

Campaign Toolkit

Healthy at Home SE

get active
SOUTH EAST 

any activity is better than none

Make a start today



#GetActiveSE

#HealthyAtHomeSE

get active
SOUTH EAST 

get active your way

**Start a family
backyard project**



#GetActiveSE

#HealthyAtHomeSE

get active
SOUTH EAST 

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ENHANCING SOCIAL HEALTH



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‘Healthy at Home SE’ Campaign Toolkit 2020

A campaign titled **Healthy at Home SE** will be launched on 16 October 2020. The campaign aims to promote physical activity to communities within the City of Greater Dandenong, City of Casey, and Cardinia Shire. The campaign hopes to motivate individuals and families to consider new and creative ways to move more and integrate activity into their routines at home. The campaign is a localised and adapted version of the World Health Organisation’s ‘Healthy at Home’ campaign, which successfully leveraged social media to promote health and connection during COVID-19.

Acknowledgement

The *Get Active South East* working group is comprised of the following partners:

Enliven Victoria
Monash Health
City of Greater Dandenong council
City of Casey council
Cardinia Shire council
Department of Health and Human Services

The *Get Active South East* working group is a sub-group of the South East Prevention Leadership Group coordinated by enliven Victoria.

Campaign Overview

Background

The *Get Active South East* working group formed in July 2020 to consider ways to encourage our community to increase physical activity during COVID-19 restrictions and in COVID-19 recovery, acknowledging the challenges of remaining active under lockdown conditions.

The *Get Active South East* working group identified the World Health Organisations “Healthy at Home - Physical Activity” campaign as a highly impactful and broad-reaching intervention that could be implemented in time-responsive way. The **Healthy at Home South East** campaign was adapted to reflect the demographic diversity and local needs of the South East community.

The **Healthy at Home South East** campaign will also include a local to encourage people to share novel ideas on how to remain active. Supported campaign social media pages, participants will be encouraged to post videos, photos, or artwork of the creative ways they incorporate activity into their day.

Rationale

The number of people meeting the physical activity guidelines within the South East are very low.

According to the 2015 VicHealth Indicator's Survey:

- 22.8% of residents in Cardinia reported engaging in no physical activity during the week
- 21.9% reported in Casey reported engaging in no physical activity during the week
- 32.7% of residents in City of Greater Dandenong reported engaging in no physical activity during the week

Physical activity during times of crisis is not only important for our physical health, but also supports healthy immune function, and mental health.

The **Healthy at Home South East** campaign is aimed at encouraging individuals with highly sedentary behaviours to consider small and achievable lifestyle changes. The campaign also acknowledges that other people engaging in more active lifestyles prior to the COVID-19 pandemic, may also be experiencing new challenges in being active due to ongoing restrictions to accessing gyms, leisure centres, neighbourhood houses and community sport.

According to the [VicHealth Physical activity and sedentary behaviour Evidence summary](#), sedentary behaviour is influenced by specific individual factors:

- Time spent in sedentary behaviours increases as we age, from early childhood to adulthood
- Adults who spend more time in sedentary behaviours are less physically active

- Individuals who are in the unhealthy weight range spend more time in sedentary pursuits
- A child's sedentary behaviour is influenced by the amount of television watched by parents, watching television as a family and easy access to electronic media in the home and in the child's bedroom

It is important to acknowledge that a range of individual factors are important influences on physical activity levels. Children and young people are influenced by their history of physical activity, belief in how easy or difficult it is to be physically active, perceived competence and confidence in their ability to be active in diverse situations.

The aims of this campaign as detailed below, align well with the behavioural insights into physical activity, and the perceived barriers to getting active. By encouraging small, achievable steps towards increased physical activity it is hoped the community are inspired and motivated to participate.

Aims

The **Healthy at Home South East** campaign seeks to promote a range of simple, fun and engaging ways to incorporate active living and movement in people's daily lives and routines. The campaign aims to encourage and support people of all ages and abilities to be more active. It reinforces the benefits of moving more, acknowledging that not everyone will be ready or able to join a leisure centre or gym, or participate in team sports, particularly during COVID-19 restrictions.

The campaign assets and imagery present a range of physical activity options in a variety of settings for community members to choose something that interests them and encourages family activity.

The main objectives of this campaign are to:

The main objectives of this campaign (including the competition - see Appendix 1) are to:

1. Design and implement a localised social media campaign to build and reinforce positive perceptions of physical activity (measured using social media metrics - reach, engagement, conversion rates etc.)
2. Increase community intentions and motivation to participate in physical activity (measured by post-campaign online survey and social media metrics - engagement, participation rate in online challenge, etc)

How your organisation can get involved

This toolkit is designed to provide you and your organisation a suite of tools and assets that can be used within your digital communication platforms to share and promote the campaign and its messages.

You can freely share campaign materials and content for the duration of the campaign. This may include incorporating our imagery and messaging across your social media, newsletters and EDMs, and on your website.

Assets:

- Social Media Tiles
- Social Media Planner
- Newsletter and EDM content

You can access and download the campaign assets [here](#)

To ensure the campaigns success, we recommend considering the following:

- Encouraging your stakeholders and followers to 'share' the campaign broadly – the more people moving the better!
- If possible, share the campaign content across multiple digital platforms
- Encourage your audience to access the campaign webpage <https://enliven.org.au/healthy-at-home-se/> OR *Get Active South East* Facebook Group (<https://www.facebook.com/Get-Active-South-East-100317365150123>) to seek further resources, information and local supports around physical activity
- Actively sharing promotional campaign material to promote local competition

Campaign Images

Campaign images, social media tiles, and hero headers can be accessed and accessed at <https://enliven.org.au/get-active-south-east/>.

Social Media Planner

Campaign social media handles

IG: @getactive_southeast

Facebook: @getactive.southeast

Image	Facebook	Twitter	Instagram
	<p>Caption example/s</p> <p>Get up and get your boogy on! Here's to learning new skills whilst keeping the mind and body active, all in the comfort of your own home.</p> <p>OR</p> <p>Get up and get moving! Learning new skills such as dancing is a great way to get the mind and body active, all in the safety of your own home.</p> <p>Hashtag/s #HealthyAtHomeSE</p>	<p>Caption example/s</p> <p>There are some simple ways to keep active whilst at home, and dancing is one of them! While many of us are at home more, this is a perfect way to keep the mind and body active. Don't worry, nobody will be watching!</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>In times like these, it can be difficult to find ways to entertain ourselves. Instead of spending your time scrolling, why not try something new? Like dancing? Dancing is great for the mind and body.</p> <p>OR</p> <p>The best thing about dancing is that you can do it from the comfort of your own home, so no one is watching! So get up, get your boogy on and get active.</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>
  	<p>Caption example/s</p> <p>Get your dancing partner and get active! Dancing is a fun way to increase your daily activity.</p> <p>OR</p> <p>Get up and get moving! Learning new skills such as dancing is a great way to get the mind and body active, all in the safety of your own home.</p> <p>Hashtag/s #HealthyAtHomeSE</p>	<p>Caption example/s</p> <p>Physical activity isn't just about lifting heavy weights at the gym! Why not try something different like dancing? Dancing is suitable for all ages and abilities, and it's FUN!</p> <p>OR</p> <p>Stuck indoors and stuck for ideas? It may be the perfect time to try something new! Dancing is suitable for all ages and abilities, and most importantly is FUN!</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>In times like these it's important to look after ourselves and our relationships. Activities like dancing is a creative and easy way to get active. Add some fun into your week and try something new! Who knows, you might find a new hobby?</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>

Image	Facebook	Twitter	Instagram
<p>The infographic features a blue background with a person in a blue shirt and brown pants performing a push-up. Above the person, there are three horizontal lines representing a pull-up bar. The text 'get active your way' is at the top left, 'The 'housework workout'' is in the center, and 'get active SOUTH EAST' is at the bottom right. There are also three small icons at the bottom left.</p>	<p>Caption example/s</p> <p>Incidental activity is any activity built up in small amounts over the day. This includes housework! Let's make the most of any situation and move our bodies!</p> <p>Hashtag/s #HealthyAtHomeSE</p>	<p>Caption example/s</p> <p>Let's make the most of every opportunity to move our bodies! Doing something simple as housework can count towards your daily exercise.</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>Being physically active doesn't require a gym membership or a thousand push-ups. Combining physical activity with something you already do, such as walking the dog, shopping or doing household chores is a great way to fit in exercise as well as save time!</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>
<p>The infographic features a blue background with a person in a blue shirt and brown pants carrying two brown shopping bags. The text 'get active your way' is at the top left, 'The 'shopping bag workout'' is in the center, and 'get active SOUTH EAST' is at the bottom right. There are also three small icons at the bottom left.</p>	<p>Caption example/s</p> <p>Incidental activity is any activity built up in small amounts over the day. This includes grocery shopping! Let's make the most of any situation and move our bodies!</p>	<p>Caption example/s</p> <p>Let's make the most of every opportunity and move our bodies! Doing something simple as the food shopping can count towards your daily exercise.</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>Being physically active doesn't require a gym membership or a thousand push-ups. Combining physical activity with something you already do, such as walking the dog, shopping or doing household chores is a great way to fit in exercise as well as save time!</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>
<p>The infographic features a blue background with two people, one in a pink shirt and one in a yellow shirt, holding video game controllers. The text 'get active at home' is at the top left, 'Try 'exergaming'' is in the center, and 'get active SOUTH EAST' is at the bottom right. There are also three small icons at the bottom left.</p>	<p>Caption example/s</p> <p>Take it to the next level! 'Exergaming' is a term used for video games that include some form of exercise. Next time you reach for that controller, why not try a game that gets you off the couch and onto your feet?</p> <p>Hashtag/s #HealthyAtHomeSE</p>	<p>Caption example/s</p> <p>Next time you are looking for a new video game to play, consider games which are also a form of exercise. 'Exergaming' is a great substitute to regular videogames, and a simple way to boost your steps for the day.</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>Looking for a simple swap to increase your daily activity? How about substituting your regular video game to one which gets you moving? Get your heart racing today!</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>

Image	Facebook	Twitter	Instagram
	<p>Caption example/s</p> <p>Physical activity is all about making sure you move your body in some way, big or small. Doing something is better than nothing!</p> <p>What's your favourite way to get active?</p> <p>Hashtag/s #HealthyAtHomeSE</p>	<p>Caption example/s</p> <p>There has never been a better time than now. Start small, be consistent and your body will thank you.</p> <p>What's your favourite way to get active?</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>Being physically active doesn't require expensive gym equipment or a thousand push-ups. Sometimes all it takes is a stretch and making sure you move your body in some way.</p> <p>What's your favourite way to get active? For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>
	<p>Caption example/s</p> <p>Doing something is better than nothing! Even if it's a stroll to the park or taking the stairs. From small things, big things grow... make your move today.</p> <p>Hashtag/s #HealthyAtHomeSE</p>	<p>Caption example/s</p> <p>There has never been a better time than now. Start small, be consistent and your body will thank you. What are you waiting for?</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>Take a small step towards getting active. Sometimes all it takes is a walk in the park, a 'walking meeting', or 15 minutes of stretches before bed. Start small, be consistent and make it happen today.</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>OR</p> <p>Did you know that being active, even in small amounts, can lead to a desire to keep going? Put our theory to the test today!</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>

Image	Facebook	Twitter	Instagram
	<p>Caption example/s</p> <p>Getting your hands dirty in the garden is a great way to get active! Get outdoors this weekend and begin that project you've always thought about doing!</p>	<p>Caption example/s</p> <p>Get your hands dirty and create a project for the whole family to enjoy! It's a fantastic way to stay active and have fun at the same time.</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE #GetSunflowered</p>	<p>Caption example/s</p> <p>It is the perfect time to begin that backyard project that's always been on that to-do list! Activities such as gardening is such a great way to help us stay active. It is also something fun for the whole family to enjoy!</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE #GetSunflowered</p>
	<p>Caption example/s</p> <p>While we keep our distance, staying active is critical for both our physical and mental health. There are so many free online resources to help motivate you to get active. The options are endless!</p> <p>What's your favourite way to workout online?</p> <p>Hashtag/s #HealthyAtHomeSE</p>	<p>Caption example/s</p> <p>The options are endless when looking online for motivation to get active. Make the start today and get your sweat on – online!</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>With the abundance of videos online, there is something for everyone when it comes to finding an exercise that suits you. The options are endless! It is also a great way to catch up with others whilst staying active.</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s #HealthyAtHomeSE #GetActiveSE</p>

Image	Facebook	Twitter	Instagram
	<p>Caption example/s</p> <p>Throw it back! You don't need new sports equipment to be active. Sometimes a ball, chalk or a skipping rope is all you need! What is your favourite playground game?</p>	<p>Caption example/s</p> <p>Old-school games like elastics, hopscotch, hula-hoops and quoits can bring hours of fun for the entire family, all while boosting your daily activity levels. Winning!</p> <p>Hashtag/s</p> <p>#HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>Being physically active doesn't have to require expensive gym equipment or push-ups. Sometimes all it takes is a walk to the nearest playground or jumping with the skipping rope. From small things, big things grow.</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s</p> <p>#HealthyAtHomeSE #GetActiveSE</p>
	<p>Caption example/s</p> <p>Did you know that your child is more likely to be active if you are too? Find ways to incorporate activity into your day, and your whole family will experience the benefits!</p> <p>Hashtag/s</p> <p>#HealthyAtHomeSE</p>	<p>Caption example/s</p> <p>Healthy habits start at home and start young. Let's find fun ways to get active today.</p> <p>Hashtag/s</p> <p>#HealthyAtHomeSE #GetActiveSE</p>	<p>Caption example/s</p> <p>Whether it is bike riding to the shops, Zumba or throwing the frisbee, you won't be the only one who benefits!</p> <p>For more tips on getting active, head to @getactive_southeast</p> <p>Hashtag/s</p> <p>#HealthyAtHomeSE #GetActiveSE</p>

Image	Facebook	Twitter	Instagram
	<p>Caption example/s</p> <p>Let's get the whole family moving, including the adults! Planning family outings that include physical activity is a great fun way to get active.</p>	<p>Caption example/s</p> <p>Finding something fun the whole family can enjoy can help us all achieve our daily exercise. Plan family outings that include physical activity and let's get the whole family moving.</p>	<p>Caption example/s</p> <p>Who says adults can't join in? Getting the whole family involved in some sort of physical activity is so much fun! Go for a bike ride, play hide-and-seek, or start up a backyard cricket or footy game. Let's get the whole family moving!</p>
	<p>Hashtag/s</p> <p>#HealthyAtHomeSE</p>	<p>Hashtag/s</p> <p>#HealthyAtHomeSE #GetActiveSE</p>	<p>For more tips on getting active, head to @getactive_southeast</p>
			<p>Hashtag/s</p> <p>#HealthyAtHomeSE #GetActiveSE</p>
			
			

Newsletter Content/ Copy

Title: Get Active with the Healthy at Home South East Campaign

Read to be inspired with new ways to move every day? Let's go!

The **Healthy at Home South East** campaign highlights just how easy and fun getting active can be! Our aim is to get everyone in our community moving more - an active community is a healthy community.

Developed by Enliven Victoria and supported by a local collective of community health organisations and councils, the **Healthy at Home South East** campaign is designed to encourage and support people of all ages and abilities to get active. **Healthy at Home South East** is all about finding simple, interesting and achievable ways of moving more, and sitting less each day.

You can help spread the word! The **Healthy at Home South East** campaign includes a toolkit with clear messaging for organisations to reach local individuals and families using social media. Use our campaign to motivate people to be more active and start feeling the benefits of physical activity today.

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Appendix 1 – get active SE Competition

The **Healthy at Home South East** campaign will incorporate a *Get Active South East* competition where participants will be encouraged to submit videos, photographs, or artwork to represent the novel ways they are getting active. These can be uploaded to Facebook or Instagram.

Prizes will be offered to the winning entry from each of the local government areas in the south east – Greater Dandenong, Casey, and Cardinia.

Entries for each municipality will be judged by local ambassadors, such as respective citizens of the year (including Citizen of the Year, Youth Citizen of the Year and Senior Citizen of the Year). Instructions and criteria for judging will be forwarded to each of the participating judges. Judges will determine an overall winner for their municipality.

enliven will provide a voucher to a local sports store or leisure centre, as selected by each of the three winners.