

Example real world poster campaigns

Work through the campaign materials in the link below and the example campaign posters.

Can you identify any psychologically-informed messages?

Which models could you link these to (e.g., Health Belief Model, Theory of Planned Behaviour?)

How could any of these be made stronger?

[Flu third sector stakeholder toolkit](#)

Download 1000s of health advice
from the NHS website

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Whatever you are here for today, it's OK to ask about...

Eating healthier

Eat lots of fruit and vegetables (5 a day)
Eat smaller portions
Swap unhealthy snacks and drinks for healthier ones
Drink plenty of water

Immunisations

Keep up to date with your immunisations
It is a safe way of protecting you and your family
It is never too late to catch up on most immunisations

Wellbeing

There are five ways we can support our own wellbeing:

- Connect: With the people around you, with family, friends, colleagues
- Be active: Get for much to do, keep moving, go for a walk, garden
- Take notice: Be curious, look up at the world around you, be interested, be in the moment
- Keep learning: Try something new, challenge yourself
- Give: Be something to rely on for others, be a source of support, be a friend

Alcohol

If you want to keep your health risks from alcohol low:

- Drink less than 14 units per week (men and women)
- Have several alcohol free days
- If you are pregnant or there is a chance you could be, it is safest not to drink at all

Screening

Don't ignore your screening invite; it could save your life!
The four main adult screening programmes in Wales are:

- Bowel screening
- Cervical screening
- Breast screening
- Abdominal aortic aneurysm (AAA) screening

Being more active

Be active: every minute counts
Don't be still for too long
Make a start today: it's never too late

Stopping smoking

Smokers are four times more likely to stop smoking with free NHS stop smoking support than by going it alone

- Call: Help Me Quit 0800 085 2219
- Text: HMQ to 80808
- Visit: helpmequit.wales

We may talk to you about your lifestyle and being healthy.
We are here to support you.

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Quit Smoking Start Saving

Join the thousands
of people who are
quitting smoking.



Download the free
NHS Quit Smoking
app to get started
or scan the QR code
for more information.

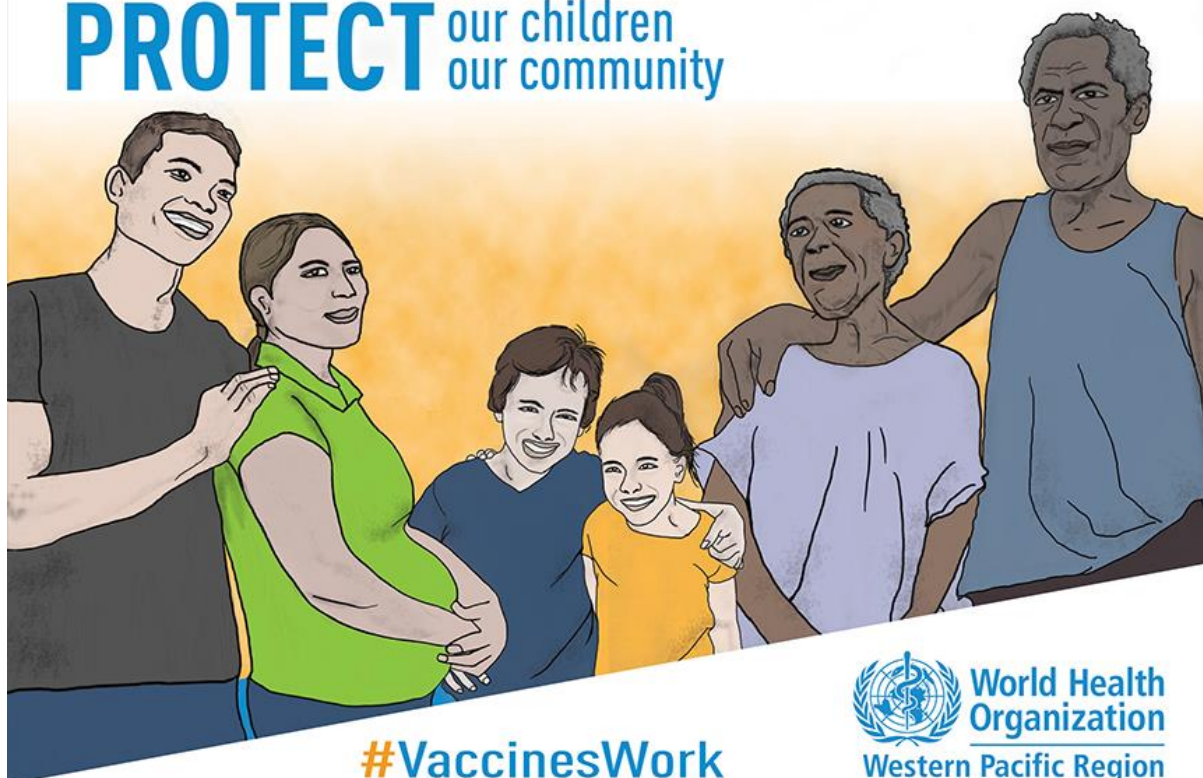


SCAN ME





VACCINATION
is everyone's job.
PROTECT our children
our community



#VaccinesWork



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