

HEALTHY IRELAND

Lets Get Set Campaign



Healthy Ireland is a Government-led initiative aimed at improving the health and wellbeing of everyone living in Ireland.

[#HealthyIreland](#) [#LetsGetSet](#)



Rialtas na hÉireann
Government of Ireland

BACKGROUND:

In Ireland today, almost 20 months on from when Covid-19 first came to our shores, we are now potentially more health conscious as a nation than ever before.

Conversely during this most difficult time we have become more unhealthy; treating ourselves to more unhealthy food, drinking more alcohol, have had our previous active healthy habits curtailed and have gained more weight. Our awareness campaign from 2019 - which was postponed due to Covid-19 - has been renewed for this campaign.

RESEARCH:

Our latest healthy Ireland survey has told us that 92% of Irish citizens have a desire to make at least one change in their lives to improve their health and wellbeing.

From our recent qualitative research we know that people believe:

- 'Now is a unique moment to get beyond Covid-19 and 'reclaim our own lives'
- 'It's a crucial time to get out and about again'
- Health messaging should present mental wellbeing as key to health, not as an adjunct

For someone who wants to become healthier there are many messages and messengers to sift through to decipher what the most reliable information is. It can be confusing not knowing where to go to start or to get trusted information.

We know people feel:

- 'Getting healthy is important but I'm not sure where to start, there are so many conflicting messages'
- 'I know there are things I can do to be healthier but I'm not sure where to go'
- 'I wish I knew who I can trust'

TARGET AUDIENCE:

This is a mass awareness campaign with broad messaging that connects across the general population to build awareness, signpost people to the trusted sources and help them to start. The messaging and media buying are focused on a broad population reach.

COMMUNICATION CHANNELS:

The campaign will feature advertising across the month of November on national TV across all ROI stations, on radio and online video players and on-demand. We will

run radio partnerships including one with Off the Ball on Newstalk. All messaging will be supported by digital and social advertising. The campaign is found at the web link gov.ie/LetsGetset

MESSAGING:

NOT KNOWING HOW OR WHERE TO START CAN FEEL OVERWHELMING

The messaging will be twofold

1. Where to start

A trusted source will help a person find easy to follow advice. The campaign 'call to action' is to search Healthy Ireland - a Government initiative which aims to improve the health and wellbeing of everyone. Healthy Ireland is the central point that brings all the trusted sources together in one place. It connects the players at government and local level and brings everyone together to help achieve this.

2. How to start a habit

We will give advice on how to start and stick to a healthy habit. These will be broad behaviour tips for all habit forming and can also be adapted to be used across our three themes of looking after our mental health, eating well and being physically active. To include the points:

1. Start Simple
2. Be specific
3. Be Consistent
4. Monitor Yourself
5. Get a friend involved
6. Reward yourself

A Healthy Ireland survey revealed that 92% of Irish citizens want to make a change to improve their health and wellbeing.

