



# A Healthy Treat for Citizens Advice Northumberland

**Employer: Citizens Advice Northumberland**

**Area: Healthy Eating**

**Theme: Healthy Eating and Weight Management**



Our final campaign for the bronze award was Healthy Eating. We are a busy bunch and as for lots of people, it is not always easy, especially with the ever increasing numbers using our service, to find time to think about what we are eating during the day. Of course generous clients also provide lovely boxes of biscuits and chocolates, which are much appreciated and our go to when feeling a bit peckish.

We decided that, as it was our last campaign of this award and we had been pretty frugal in our expenditures so far to look into healthy snack boxes. So many staff (volunteers and paid) had got



behind the BHAW campaign that this was also a chance to say thank you for the support, interest and participation over the last months.

A bit of research and we found some excellent value, varying size boxes packed with varieties of healthier snacks from a number of different companies.

*“The snack packs were great and got us all talking. I tried a pineapple, lime and coconut bar which was a little disappointing but I loved the corn snack packs. I had the chilli which certainly had a kick but a good alternative to crisps and took me off to Spain where they serve corn with a drink in bars/cafes.”*

An easy online order was made for one box for each of our 9 offices across Northumberland from Berwick to Hexham! , sized to provide at least 2 snacks for everyone in the organisation.

Boxes were delivered centrally and taken to each office with a note attached:

The response was fantastic. We think it was because we rarely treat ourselves and we are quite a snacky organisation grabbing a little something between clients or at the end of a drop in. Below are a selection of the completely unsolicited emails we got in response:

It sparked some fun discussion about sugar content and ...holidays?

*“I have just sampled the 'Nakd - Peanut Delight' which I have seen numerous times next to my usual Cadbury's Peanut Bar but never bought as I didn't like the sound of the 'raw fruit'. However, I thought I would give it a try and it was absolutely delicious - definitely something I will be changing too from this week's shop ‘ ”*

*“The snacks were very nice, good variety, and catered for everyone. I think it was a good thing as it let people know what healthier snacks are available that they might not usually try. Always available for tasting sessions for sugar free and stuff like that ”*



***"I will definitely be ordering some of these snacks, I didn't realise healthy snacks could be so tasty!"***

***"Did you buy the box as a whole? as i might order one x 'The snack box was a lovely, accessible idea. Thanks for all that you do!' 'I just want to say thank you for the testers supplied to offices for BHAW' "***

