This page is designed for the community and voluntary sector, GPs and HSC Trust and partner organisations who run events associated with the Live Better initiative. The page comprises of digital resources including logo, brand guidelines, posters,social media assets to help you promote this initiative effectively.

What is Live Better?

The Department of Health's Live Better initiative, led by the Public Health Agency (PHA) with support and delivery from the community and voluntary sector and primary care providers, is a community-centred health project aimed at tackling health inequalities in Northern Ireland.

The initiative focuses on key health outcomes under three core stages of the life course Starting Well, Living Well, and Ageing Well.

The demonstration areas for Live better are:

- Fountain, Bogside, Brandywell and Creggan areas (Moor DEA) in Derry/ Londonderry
- Lower Shankill, Lower Falls and Grosvenor Road areas (Court DEA) in Belfast.

Learn more about the initiative here - Health inequalities project locations announced | HSC Public Health Agency

The resources below are available in various formats, sizes, and colour options to help you promote the Live Better initiative:

Brand guidelines and logo

The 'Live Better' initiative is designed to bring targeted health support to communities which need it most. Initially it will focus on two demonstration areas in Northern Ireland.

About the logo:

The 'Live Better' logo has been developed by the Public Health Agency.

Please consult the [Live Better brand guidelines_October 2024](#) to ensure proper application when using the logo.

Types of logo:

The [logo is available to download from the zip file](#) contains

- a full colour jpg file, a black png version and a white (reverse out) png version,

- EPS files are also available for use by designers and printers.

If you need further advice on the Live Better initiative, please contact Diane.McIntyre@hscni.net or Paddy.McEldowney@hscni.net.

Leaflet, posters

[Live Better A5 6 pages PDF](#)

[Live Better A3 poster_community event green.png](#)

[Live Better A3 poster_community event orange.png](#)

[Live Better A3 poster_community event purple.png](#)

[Live Better A3 poster_hosting health fair green.png](#)

[Live Better A3 poster_hosting health fair orange.png](#)

[Live Better A3 poster_join us health fair green.png](#)

[Live Better A3 poster_join us health fair orange.png](#)

[Live Better A3 poster_join us health fair purple.png](#)

[Live Better A3 poster_our next LB event green.png](#)

[Live Better A3 poster_our next LB event orange.png](#)

[Live Better A3 poster_our next LB event purple.png](#)

[Live Better A4 poster_community event green.png](#)

[Live Better A4 poster_community event orange.png](#)

[Live Better A4 poster_community event purple.png](#)

[Live Better A4 poster_hosting health fair green.png](#)

[Live Better A4 poster_hosting health fair orange.png](#)

[Live Better A4 poster_hosting health fair purple.png](#)

[Live Better A4 poster_join us health fair green.png](#)

[Live Better A4 poster_join us health fair orange.png](#)

[Live Better A4 poster_join us health fair purple.png](#)

[Live Better A4 poster_our next LB event green.png](#)

[Live Better A4 poster_our next LB event orange.png](#)

[Live Better A4 poster_our next LB event purple.png](#)

Social media assets

Partners posting about Live Better on social media are asked to include the Public Health Agency and Department of Health in their posts using the following tags:

- X: [@PublicHealthNI](#) and [@HealthDpt](#)
- Facebook: [@PublicHealthAgency](#)

- Instagram: [@PublicHealthNI](#)
- LinkedIn: [@PublicHealthAgency](#)

This section contains customisable assets for you to use:

[Live Better SM health checks.png](#)

[Live Better SM health fair blue.png](#)

[Live Better SM health fair purple 2.png](#)

[Live Better SM health fair purple.png](#)

[Live Better SM health fair red.png](#)

[Live Better SM Living Well.png](#)

[Live Better SM preventing falls at home.png](#)

[Live Better SM smoking in pregnancy.png](#)

[Live Better SM Starting Well.png](#)

[Live Better SM tackling isolation.png](#)

[Live Better SM Vaccinations.png](#)

Suggested captions for social media posts

under construction

[Print](#)