

# COMMS TOOLKIT

*Snack-tember 2026*

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## Background

**The purpose of the *Snack-tember* initiative is to improve children and young people's knowledge, skills, confidence and motivation, so that they can make and choose healthier, more sustainable snacks.**

The British Nutrition Foundation is focusing on snacks as they are more likely to be within a young person's control, and the versatility of snacks makes them a perfect platform to highlight key health messages (e.g. increasing 5 A DAY and fibre, reducing saturated fat, salt and sugars).

A scoping review\* investigating the patterns of snacking in children aged 2–12 years found that:

- Over 92% of children consumed snacks.
- On average they had 3 snacks a day.
- Snacks contributed 231-565kcal a day to the diet.

The study concluded that snacking plays a significant role in children's diets with multiple snacking occasions occurring throughout a child's day. Overconsumption of snacks has the potential to increase risk of childhood obesity.

The British Nutrition Foundation will be supporting schools who are participating in *Snack-tember* with materials such as recipes, posters and activity ideas.

To find out more, visit: <https://www.nutrition.org.uk/snack-tember-2026/>

\*O'Kane et al. 2023

## Social links

Spread the word about **#Snacktember26** and tag us:

**X (formerly Twitter):**

@NutritionOrgUK

@Foodafactoflife

**Instagram:** british\_nutrition\_foundation

**Bluesky:** @nutritionorguk.bsky.social

**Facebook:**

British Nutrition Foundation

**LinkedIn:**

British Nutrition Foundation

## Help us promote Snack-tember

Use the text and image below to help promote *Snack-tember*.

### Register for *Snack-tember* 2026!

Last year, nearly **1 million** children and young people took part in the first ever *Snack-tember*! Registration for 2026 is now open, and it is free to get involved! Activity ideas, recipes, posters and other exciting materials are available to help children and young people, age 5-16 years, explore their current snacking choices, and learn about, make and try new snack options!

Register now for the latest updates and access to ALL the resources:

<https://www.nutrition.org.uk/snack-tember-2026/>



Find this tile, [here](#).

## School newsletter or website text

Use the text below in your school newsletter or on your website to let the parents/carers of your pupils know that your school is taking part in *Snack-tember* and what it is all about.

Dear Parents/Carers

Throughout September 2026, we will be taking part in *Snack-tember*, an initiative from the British Nutrition Foundation, which promotes healthier, more sustainable snacking for children and young people aged 5-16 years.

During *Snack-tember*, we will be encouraging pupils to:

- **EXPLORE** better snacking
- **TRY** new snacks
- **MAKE** their own healthy snacks

We want our young people to choose and make snacks that have:

- **MORE** vegetables and fruit
- **MORE** wholegrains, beans and pulses
- **LESS** saturated fat, salt and sugars

We will be *[insert activities as appropriate, the bullet points below are examples]:*

- *Running activities in lessons to help pupils learn more about healthier snacking.*
- *Trying different snack foods.*
- *Making some snack recipes.*
- *Encouraging pupils to make healthier snack choices at breaktimes.*

We hope our parents/carers will get involved too!


Take a look at the *Parent/carer snacking guide* for more information about healthier snacking for your child: <https://www.nutrition.org.uk/media/tvbb1hd1/snack-tember-parent-carer-guide-2026.pdf>

You can find out more about *Snack-tember* here: <https://www.nutrition.org.uk/snack-tember-2026/>

**#Snacktember26**

## Social media posts

Use these social post captions and images to promote your involvement in *Snack-tember*.

Text about taking part in <i>Snack-tember</i>	Image
<p><b>X (formerly Twitter)</b>            This month, we are joining @NutritionOrgUK to celebrate #Snacktember26! Look at what we are doing!</p> <p>@Foodafactoflife</p> <p><b>Instagram/ Facebook</b>            🎉 This month, we're excited to join @british_nutrition_foundation in celebrating #Snacktember26!</p> <p>Together, we will be encouraging young people to:</p> <ul style="list-style-type: none"> <li>• <b>EXPLORE</b> better snacking</li> <li>• <b>TRY</b> new snacks</li> <li>• <b>MAKE</b> their own healthy snacks</li> </ul> <p>Follow along to see what we're getting up to!</p> <p>#Snacktember26 #HealthySnacks            #FoodAFactOfLife #NutritionEducation</p>	<p>Insert the image of the <u>What we are doing for September poster</u> with your plans written on it.</p> 

## Text about the hero recipes

### X (formerly Twitter)

We're taking part in #Snacktember26 by trying out some of the *hero recipes* in class!

You can try them out too:

👉 <https://www.nutrition.org.uk/snack-tember-2026/>

@NutritionOrgUK  
@Foodafactoflife

### Instagram/ Facebook

We want our young people to choose and make snacks with:

- 🥕 MORE vegetables and fruit
- 🌾 MORE wholegrains, beans and pulses
- ❌ LESS saturated fat, salt and sugars

So, we're joining the @british\_nutrition\_foundation and trying out some of the *hero recipes* in class!

You can try them too! Link in bio:  
<https://www.nutrition.org.uk/snack-tember-2026/>

#Snacktember26 #HealthySnacks  
#FoodAFactOfLife #NutritionEducation

## Image

Tried the recipes? We'd love to see!

Pop a photo in the image area of the PowerPoint or Canva templates (links below), and share it on social media.

Don't forget to **tag us** so we can see and share your tasty creations!

### Templates:

#### PowerPoint version

#### Canva template



## Text about snacking habits

### X (formerly Twitter)

📊 79% of students have 2+ snacks a day.

We're taking part in @NutritionOrgUK #Snacktember26 to support healthier snacking!

It's going to be Snack-tastic!

@NutritionOrgUK  
@Foodafactoflife

### Instagram/ Facebook

📊 Did you know?  
79% of students usually have two or more snacks on a school day.

🎉 This month, we're joining @british\_nutrition\_foundation to celebrate Snacktember 26!

Together, we will be encouraging pupils to make healthier snack choices.

It's going to be Snack-tastic!

Follow along to see what else we are doing!

#Snacktember26 #HealthySnacks  
#FoodAFactOfLife #NutritionEducation

## Image

Insert the image of the [Snack better poster](#):

