

# KEEP WELL



Rialtas na hÉireann  
Government of Ireland



**BORD BIA**  
IRISH FOOD BOARD



## Incredible Edibles - Keep Well Campaign

The Incredible Edibles project wants you, schools, pupils, families and communities across Ireland to tell us how you are Keeping Well by Keeping Active in the garden and Eating Well.

**Background:** The 'Keep Well' campaign is a key part of the Government's Resilience and Recovery Plan for Living with COVID-19. 'Keep Well' is aimed at supporting everyone to do things that will do them good and is organised under five themes – **keeping active, keeping in contact, switching off and being creative, minding your mood and eating well.**

As the Incredible Edibles Project is aimed at encouraging the consumption of 5-7 fruit and vegetables a day for a healthy balance diet, as well as learning all about the benefits of keeping active in the garden for good mental and physical wellbeing, all while being linked to the curriculum, we feel it is the perfect fit to demonstrate key activities under many of the themes mentioned above.

As such, we are aiming to communicate and deliver an impactful month-long campaign across @agriaware social media channels in March. March also coincides with Task 3: Growing (23<sup>rd</sup> Feb – 12<sup>th</sup> of March) and Task 4: Cooking/Preparing (March 18<sup>th</sup> – May 7<sup>th</sup>) of the project.

This campaign will include **social media campaign messaging** relating to Keeping Well by being active and eating well, as well as **4 activity bursts**, pre-planned from January-February and showcased throughout the **5 weeks in March**.

We will have some **fun fitness, nutrition and gardening videos** to share with you their top tips on how to stay active and eat healthy, as well as a **celebratory Keep Well webinar event**.

We will be showcasing all Keep Well campaign materials and entries on our website under the dedicated "Keep Well" section. Visit: [www.incredibleedibles/keepwell](http://www.incredibleedibles/keepwell)

But we need **your help** to get involved and make this campaign a success!

You can do so by **uploading any and all activities** to our JotForm platform: <https://form.jotform.com/210132482949355> for Agri Aware to share or by creating your own Keep Well webpage on your schools' website and sharing the link with us!

### Activity Bursts:

- 1) **Videos** - From **Jan 27<sup>th</sup> – March 31<sup>st</sup>** upload your videos showcasing how your pupils across Ireland "Keep Active, to Keep Well".
- 2) **Worksheet** – From **Jan 19<sup>th</sup> – March 31<sup>st</sup>** upload your worksheet on "How to Keep Well".
- 3) **Art Competition** – From **Feb 2<sup>nd</sup> – March 31<sup>st</sup>** - "Be Well, to Keep Well".
- 4) **Recipe/Meal Plan Challenge** – From **March 22<sup>nd</sup> – May 4<sup>th</sup>** upload your recipe/meal plan on "Eating Well, to Keep Well".

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Week 1 – Videos	Week 2: Interactive worksheet
<p>Showcasing how and what different pupils across Ireland are doing to Keep Active and #KeepWell.</p> <p><b>Requirements:</b> We want you to create interactive and engaging one-lined videos, showing us how and <b>why keeping active and eating well allows us to Keep Well.</b> You can use worksheet as guide for content too!</p> <p><b>PRIZE:</b> Participants who enter a video will receive <b>extra points within the project</b> and be in with a chance to win a prize of <b>Hula Hoops and Skipping ropes</b> for the class.</p> <p><b>Deadline:</b> This competition will run from <b>January 27<sup>th</sup> – March 31<sup>st</sup></b>. Winners will be announced and contacted at the start of April by Agri Aware.</p> <p><b>TOP TIP:</b> Please film the videos in <b>landscape</b> view and try to keep them short and sweet if possible!</p>	<p>We have sent out an Interactive worksheet based on guidelines from Healthy Ireland on how participants can #KeepWell.</p> <p><b>Requirements:</b> We want you to fill out the worksheet and take a picture.</p> <p><b>SUBMISSION:</b> You can upload your picture directly to our JotForm platform here: <a href="https://form.jotform.com/210132482949355">https://form.jotform.com/210132482949355</a> for Agri Aware to upload and showcase on social media and the website, or tag us in your own posts and use the hashtag #IncredibleEdiblesKeepWell (We will only share if permission allows).</p> <p><b>PRIZE:</b> Participants who upload a picture of their worksheet will <b>receive extra points within the project</b> and be showcased on our website and social channels.</p>
Week 3: Art Competition	Week 4: Recipe/Meal Plan Challenge –
<p>Show us how you are keeping well by being active in the garden and eating healthy.</p> <p><b>Requirements:</b> Now that you know how to #KeepWell, using the worksheet, we want you to design your own poster full of things that help you to #KeepWell.</p> <p>You can be as creative as you like with textures, colours and materials, keeping in mind the two core themes of Keeping Active and Eating Well.</p> <p><b>PRIZE:</b> Those that submit a poster by the end of March will be incentivised with extra points in their project and a chance to win a prize of <b>Art &amp; Hobby voucher and Crayola sets</b> for the class!</p> <p><b>DEADLINE:</b> The competition will run from <b>February 2nd – March 31<sup>st</sup></b>. Winners will be announced and contacted by Agri Aware after the Easter break.</p>	<p>We want you to show us how you #EatWell to #KeepWell.</p> <p>This competition is linked to Task 4 of preparing a dish using seasonal and local produce within the core project and matches the timeframe of the tasks too!</p> <p><b>REQUIREMENTS:</b> Design a recipe/meal plan using as much Irish and local produce as possible (and using the healthy eating guidelines).</p> <p><b>PRIZE:</b> Those that submit a recipe/meal plan will receive extra points within the project and be in with a chance of winning <b>a set of cookbooks for the class</b> as a prize!</p> <p><b>DEADLINE:</b> Deadline for entries is from <b>March 22nd – April 23<sup>rd</sup></b>. Winners will be announced the first week in May 2021.</p>

All entries will be featured on the Incredible Edibles website, as well as across Agri Aware social media platforms. (We will only share if permission allows). Feel free to tag us in your own posts and use the hashtag **#IncredibleEdiblesKeepWell**

**SUBMISSION:**

Please upload **ALL** entries via this JotForm link here: <https://form.jotform.com/210132482949355>

For more information on the campaign, or if you have any questions, please email [office@agriaware.ie](mailto:office@agriaware.ie)