

My health
for life 

GOOD FOR GLADSTONE

September 2024

STAKEHOLDER COMMUNICATIONS TOOLKIT

HEALTHIER QUEENSLAND ALLIANCE



Queensland
Government



WHAT IS MY HEALTH FOR LIFE?

My health for life is a FREE Queensland Government health action initiative, funded through Health and Wellbeing Queensland. Since 2017, *My health for life* has been helping everyday Queenslanders understand their health and create their own plans to adopt healthier habits and to achieve their goals in simple, achievable steps.

GOOD FOR GLADSTONE

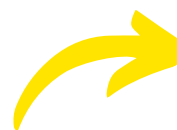
a first-of-its-kind health action campaign

Now, *My health for life* is launching a campaign to help promote healthier habits across the Gladstone Local Government Area with 'Good for Gladstone'. Local organisations and community groups like the Gladstone Regional Council, Gladstone Ports Corporation, local services and interagency groups, are getting on board this September to take part in activities and events that will help our whole region find ways to be healthier. Good for Gladstone is the first event of its kind in Queensland and *My health for life* is excited to be launching the campaign.

Let your community know about the exciting free events, health checks, presentations, try outs, and hotspots on offer this September to better understand their health and maintain healthy habits.

Start by checking in with your health with a free online health check and find out what Good for Gladstone activities are happening this September at www.myhealthforlife.com.au/goodforgladstone

See you there!



Scan for Good for Gladstone events

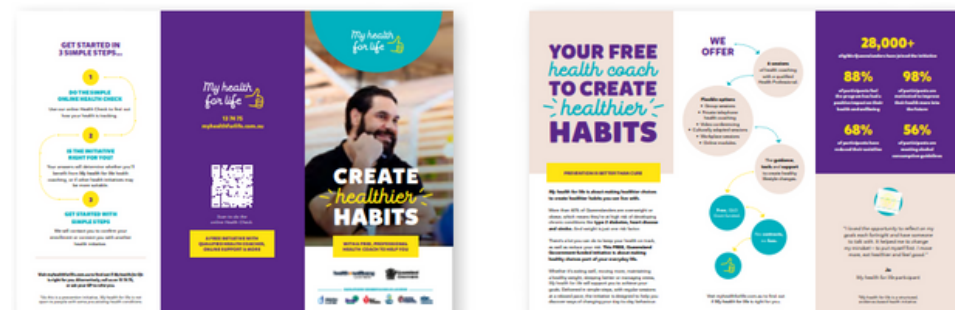


Click [HERE](#) to download your free resources to promote Good for Gladstone

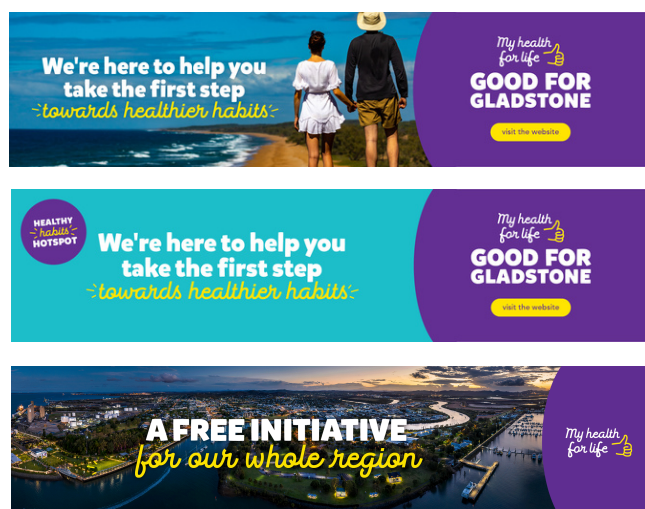
RESOURCE 1: POSTERS



RESOURCE 2: DL BROCHURE



RESOURCE 3: EMAIL BANNERS



RESOURCE 4: SOCIAL MEDIA

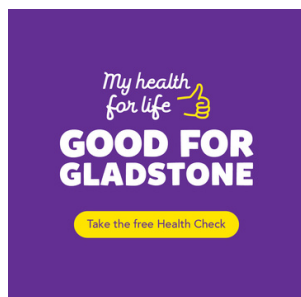
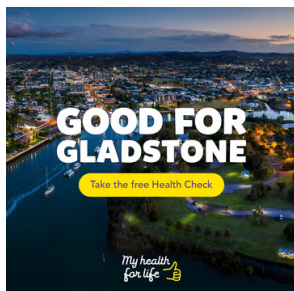
This September we encourage you to promote Good for Gladstone using your business Facebook, Instagram or LinkedIn accounts. We have provided images and suggested captions.

Please tag us @myhealthforlifeQLD and use hashtags: #myhealthforlife #goodforgladstone #healthierqueenslandalliance #healthandwellbeingqueensland #healthierchoices #healthierhabits #createhealthierhabits #simplesteps #preventionbetterthancure #chronicdiseaseprevention

My health for life also invites you to share any of our content found on Facebook @myhealthforlifeQLD

General Promotion

IMAGES



CAPTION

🎉 We're Good for Gladstone! 🎉

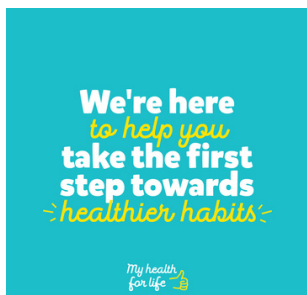
Join us this September as we support our community to promote healthier habits across the Gladstone region as part of the Good for Gladstone campaign with @Myhealthforlife.

FREE Take advantage of the FREE activities on offer. Find the stall at local events, have a health check, join a health presentation, Try Out a new activity, or visit a Healthy Habit Hotspot.

To find out what's happening in your local area, or to better understand your health, visit 📍 www.myhealthforlife.com.au/goodforgladstone

Help us be Good for Gladstone and spread healthier habits across Gladstone this September! 🍌🍉🍏🍏

Community Groups - PROMOTE YOUR EVENT OR HEALTH CHECKS



You're invited to our [name of event]!

We're supporting our community this September by promoting healthier habits across the Gladstone region as part of the Good for Gladstone @Myhealthforlife campaign.

Get your blood pressure and health checked for free, gain health tips, support and more!

Event Details:

 Date [Insert Date]

 Time [Insert Time]

 Location [Insert Address]

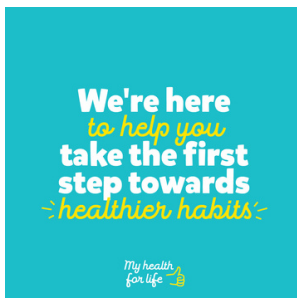
Everyone is welcome, so bring your family and friends!

See what Good for Gladstone is all about by visiting www.myhealthforlife.com.au/goodforgladstone

RESOURCE 4: SOCIAL MEDIA

Community Groups - PROMOTE YOUR HEALTH PRESENTATION

IMAGE



CAPTION

☀ Join us for a free health presentation ☀

We're proud to support our community this September by promoting healthier habits across the Gladstone region as part of the Good for Gladstone @Myhealthforlife campaign.

Join us for a free Healthy Habits presentation delivered by *My health for life* to help your understand our health and how to adopt healthier habits to support our health.

You'll get to take some useful health guides and resources home, and speak to health professionals from the *My health for life* team.

Presentation Details:



Date [Insert Date]



Time [Insert Time]



Location [Insert Address]

👉 RSVP today: [insert community group contact details]

See what Good for Gladstone is all about by visiting www.myhealthforlife.com.au/goodforgladstone

Community & Sporting Groups - PROMOTE A TRY OUT



☀ Join Us for a FREE Try Out this September ☀

Ever wanted to try [insert activity]? This is your chance! We are running a **FREE** Try Out in September to promote healthier habits as part of the Good for Gladstone @Myhealthforlife campaign.

Whether you're looking to get more active, meet new people, or find a fun activity for yourself or your kids, these Try Outs are a great way to taste test something new and healthy.



Date: [Insert Date]



Time: [Insert Time]



Location: [Address]

Bring your family and friends along

See what Good for Gladstone is all about by visiting www.myhealthforlife.com.au/goodforgladstone

RESOURCE 4: SOCIAL MEDIA

Health Professionals - HOTSPOTS

IMAGE

CAPTION



🎉 **[ORGANISATION NAME]** IS GOOD FOR GLADSTONE 🥗

Throughout September we'll be a Healthy Habits Hotspot, supporting the Good for Gladstone campaign to promote healthier habits across the Gladstone region 🚴🥬🥕

👩👨 Healthy Habits Hotspots are trusted health professionals in the community who can help you to check in with your health and receive support to build and maintain healthier habits through the free *My health for life* initiative.

Visit our Healthy Habits Hotspot at **[organisation]** today to ask us if *My health for life* is right for you.

See what Good for Gladstone is all about by visiting www.myhealthforlife.com.au/goodforgladstone

Please use the following # for your posts

#myhealthforlife #goodforgladstone #healthierqueenslandalliance
#healthandwellbeingqueensland
#healthierchoices #healthierhabits #createhealthierhabits
#simplesteps #preventionbetterthancure
#chronicdiseaseprevention



RESOURCE 5: NEWSLETTERS

Do you send regular emails or newsletters to your networks? If so, why not include reference to Good for Gladstone in your next communication. Below are some example you may like to use.

General Promotion

HEADLINE

First-of-its-kind health action campaign is 'Good For Gladstone'

COPY

My health for life is a FREE Queensland Government health action initiative, funded through Health and Wellbeing Queensland. Since 2017, *My health for life* has helped over 30,000 everyday Queenslanders create their own plans to adopt healthier habits and to achieve their goals in simple, achievable steps.

Now, *My health for life* is launching the Good for Gladstone campaign to help promote healthier habits across the Gladstone region. Local organisations and community groups like the Gladstone Regional Council, Gladstone Ports Corporation and our own, are getting on board this September to take part in activities and events that will help our whole region find ways to be healthier. Good for Gladstone is the first event of its kind in Queensland and *My health for life* is excited to be launching the campaign here first.

Take advantage of the FREE activities in September. Find the stall at local events, have a health check, join a health presentation, Try Out a new activity, or visit a Healthy Habit Hotspot to better understand your health and maintain healthy habits.

Start by taking a free online health check or simply visit the website to find out what Good for Gladstone events are happening near you at www.myhealthforlife.com.au/goodforgladstone

See you there!



RESOURCE 5: NEWSLETTERS

Community & Sporting Groups - PROMOTE A TRY OUT

HEADLINE

Join us at our free try out this September for GOOD FOR GLADSTONE

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You're invited to participate in a FREE Health Check and our FREE Try Out this September!

[Organisation] is running free Try Outs for [insert activity/s] to promote healthier habits as part of the Good for Gladstone campaign. Whether you're looking to get more active, meet new people, or find a fun activity for yourself or your kids, these Try Outs are a great way to taste test something new and healthy.

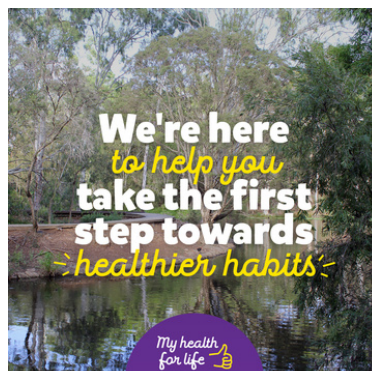
Try Out Details

 Date

 Time

 Location

To find out more about Good for Gladstone, visit
www.myhealthforlife.com.au/goodforgladstone



RESOURCE 5: NEWSLETTERS

Community & Sporting Groups - PROMOTE AN EVENT/ HEALTH CHECK / PRESENTATION

HEADLINE

Come along to our FREE health event/presentation for GOOD FOR GLADSTONE

COPY

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[Organisation] is inviting you to a FREE health event **and/or** presentation this September to promote healthier habits as part of the Good for Gladstone campaign.

Learn about healthy habits and better understand how your health stacks up. Chat to the *My health for life* team about the support available to you and get your blood pressure and health checked.

Event/Presentation Details:



Date



Time



Location

For more information about Good for Gladstone, visit
www.myhealthforlife.com.au/goodforgladstone





RESOURCE 5: NEWSLETTERS

Health Professionals - HOT SPOTS

HEADLINE

Healthy Habits are GOOD FOR GLADSTONE

COPY

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Health Organisations like ours will become Healthy Habits Hotspots in support of the Good for Gladstone campaign to promote healthier habits across the Gladstone region. Come and visit our Healthy Habits Hotspot at [organisation] this September to chat to us about whether *My health for life* is right for you.

To find out more about Good for Gladstone, visit www.myhealthforlife.com.au/goodforgladstone

**Hard copy Good for Gladstone posters and stickers are also available to order.
Please contact zargeros@strokefoundation.org.au before 26.08.2024**