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Western Australia's school-based nutrition program Crunch&SipÂ turns 20

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Western Australia's beloved school-based nutrition program, Crunch & Sip, is turning 20.

For two decades, the Cancer Council WA's Crunch&Sip program - funded by Healthway - has been a staple in classrooms across the State, encouraging primary students to eat fresh vegetables, fruit, and drink water every day.

Since its launch in 2005, the State Government has invested approximately $6 million into Crunch&Sip, supporting generations of children to build lifelong healthy habits.

The original pilot project involved 300 students across six primary schools in the Great Southern. Today, the program has grown into a comprehensive initiative running in 560 primary schools and reaching 173,500 students. It has also recently extended into New South Wales.

To mark the 20-year milestone, a new student-inspired mascot 'Crunchy, the Carrot' has been unveiled following a State-wide competition, helping to bring even more fun and colour into classrooms.

The program also now includes initiatives such as The Great Veggie Crunch, Crunch&Move, the Crunch Bites podcast, and Packed with Goodness nutrition education sessions for parents.

Sabine Winton, Preventive Health Minister, said, "The Cook Government is committed to keeping Western Australians well and helping people to build healthy habits.

"The success of Crunch&Sip over 20 years demonstrates the impact of simple, consistent habits and the commitment of teachers, parents and communities who have embraced the program.

"Together, we're not only supporting better learning outcomes today, but also laying the foundation for the healthier communities of tomorrow.

"Congratulations to all the students who helped shape the design of the new mascot and thank you to the dedicated school staff and parents who have championed Crunch&Sip in classrooms across WA."