

## **Our digital presence**

At the Public Health Agency, we are committed to promoting public health, engaging communities, and delivering important health messages to those who need them most.

We manage a range of websites and campaign sites that provide essential information on public health topics, resources and initiatives. These sites are designed to engage different audiences - individuals seeking information, healthcare professionals, organisations looking for resource to support their work.

Our platforms cover a wide variety of public health issues including (smoking cessation, vaccination, mental health, nutrition, cancer awareness, screening, drugs and alcohol). Through these sites, we aim to raise awareness, promote healthy behaviours, and provide information for individuals and communities to improve their health outcomes.

### **Here is a list of the sites and channels we actively manage and support:**

The PHA communications oversees a portfolio of websites and campaign sites, each designed to address specific public health issues and engage different audiences.

#### **PHA corporate website:**

- [Public Health Agency \(hscni.net\)](https://hscni.net)

#### **Campaign sites supported by PHA:**

- [Be Cancer Aware NI](#)
- [Breastfed Babies](#)
- [Choose to Live Better](#)
- [Covid-19](#)
- [Lifeline | Lifeline Helpline](#)
- [Minding Your Head](#)
- [Organ Donation NI](#)
- [Sexual Health NI](#)
- [Stop Smoking NI](#)

In addition to our web presence, we actively manage social media platforms and video channels to amplify our messaging, raise awareness, and engage the public in meaningful ways. Through these digital channels, we share content that addresses key priorities, updates and ongoing initiatives

### **Social media channels supported by PHA:**

- [Facebook @publichealthagency](#)
- [Instagram - @publichealthni](#)
- [LinkedIn - public-health-agency-pha](#)
- [X - @publichealthni](#)

### **Video channels supported by PHA:**

- [Public Health Agency \(vimeo.com\)](#)
- [Public Health Agency \(YouTube\)](#)
- [Public Health Dietitians \(YouTube\)](#)

We also maintain long-term partnerships with a variety of organisations, including healthcare providers, voluntary, government agencies, and community groups. These collaborations help us extend our reach, leverage expertise, and drive impactful public health campaigns.

### **Partner websites:**

- [10,000 more voices](#)
- [Cancer Screening NI](#)
- [Care in the sun](#)
- [Drugs and Alcohol NI](#)
- [Engage - Personal & Public Involvement](#)
- [Health and wellbeing | ni direct](#)
- [HSCQI](#)
- [NI Regional Infection Prevention and Control Manual](#)
- [Regional Workforce Wellbeing Network](#)
- [Research & Development NI](#)
- [Safeguarding Board for NI](#)
- [Work Well Live Well](#)

## Looking ahead

We are exploring new tools, platforms and strategies that reach even more people and greater impact on public health. At PHA, we believe that effective digital communications are key to creating a healthier future for everyone.

The team will continue to provide advice on, and ensure, the continuing development of digital communication applications to meet the needs identified in the Agency's business plans.

The continuous development of all websites related to PHA projects and the implementation of appropriate mechanisms for monitoring and reporting the effectiveness of all sites is another important aspect of work. Search optimisation techniques also ensure all sites are listed high on key topic searches and are easily located with high volumes of traffic driven to them. Site visits and usage are monitored on an ongoing basis to ensure they are meeting visitor targets.

Please contact Communications digital team at [pha.web@hscni.net](mailto:pha.web@hscni.net) if you have any questions about this page.

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