

## **ABSTRACT**

*In the environment of children in elementary schools, closely related to learning activities, play and eat snacks. On the eats snacks activity, kids often buy snacks outside of the school that turns out, food they consume is far from assured of cleanliness and health, which could be bad for their health. Then, the author designing social campaigns that parents minimize spending activity and to provide healthy lunchbox from home. In this study, the author uses the three method of collecting data, the direct observation of eating snacks activity operates in elementary schools, interviews with health service of Bandung and spread the questionnaire to the target audience. The author makes a social campaign with the theme "Healthy Lunchbox Generation" with the hope beneficial for parents in preparing a healthy lunchbox for their child.*

*Keywords: social campaigns, healthy provision, unhealthy snacks*