

# Move more, feel better



## Moving is the best medicine

The latest Living Well campaign, 'Move more, feel better,' highlights the importance of incorporating physical activity into daily life. The campaign is running in Living Well community pharmacies throughout August and September 2025.

Living Well is a community-based pharmacy service offered in over 500 pharmacies across Northern Ireland. It is delivered in partnership with the Public Health Agency, Community Pharmacy NI and the Department of Health. The service supports people to improve their health and wellbeing by:

- raising awareness of various public health messages and campaigns;
- sharing of health and wellbeing information;
- signposting to a relevant health professional, service or support in the community;
- using behavioural interventions, if appropriate.

Through the Living Well service, pharmacies help you to address risk factors that contribute to ill health in Northern Ireland.

The 'Move more, feel better' campaign emphasises how any amount of movement is better than doing none at all. Whether you are physically active or not, research shows increasing the amount of activity you do can significantly benefit your health. It can help boost mood, increase self-confidence, increase energy levels, improve sleep, lower stress and help to ease joint and back pain. Physical activity can also help reduce the risk of high blood pressure, high cholesterol, heart disease, stroke, type 2 diabetes and certain cancers.

To find out how you can easily add physical activity into your daily routine, pick up your free [\*Move more, feel better\*](#) leaflet in your local community pharmacy or go to [www.choosetolivebetter.com/getting-active](http://www.choosetolivebetter.com/getting-active)

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