthy school food, as part of #NourishKidsNow, a grassroots campaign calling on the federal government to invest in a healthy, universal school food program for Canada, and for provinces, territories and cities to expand their support for school food.

We are so close to seeing the implementation of a national school food program, with the support from Coalition members in every province and territory, and after it was named in the Food Policy for Canada. Join the groundswell of momentum to make sure that elected officials across the country and in Ottawa know that we need to #NourishKidsNow!

It's really fun and you'd be joining hundreds of thousands of other folks across the country (and beyond)!

How you can CRUNCH for a Healthy, Universal, School Food Program for Canada

You can participate in the Great Big Crunch alone, or with:

your local school



your office



with a friend



1. Register your crunch. Fill out [FoodShare's online form](#), which allows us to keep track of all the Crunches taking place. The form will also allow you to connect and register with your regional lead to get more localized support and resources.

2. Invite your local school, office, or a friend to join your Crunch! No group is too small or big, all you have to do is prepare to bite into an apple (or crunchy fruit or vegetable).

 **TIP:** When planning your Crunch, choose locally grown fruits or vegetables. Your regional lead might have some local connections to source your Crunchy produce too.

 **TIP:** Check out FoodShare's website for a variety of lessons and activities!

3. If planning a Crunch with your school, be sure to use [FoodShare's handy toolkit](#).

4. Crunch down at 2:30 pm EST on Thursday March 12, 2020!

5. Spread the word! Use the hashtags [#GreatBigCrunch](#) and [#NourishKidsNow](#) on social media so people across Canada can see your Crunch and your support for healthy school food! Here are some posts you can copy and paste:

I'm here at [XYZ school] to do the [#GreatBigCrunch](#), making noise for a national school food program! It's time to [#NourishKidsNow](#)!

The team at [XYZ organization] is doing the [#GreatBigCrunch](#) today for a national school food program! As residents/workers in [XYZ Riding], we'd love to see @federal or provincial rep_name's support to [#NourishKidsNow](#)!

 **TIP:** School food requires support across all political levels. Find [your federal MP here](#) and [provincial representative here](#).

6. Follow along on social media, by following FoodShare, the Coalition for Healthy School Food, and Food Secure Canada:

FoodShare Toronto	Coalition for Healthy School Food	Food Secure Canada
Twitter: @foodshareto Facebook: @foodshareto Instagram: @foodshareto	Twitter: @C4HSchoolFood Facebook: @chsf.csas	Twitter: @FoodSecureCAN Facebook: @foodsecurecanada Instagram: @fscrad

 **TIP:** If you're not on social media, see your Great Big Crunch photos, activities or stories on FoodShare's social media or website by emailing them to thegreatbigcrunch@foodshare.net. In your email, please indicate that FoodShare Toronto has permission to share the content (all social media posts will be assumed safe to share).



FSC
Food Secure Canada



THE COALITION
FOR HEALTHY SCHOOL FOOD



Need help? Contact:

FoodShare Toronto	Coalition for Healthy School Food	Food Secure Canada
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