



Promotional resource kit

**FITTER, HEALTHIER
HAPPIER!**



About the Better Health Program

Overview

The Better Health Program is a healthy lifestyle program that focuses on eating habits, physical activity and behaviour change. The program has been created by nutrition, exercise and psychology professionals. It is for children aged 7-13 who are above a healthy weight and encourages the whole family to form lasting, healthy habits.

How does it work?

For 10 weeks, families can attend face-to-face, group sessions or complete online activity sessions which are supported by telephone coaching calls. The weekly sessions focus on topics such as nutrition, physical activity and behaviour change.

Supportive resources are given to families throughout the program. These include educational handouts, posters, physical activity equipment, a serving cup, label reading tool and a fitness tracker* to encourage activity.

*Online program only





Promotion and presentations

Promotional presentations

Health professional and/or promotional staff from Better Health Company are available to deliver presentations about the program in local communities. Presentations can be delivered face-to-face or via your preferred online platform (ie Zoom, Teams etc).

Promoting the program

The following pages include links to digital and physical resources that can be used to promote the Better Health Program.

Physical resources can be distributed anywhere that children and families visit, including schools, religious venues, community spaces and sports facilities.

Digital resources can be shared on social media, attached to emails, added to websites and used in digital advertising.

While we love any opportunity to share the program, please take care when promoting the program and ensure that the setting is appropriate to the program messages.

More information

For more information you can visit www.betterhealthprogram.org

To organise a presentation, or to find out more about how you can promote the Better Health Program, please call [1300 822 953](tel:1300822953) or email info@betterhealthcompany.org



Finding the Better Health Program online

Social media

Better Health Company can be found on Facebook and Instagram by searching for betterhealthcompany.

Facebook uses the tag
[@betterhealthco](#)

Instagram uses the tag
[@betterhealthcompany](#)

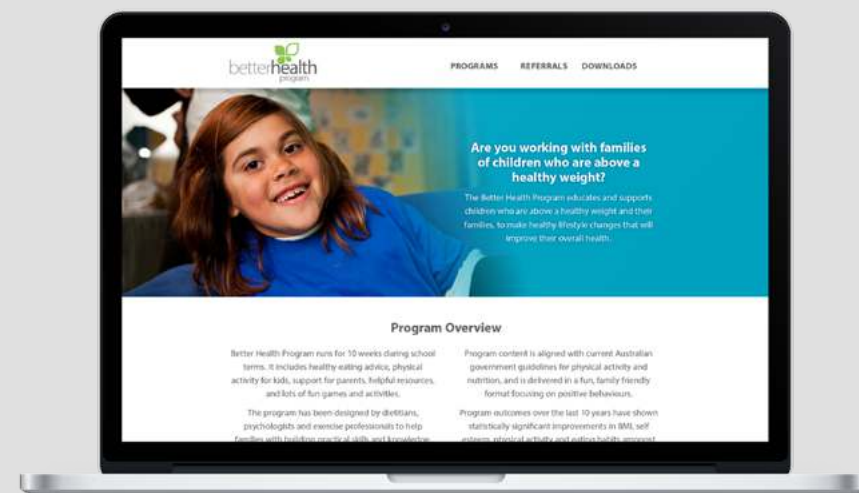
There is also a closed Facebook group for the parents and carers of participants who complete the online version of the program.

Website

www.betterhealthprogram.org

The Better Health Program website is a useful resource for health professionals and families who wish to know more about the program.

It is also where participants log in to manage their learning modules, download useful resources and complete program surveys.





Physical resources

Promotional Resources - Print

A selection of printable, promotion resources can be downloaded from Google Drive [here](#).

Among these are A3 posters, A5 flyers, A4 folded brochures and an information document for health professionals. They can be downloaded and printed, or be used as digital signage and attachments.

Some physical resources can also be supplied by Better Health Company on request.

1300 822 953

info@betterhealthcompany.org





Digital resources

Promotional resources - Social

Digital, promotion resources can be downloaded from Google Drive [here](#).

These can be used across social media, in emails, on websites or for digital signage.

Useful hash-tags to use are...

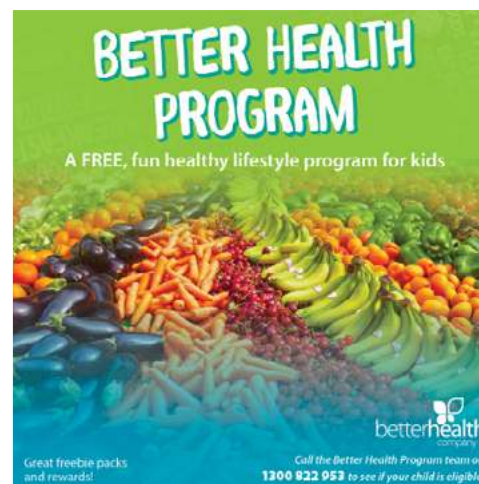
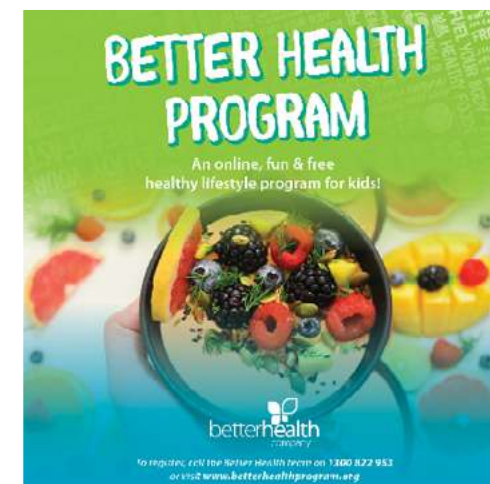
[#betterhealthprogram](#) [#betterhealth](#) [#childrenshealth](#)
[#healthylifestyle](#) [#livewell](#) [#eatwell](#) [#health](#) [#fitness](#) [#nutrition](#)
[#childrensnutrition](#) [#childrensfitness](#) [#kidslifestyle](#) [#healthylife](#) [#fresh](#)
[#goodfood](#) [#getactive](#) [#healthyeating](#) [#kidshealth](#) [#familyhealth](#)
[#active](#) [#lifestyle](#) [#feelgood](#) [#familyfitness](#) [#familylifestyle](#)
[#kidslifestyle](#) [#healthyliving](#)

If you need other resources then please contact the Better Health Company.

1300 822 953
info@betterhealthcompany.org

Promotional resources - Video

Promotional YouTube videos can be found [here](#).



Parent company and other programs

Better Health Company

Better Health Company are the creators of the Better Health Program. With years of experience delivering lifestyle programs for all age groups, the organisation delivers large scale, high quality, statewide program roll outs to communities across Australia and NZ.

All programs are carefully developed by dietitians, psychologists and other health professionals to make sure they are suitable for the age and lifestyle of the participants. They are also consistent with Australian government guidelines and recommendations.

www.betterhealthcompany.org



Partners

The Better Health Program is free for West Australian families to attend through funding from the WA Department of Health (WADOH).



Government of **Western Australia**
Department of **Health**





Get in touch

Get involved

If you are interested in promoting the Better Health Program or delivering coaching for the program, we would love to hear from you!

Likewise, if you are an organisation or government department interested in running the Better Health Program, please don't hesitate to contact us.

Contact us

Better Health Program details

Call: 1300 822 953

Email: info@betterhealthcompany.org

Visit: www.betterhealthprogram.org

