



# *FEED HAPPINESS*

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## **Campaign Toolkit**

**February 8th 2021 - March 7th 2021**

# 'Feed Happiness' Campaign Overview

Nineteen local organisations across Southern Metropolitan Melbourne have come together to co-develop a four week social media campaign which builds the capacity of our community to increase their consumption of foods which promote positive mental health outcomes.

The campaign seeks to:

- Increase understanding of food and it's link to mental health and wellbeing.
- Identify specific foods that can support better mental health (to make healthy options easy).
- Find and build motivation for people to prepare and eat healthy foods that can support better mental health (to make healthy options easy).
- Generate social sharing and community interest to boost awareness through peer-to-peer influence.



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## Project partners

- Alfred Health
- Baker Heart and Diabetes Institute
- Bayside City Council
- Cardinia Shire
- Caulfield Community Health Service
- Central Bayside Community Health Services
- City of Casey
- City of Greater Dandenong
- City of Kingston
- City of Stonnington
- Enliven Victoria
- Frankston City Council
- Frankston Mornington Peninsula PCP
- Glen Eira City Council
- Monash Health Community
- Mornington Peninsula Shire
- Peninsula Health
- Southern Melbourne PCP
- Star Health



# Target Audiences

The focus of this campaign is to reach:

- *Families, parents, and carers of children 0-15 years old*
- *Young people 16 – 25 years old*

These demographics were selected based upon the mental health and nutrition needs, and vulnerabilities of families and young people within the Southern Metropolitan region during and following the COVID-19 pandemic.

Across both of these demographics, the campaign will specifically focus on those with low awareness and or understanding of the links between healthy eating and psychological benefits.



# Campaign Focus

With the support of local councils, community health services and Primary Care Partnerships (PCP) – the campaign will provide original, compelling creative materials that these organisations can use through their digital channels, with a particular focus on social media.

This diverse and collaborative partnership provides an excellent opportunity to distribute evidence-based health messages across the community in the Southern Metropolitan region, and to encourage peer-to-peer sharing, comments and discussion about the connections between mood and food.

The project partnership would also like to acknowledge the consultancy work of Ellis Jones and Common Cause Australia for their valuable inputs into the campaign design and messaging framework.



# Goal

*To encourage more people to choose healthier food options within the places that they live, work and play, to support good mental health and wellbeing.*

# Objectives

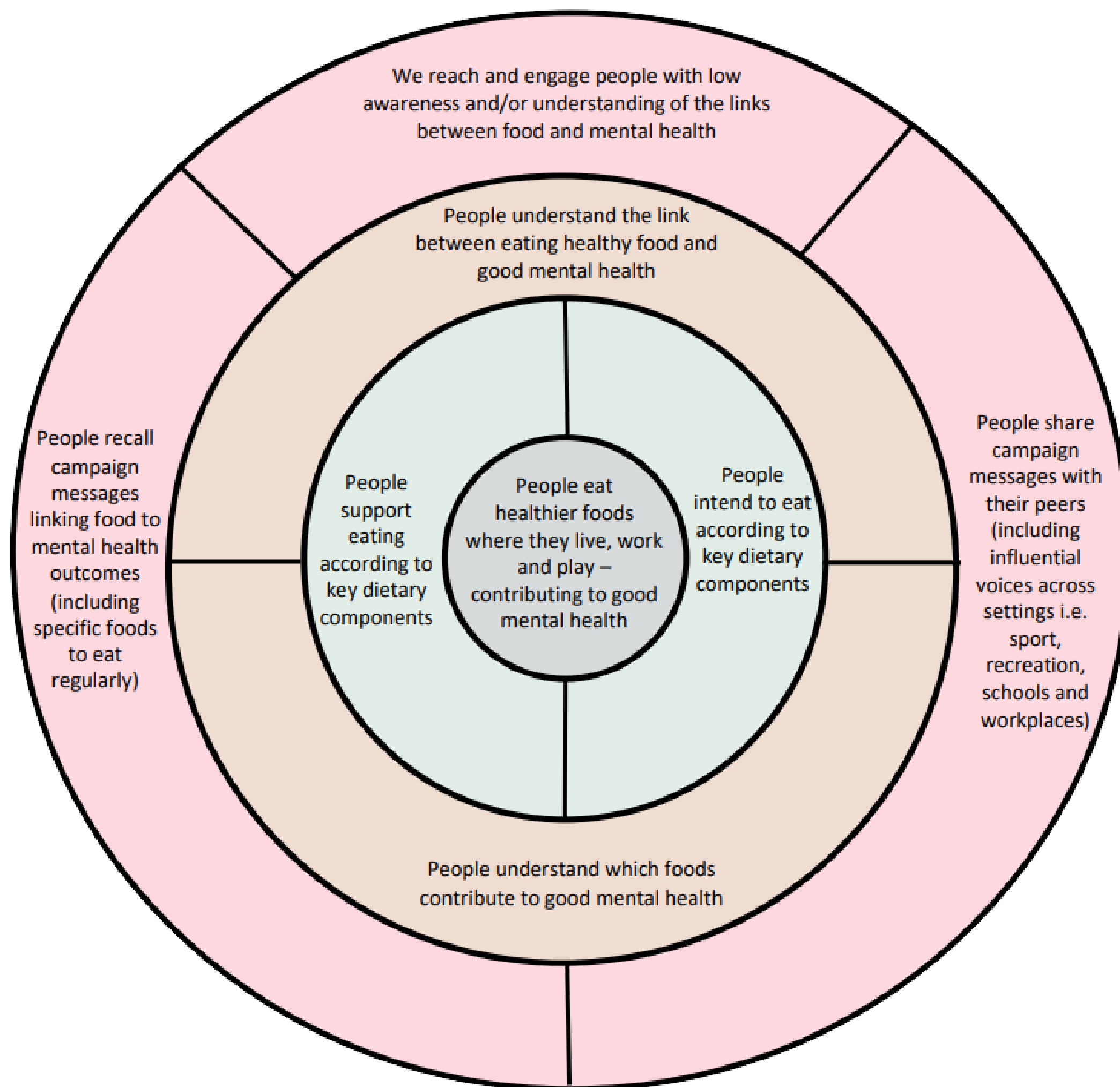
## Communications and engagement

- To reach and engage people with low awareness and or/understanding of the links between food and mental health.
- For people to share the campaign messaging with their peers (including influential voices across settings i.e. sport, recreation, schools and workplaces).
- For people to recall campaign messages linking food to mental health outcomes.



# Framework: Goals and Objectives

This framework further outlines the goal and objectives of the SMR campaign (inner circles) and the associated goal and objectives of the communication and engagement strategy.



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## **Campaign concept and messaging:**

- Associate healthy food with pleasure and immediate mood gains.
- Tap into positive aspiration and self-compassion rather than unhealthy self-criticism.
- Consider audience behavioural context: where, when and how.
- Define specific behavioural asks (buying, preparing, and eating) and specific food substitutes.



# How your organisation can get involved.

**8th February 2021 - 7th March 2021**

This toolkit is designed to provide you and your organisation with a suite of tools and assets that can be used within your digital communication platforms to share and promote the campaign and its messages.

You can freely share campaign materials and content for the duration of the four week campaign (08/02/21 - 07/03/21). This may include incorporating our imagery and messaging via: your social media, newsletters and EDMs, and on your website.



***To ensure the success of the campaign, we recommend considering the following:***

- Either utilise our suggested captions and [imagery](#) to put together your own posts (p.10 and 11), or simply share the content posted from the campaign accounts.
- Encourage your stakeholders and followers to ‘share’ the campaign broadly – the more people engaging with the campaign the better!
- If possible, share the campaign content across multiple digital platforms.
- Encourage your audience to 'like' and 'follow' the campaign via the the campaign's social media channels (links below).



[Feed Happiness](#)





[@feedhappiness](#)



# Social Media

## #FeedHappiness

The following are suggested captions and imagery only. We actively encourage your organisation to modify and adapt to suit your audience and style guides. A full suite of campaign assets and imagery are available to download [here](#).

Platform	Suggested caption	Hashtag/s	Images
Facebook	<p>We all want to eat delicious food that helps us manage stress, boost mood and be our best. #FeedHappiness with lots of fruit, veg, nuts and grains - food that is good for our brain.</p> <p>Head to the Feed Happiness Facebook page to learn more about choosing foods for better mental health and wellbeing.</p>	#FeedHappiness	
Instagram	<p>We all want tasty meals that are easy to prepare and leave us feeling awesome. Let's #FeedHappiness with plenty of fruit, veg, nuts and grains. The more we add, the better we feel!</p> <p>Follow @feedhappiness_ to learn more about choosing foods for better mental health and wellbeing.</p>	#FeedHappiness #foodboost #foodandmood	

# Social Media

## #FeedHappiness

The following are suggested captions and imagery only. We actively encourage your organisation to modify and adapt to suit your audience and style guides.

Platform	Suggested caption	Hashtag/s	Images
Twitter	<p>We all want to eat delicious food that helps us manage stress, boost mood and be our best. #FeedHappiness with lots of fruit, veg, nuts and grains - food that is good for our brain.</p> <p>Head to the Feed Happiness Facebook or Instagram pages to learn more about choosing foods for better mental health and wellbeing.</p>	#FeedHappiness	
LinkedIn	<p>'Feed Happiness' is a localised social marketing campaign aiming to promote healthy eating, for good mental health.</p> <p>Led by a partnership of 19 local organisations, the campaign intends to build knowledge, awareness and understanding of food and its link to mental health and wellbeing for communities across the Southern Metropolitan region.</p>	#FeedHappiness #socialmarketing #healthpromotion	

# Newsletter Copy

*A newsletter article has been included to serve as an additional piece of content about the campaign and can be used in full, or in part, in your own publications whether in print or digital format.*

Bringing together 19 organisations across Melbourne, the Feed Happiness campaign is here to support young people and families to choose healthier foods for good mental health. We all want to eat delicious food that helps us to manage stress and boost mood. But with so many options it's hard to know what works best. Feed Happiness will provide support and resources to:

- Increase your understanding of the link between food and mood.
- Identify which specific foods can support better mood (to make options easy)
- Build your knowledge and motivation to prepare and eat healthy foods
- Create a space for connecting within the community and on social media, to encourage sharing and discussions about the connections between mood and food.

Let's Feed Happiness with food that is good for our brain!

Head to our Facebook page and Instagram @feedhappiness\_ for more info!

Click [here](#) to access a Microsoft Word version of the newsletter copy.

# Key project contacts

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# Helpful resources

*For additional information about food and its impact on mental health and wellbeing.*

- Food and Mood Centre  
<https://foodandmoodcentre.com.au/>
- Food for Mental Wellbeing - Peninsula Health  
<https://www.peninsulahealth.org.au/wp-content/uploads/Food-for-Mental-Wellbeing-Resource.pdf>

*Recorded Presentation*

[https://www.youtube.com/watch?v=NHZ7JD6xVEc&list=PLMhfcl2\\_dHTlZfKkpZ8YG8rF-buFLMyhM&index=2](https://www.youtube.com/watch?v=NHZ7JD6xVEc&list=PLMhfcl2_dHTlZfKkpZ8YG8rF-buFLMyhM&index=2)

- Nutrition and mental health - Be You  
<https://beyou.edu.au/fact-sheets/wellbeing/nutrition-and-mental-health>
- Eat for Health - Eating Well  
<https://www.eatforhealth.gov.au/eating-well>
- Food - Head to Health  
<https://headtohealth.gov.au/meaningful-life/physical-health/food>



# Additional Information

## Messaging Framework: Young People

### Messaging framework

Young people

Applying the Common Cause story structure and unifying concept narrative, the following messages target audiences and the specific behaviours we need to change to achieve our objectives.

Target behaviour	Vision "We all want (to)..." "We all can..."	Barrier "But..."	Action "ask" "So let's..."
Purchasing mood food	Find foods quickly and easily, to boost mood and help us beat depression and anxiety.  Find affordable food to manage stress and feel on top of our game.	Unhealthy food is often placed front and centre in our supermarkets.  Packaged snacks that are full of salt, sugar and fat leave us feeling low and don't fill us the way healthy food does.	Shop around the edges of the supermarket to find seasonal fruit and veg, like mandarins and kiwi fruit, that's good for our brain.  Swap potato chips for a handful of unsalted mixed nuts to #FeedHappiness without breaking the bank.
Preparing mood food	Have easy snacks at home and on-the-go, to help us manage stress and be our best.  Have tasty meals that are easy to make and leave us feeling awesome.  Try out a handful of new ingredients to help us beat depression and anxiety.	Foods promoted as 'ready to eat' are often high in sugar, fat and salt.  We hear so much about healthy food, from so many sources, it can leave us with the idea it's too difficult to make.  When we face time pressures and tight budgets, it can be hard to know what to make with new things.	#FeedHappiness any time, by keeping tinned fish and pre-cut salads on-hand - food that's good for our brain.  #FeedHappiness with some chopped veg and tinned legumes - like squash, eggplant and chickpeas - added to our favourite meals. The more we add, the better we feel!  #FeedHappiness with simple, delicious recipes that use things like like sweet potato and bok choy - food that's good for our brain.
Eating mood food	Eat delicious food that helps us manage stress and be our best.  Share tasty food with friends, that leaves us feeling energised and happy.	We might crave sweet and salty snacks, but these processed foods can actually make us feel worse.  Fast food and delivery services heavily promote food and drinks to us, that don't actually make us feel good.	#FeedHappiness by trying easy, tasty recipes packed with lentils and veggies - food that's good for our brain.  #FeedHappiness by cooking and sharing yummy food, like homemade veg pizzas or chilli beans, that help us feel awesome.

NB: This framework has been provided to support partner organisations in developing a deeper understanding of the story structure utilised as part of the development of this campaign's values-based messaging approach.



# Additional Information

## Messaging Framework: Parents and Carers

### Messaging framework

Parents and carers

Applying the Common Cause story structure and unifying concept narrative, the following messages target audiences and the specific behaviours we need to change to achieve our objectives.

Target behaviour	Vision "We all want (to)..." "We all can..."	Barrier "But..."	Action "ask" "So let's..."
Purchasing mood food	Find foods available in every supermarket that manage stress and boost mood.  Find foods to fit with our family, that boost mood.	With so many options marketed to families, it's hard to know what works best.  It can be hard to make changes, when we're trying to please many mouths, and are bombarded with advice.	#FeedHappiness with lots of fruit, veg, nuts and grains - food that's good for our brain. (Tip: supermarkets usually keep seasonal produce around the edges of the shop)  Make simple changes, like swapping fried fish for grilled fish - an easy change that feeds happiness in our families.
Preparing mood food	Make fast, family meals that help us to manage stress and boost mood.  Snacks to make with our kids that are fun and boost our mood.  Try out a handful of new ingredients to help us beat depression and anxiety.	Meals that are promoted as quick and easy are often processed and full of things that actually make us feel worse.  Colourful packaging grabs kids' attention, while healthy food often comes 'naked'.  When we face time pressures and tight budgets, it can be hard to know what to make with new things.	#FeedHappiness with cooking methods that are good for our brain, like grilling or baking instead of deep frying.  Make frozen fruit ice blocks - a colourful treat to #FeedHappiness in our families.  Boost our favourite dishes by adding natural foods that grow from the ground - like grated sweet potato and spinach in pasta sauces. The more we add, the better we feel!
Eating mood food	Feel our best, and eat food that's helps us be on top of our game.  Eat well, so our families have more energy to be their best.	It can often feel hard or overwhelming to know what to change, and how much.  Unhealthy foods are often disguised as healthy options.	Feed happiness by adding a handful of frozen veggies to our favourite family meals.  Swap muesli bars for sunflower seeds and fresh fruit, to #FeedHappiness and boost our mood.

NB: This framework has been provided to support partner organisations in developing a deeper understanding of the story structure utilised as part of the development of this campaign's values-based messaging approach.