



**Smaller
portions
PLEASE!**

Making healthier choices

Communications toolkit



Public Health
Agency



DoH

www.health-ni.gov.uk

**CHOOSE
TO
LIVE
BETTER**

Communications toolkit

Purpose

This document provides an overview of the Public Health Agency's new Choose to live better '**Making healthier choices**' campaign. The purpose of this campaign is to encourage adults who are overweight or obese, to make healthier choices that will help to reduce weight and have a positive impact on their health. There are links to campaign assets in the document which you are invited and encouraged to share via your own communication channels.

The current landscape

Obesity is still a major public health issue in Northern Ireland. Currently almost 2 in 3 adults here are classed as being overweight or obese and it is the norm rather than the exception to carry excess weight. The campaign aims to encourage adults who are overweight or obese to take action and help reduce their risk of developing serious health conditions, including type 2 diabetes, heart disease and some cancers.

New making healthier choices campaign

The campaign focuses on portion sizes and the impact these can have on weight. The campaign aims to encourage adults who are overweight to think about the portion sizes of the food and drinks they are consuming and to reduce portion sizes as a way to reduce weight.

Key campaign message

The key campaign message is 'Smaller portions help you reach a healthier weight. It's still the food you love, just a bit less.'

The campaign signposts to **choosetolivebetter.com** for further information, handy tips and advice.

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Channel plan

The campaign will be delivered in two bursts. The first will run from 27 December 2021–16 January 2022 and second from 1–28 February 2022. The campaign features multiple channels including:

- **TV** – UTV, Channel 4, ITV Breakfast, ITV Hub, All4, Sky Adsmart.
- **Radio** – Cool FM, DTR Network, Q Network, U105, Octave and Dax.
- **Outdoor** – A wide range of formats throughout Northern Ireland.
- **Digital** – Facebook, Instagram, Twitter, Google search, Spotify Audio and Video and Belfast Live.

The second burst of advertising will also be further supported by the community pharmacy Living Well campaign 'Making healthier choices' during February and March 2022.

Assets available for you to share

We are creating a portfolio of campaign assets, which you are encouraged to share on your own channels. These include:

- Social posts (animated and static)
- Webpage banners/email signature
- A3 Posters
- A4 Posters
- TV commercial (for viewing only)

All assets can be accessed here:

pha.site/Healthier/Choices

