

# FEEL.GOOD. TOGETHER.

Healthy Ireland – a partnership for good health and well being.



## Healthy Ireland Summer Campaign 2018



### 2018 campaign

The Healthy Ireland 2018 campaign is an awareness campaign that seeks to encourage people to make positive lifestyle choices to improve their physical and mental health.

The campaign is built around the three themes of Eat Well, Think Well, Be Well and provides links to our partners for support and information to help people make those healthier choices.

### Summer campaign rationale

Building on the successful phase one in January 2018, the Summer campaign is emphasising the benefits of making healthy changes **with others**. The theme is ‘**Feel Good Together**’.

We are encouraging everyone to get involved this summer, to connect with neighbours, friends, family or through our Healthy Ireland partner organisations to join a group that can help and support them to take a first step to a healthier lifestyle.

PAUSE.  
YOUR.  
BOXSET.

## #Feelgoodtogether

### Research

Health behaviour research suggests that it's likely that working with a partner could help to initiate a health behaviour change and to maintain it, but there are variable factors that determine success.

Advice to individuals on partnering should emphasise that working with a partner or a group that challenges you a bit makes it more likely that you will commit to the activity. Also it's important to ensure that you have an alternative 'if-then' plan, example: bringing rain gear in case of bad weather when planning to exercise outside).

### Campaign creative

Small yet healthy changes to your lifestyle are even easier to make if you do them in partnership with someone and **feel good together** for example: go for a walk together, get fruit for all the family, turn off the TV/boxset.

The creative approach highlights the positive social aspect and benefits of mutual encouragement in making healthier changes together with friends, family and colleagues.

WALK.  
WITH.  
FRIENDS.

# Healthy Ireland

## Summer Campaign 2018 Cont'd



### Target audience

As the Healthy Ireland campaign is in the early stages of implementation, a mass awareness campaign is required with broad messaging that connects right across the general population to build awareness and credibility.

### Communication Channels

The campaign will feature advertising across the months of June, July and August on national and local radio, national press and video across digital platforms including radio and other partnerships.

### Campaign Supporters

We recognise that our many and varied stakeholders are at the frontline and you are the key people in driving the solutions and actions.

Our promise to you, we will:

- Share your information on our social networks
- Signpost our followers to your accounts
- Include your messages where appropriate in the digital and radio partnerships that will roll out across the summer

Join us in helping to get the nation to make **one small change** this summer.

**We ask that you our partners will:**

- **Support the behavioural messages of the campaign**
- **Amplify and extend the awareness of the campaign messages through your own activity**
- **Feed back to us on the metrics of your own experience of the campaign**

## Campaign Assets

All campaign assets **including** social posts and graphics will be obtainable from our campaign **dropbox**. **Please email us at the address below if you would like to use this facility.**

**For more information on the campaign or to get involved please contact us on [hinetwork@health.gov.ie](mailto:hinetwork@health.gov.ie)**

**Follow us on Twitter [@healthyireland](https://twitter.com/healthyireland)**

