



# COMMUNITY TOOLKIT

**Campaign assets and resources for you  
to use in your community.**



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# ABOUT LIVELIGHTER®

LiveLighter® is a healthy lifestyle social marketing campaign targeting Western Australian adults. It is funded by the WA Department of Health to encourage and support WA adults and their families to make healthier dietary choices, be more active, and maintain a healthy weight.

LiveLighter® aims to reduce the burden of chronic diseases caused by overweight and obesity, poor diet, and physical inactivity. Its main goals include:

- ▲ Stabilising rates of growth and reverse the current increasing trends of adult overweight and obesity in Western Australia.
- ▲ Increasing the prevalence of Western Australian adults consuming a diet in line with the national dietary guidelines.
- ▲ Increasing the prevalence of Western Australian adults meeting the physical activity and sedentary behaviour recommendations.

LiveLighter® is comprehensive in its approach and employs a range of hard-hitting TV-led and digital public education campaigns, community-based support strategies, production and distribution of public education materials, research and evaluation, public relations activities, media and political advocacy on obesity prevention issues, and input into the development of public health policy.

## Eat Brighter LiveLighter®

When you think of fruit and vegetables, think colour instead. The more colour you add to your meal, the healthier you will be. Only one in ten WA adults are eating the recommended serve of five vegetables per day. The Eat Brighter LiveLighter® campaign aims to encourage people to buy more and buy a variety of fruit and vegetables.

## Key Messages

- ▲ Junk foods are loaded with sugar, salt, saturated and trans fat while being low in fruit, vegetables, fibre and wholegrains. Avoid junk foods by switching to healthy meals and snacks and aiming for 2 fruit and 5 veg every day.
- ▲ It's easy to forget that we take in energy (kilojoules) through drinks as well as food. You can drink a lot of energy without realising it. Avoid sugary drinks by switching to water instead and start to LiveLighter® today.
- ▲ Eating plenty of fruit and veg not only keeps you healthy but also protects you against disease. Go for 2 fruit and 5 veg and start to Eat Brighter LiveLighter® today.
- ▲ In between meals it's easy to be tempted by quick and unhealthy snacks. Whether it's because you're hungry, bored or stressed, it can spoil your efforts to maintain a healthy weight. Choose healthier snacks and start to LiveLighter® today.
- ▲ To achieve or maintain a healthy weight, you need to make sure you're eating the right amount of food. Watch your portion size and start to LiveLighter® today.

## Website

The LiveLighter® website offers free information, tools and resources (available to order in WA only) to assist in promoting the campaign. To order (WA only) or download LiveLighter® resources, please visit:

**[livelighter.com.au/Resources](http://livelighter.com.au/Resources)**

To note: LiveLighter® campaign materials and resources (including any sub-brands such as Eat Brighter) target Western Australian adults and should not be used when the primary audience of an event or partnership is children or adolescents.



# CAMPAIGN MATERIALS

LivLighter® run a variety of scheduled, targeted campaigns each year. To review examples of previous campaigns, and be informed of upcoming campaigns, visit the LivLighter® website and/or sign up for the [Stakeholder Newsletter](#). Healthway recommends visiting the LivLighter® website to stay up to date with current campaign resources and materials.

Below are some examples of recent TV and radio commercials and print ads.



TV Commercials



Radio Commercials



Print Ads



**DOWNLOAD CAMPAIGN MATERIALS**

# RESOURCES

Healthway is able to provide specific resources and signage to suit your event and/or program. Please contact Healthway or your Partnership Officer for more information.

## Signage Example



## Poster Examples



↓ DOWNLOAD RESOURCES

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Healthway is able to provide specific resources and signage to suit your event and/or program. Please contact Healthway or your Partnership Officer for more information.

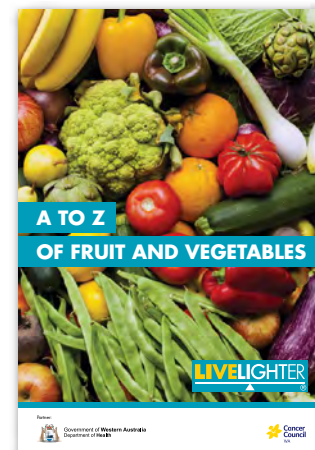
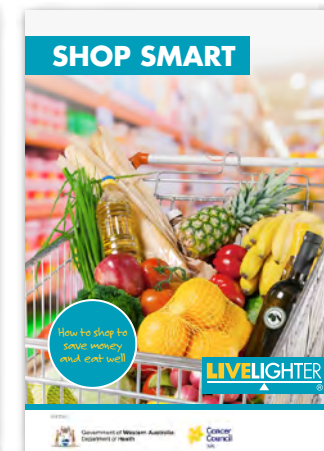
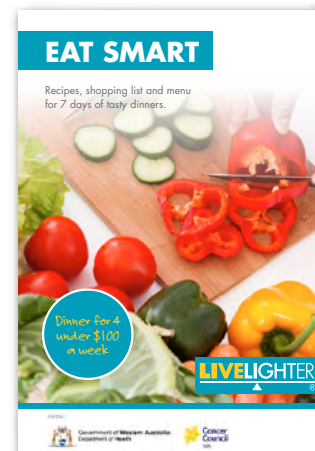
## Infographics



## Recipe Cards



## Other Resource Examples



↓ DOWNLOAD RESOURCES

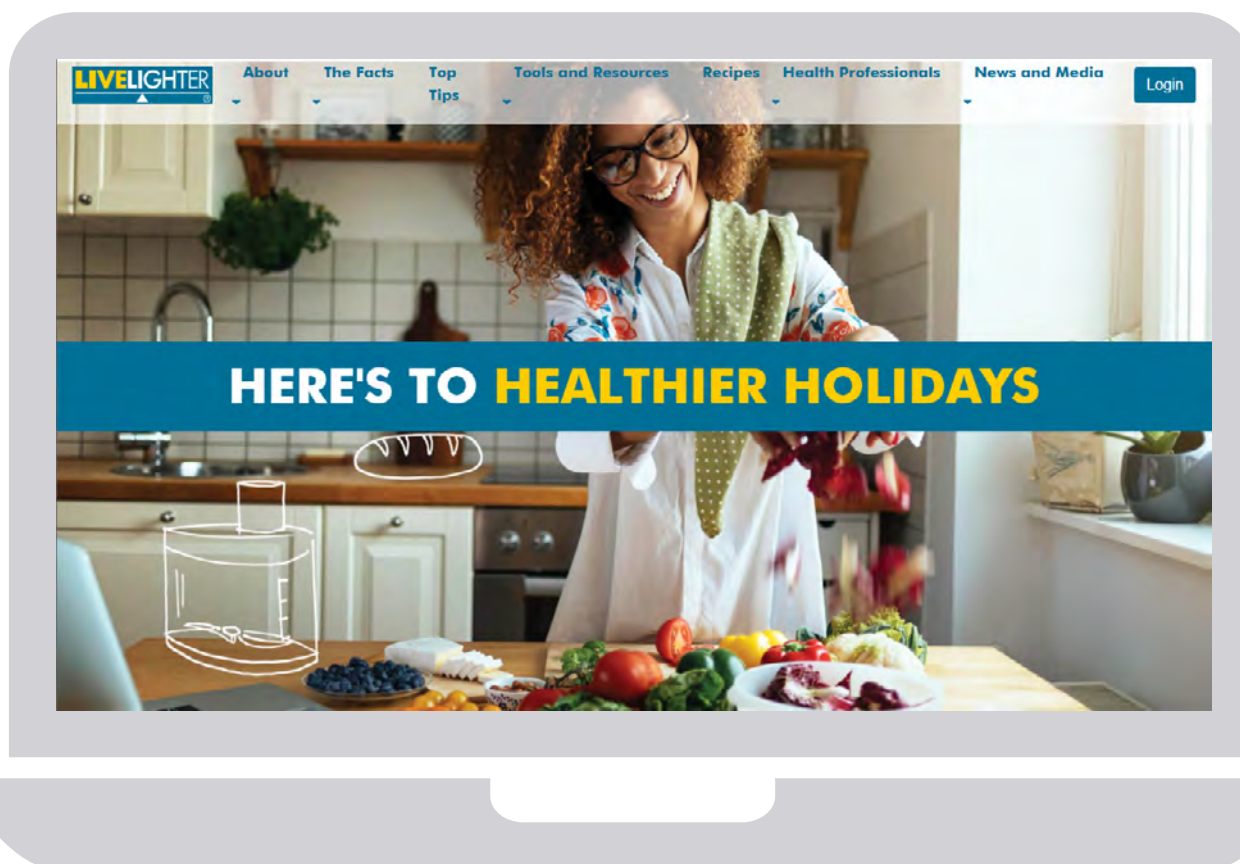


# WEBSITE CONTENT & TOOLS

The LiveLighter® website offers a variety of resources to promote healthy eating and physical activity.

Keep an eye on the site as new campaigns and resource material are continuously updated.

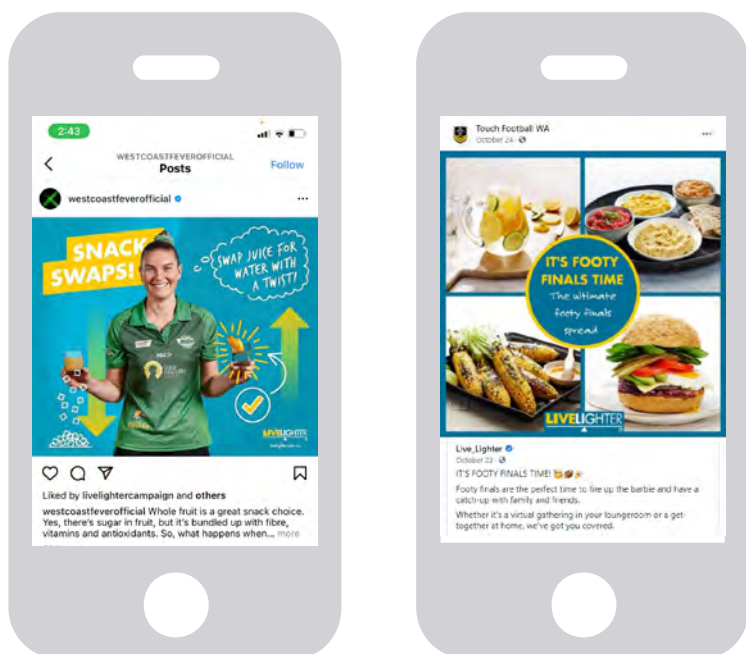
[www.livelighter.com.au](http://www.livelighter.com.au)



\*Please note: Our homepage banner is updated regularly so may look different to this

# SOCIAL MEDIA POSTS

When posting on social media, remember to share the relevant hashtags and tag LiveLighter® and Healthway, e.g. when posting on Facebook, be sure to tag **@livelightercampaign @HealthwayWA** and include the following hashtags: **#LiveLighter #creatingahealthierwa #HealthwayWA**



Additionally, supporting campaign material including social media content (social media tiles, videos and blurbs) can also be provided. For more information, please contact Healthway or your Partnership Officer.

Follow LiveLighter® and Healthway on social media to share posts



@LiveLighterCampaign



@livelightercampaign



@Live\_Lighter



@HealthwayWA



@HealthwayWA



# USEFUL CONTACTS

For more information on how to implement promotional material please contact:

Healthway

☎ 133 777

✉ [healthway@healthway.wa.gov.au](mailto:healthway@healthway.wa.gov.au) or [media@healthway.wa.gov.au](mailto:media@healthway.wa.gov.au)

LiveLighter®

☎ Telephone: 08 9212 4333

✉ [livelighter@cancerwa.asn.au](mailto:livelighter@cancerwa.asn.au)