

## Country Kitchens Activity Publicity Resources for Facilitators and Convenors

These resource kits have been created to support Branch Facilitators with local publicity when delivering the various Country Kitchens activities within communities. The resource kits can also be utilised by Division Convenors and Branch Presidents when promoting Country Kitchens activities.

### There are separate resources for each type of activity:

1. Showcase – static, interactive, and healthy cooking or craft demonstrations
2. Hands On Nutrition Workshop
3. Back to Basics workshop series

### Each Activity Toolkit contains:

1. A downloadable social media tile
2. Suggested text for social media posts
3. An example flyer. Facilitators can contact their CK Buddy to create a flyer specific for their activity.
4. A template media release for use *before* the activity/event and/or *after* the activity/event.

### Guide to using the Toolkits

1. Use the social media tile and suggested text to promote your activity or event on your Branch or Division Facebook or Instagram page. Remember to add emojis of fruits and vegetables.
2. Reach out to your CK Buddy to create a specific promotional flyer for your activity or event. We will need details such as date, time, location and cost, if applicable.
3. Complete the media template and send to your local newspaper or publication, if applicable. You can use the media releases *before* the activity/event and/or *after* the activity/event for showcases and hands on nutrition workshops. This could be an opportunity to encourage community members to come along to the activity/event or to promote the great work that is being done by the QCWA following the activity or event. You can include quotes from the Branch Facilitator, Branch President or Division Convenor, or even participants. Use whichever is the most appropriate for you.