



Healthy Eating Campaign

10th March – 31st March

Let's change our future now.

In 2016 Food Standards Scotland launched its biggest and most ambitious campaign to date to encourage the people of Scotland to improve their health by cutting down on unhealthy snacks and treats.

During March 2017, we are re-launching the campaign with the same advertising and messages, but this time we're asking Scots to take a first step to improving their and their children's health, by encouraging people to participate in **#treatfreetuesday**



Dropping unhealthy snacks and treats for just one day each week is a great way for people to start making a difference to their health.

For instance, if we just dropped two chocolate biscuits and a can of sugary fizzy juice one day each week over a year, we cut out **16,000 calories** from our diet!

We're taking part, are you?

FSS staff are taking up the challenge of dropping all snacks each Tuesday. It's a small step, but one that could make a big difference to our health.

Will your organisation, friends and family be willing to drop all snacks for just one day a week? Join FSS in dropping all snacks on a Tuesday and let's all make a start to improving Scotland's health.

✓ **Drop it** ✓ **Swap it** ✓ **Share it**

#treatfreetuesday is just one part of the many things people can do to break their bad snacking habits. Other ideas include:

Drop one snack a day to take a step in the right direction, and have a treat free day each week

Swap an unhealthy snack for a healthier alternative if hungry

Share tips and ideas with other people on our Facebook page



**Let's change
our future now.**



If you need further information, contact:

Rich Wilson

01224 288366

rich.wilson@fss.scot

**Food
Standards
Scotland**
For safe food and
healthy eating

TV and video

Mirroring the 2016 campaign, we have two TV adverts scheduled for STV and Channel 4 running regularly until Friday 31st March. The adverts are also available on our YouTube channel.

[Mum and daughter advert](#)

[Dad and son advert](#)

Three Online videos will support our social media channels.

[Drop it video](#)

[Swap it video](#)

[Share it video](#)

Radio

The re-launched campaign includes a partnership with Heart FM which will feature advertorials and presenter reads-predominantly on a Tuesday.

Digital

The online game [Snack Attack](#) remains for the 2017 campaign. It's a fun way to get the campaign message across. Please note that this game is only available to desktop users.

We'll be posting content regularly on our social media channels throughout the campaign, and also have digital advertising running on Facebook and Instagram.

How you can get involved

- Add your logo to the space provided on the Jpegs and print posters and leaflets to promote our messages further.
- Distribute the campaign leaflets and posters
- Share, like and comment on FSS Facebook, Twitter and Instagram posts
- Use our campaign hashtags #changeourfuture and #treatfreetuesday
- Promote our TV and online adverts by sharing the YouTube link URLs
- Link to our key Drop it Swap it Share it information by sharing our [website URL](#)
- Circulate our press release and press photography
- Attach our hyperlinked campaign badge to your website homepage

Thank you!