

LIVELIGHTER®

‘HEALTHIER HOLIDAYS’ CAMPAIGN



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Partner:



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



LIVELIGHTER
▲
®

ABOUT LIVELIGHTER®

LiveLighter® is a healthy lifestyle social marketing campaign targeting Western Australian adults. It is funded by the Department of Health WA and delivered by Cancer Council WA.

LiveLighter® aims to reduce the burden of chronic disease caused by overweight and obesity, poor diet, and physical inactivity. Its main goals include:

- Stabilising and reversing the current trend of increasing rates of adult overweight and obesity in Western Australia;
- Increasing the prevalence of Western Australian adults consuming a diet in line with the national dietary guidelines; and
- Increasing the prevalence of Western Australian adults meeting the national physical activity and sedentary behaviour recommendations.

LiveLighter® is comprehensive in its approach and employs a range of hard-hitting TV-led public education campaigns, community-based support strategies, production and distribution of public education materials, research and evaluation, public relations activities, media and political advocacy on obesity prevention issues, and input into the development of public health policy.

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ABOUT 'HEALTHIER HOLIDAYS'

The Healthier Holidays campaign has been developed by Cancer Council WA to motivate and assist Western Australians in leading a healthy lifestyle during the end-of-year holiday season. The predominantly digital campaign intends to educate Western Australians on healthy eating and meal preparation, and reducing alcohol consumption. It seeks to emphasize the range of practical and handy things people can do to be healthy during the holiday season.

As well as digital channels, the Healthier Holidays campaign will feature on metropolitan bus shelter locations across WA.

Primary campaign aims

- Encourage and motivate people to eat and cook healthy foods and drinks during the holiday season; and
- Raise awareness of the LiveLighter® website and its suite of healthy lifestyle resources.

Target audience

The primary target audience for this campaign is Western Australian adults aged 25-64 with a BMI of 26-30, and those at risk of sliding into this weight range.

Secondary target audiences include:

- Parents of school-aged children;
- Primary household purchaser/s;
- Office workers;
- People living in low-SES/disadvantaged and regional areas; and
- Aboriginal and Torres Strait Islander people.

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KEY MESSAGES

- Western Australians can still lead a healthy lifestyle during the holiday and new year period.
- No matter how people choose to celebrate this holiday season, there are plenty of ways to cook healthy, tasty meals that will please everyone.
- Not drinking alcohol at all is the safest and healthiest option. But reducing your drinking will also benefit you right now and reduce your risk of cancers and other health problems later.

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CAMPAIGN SCHEDULE

'Healthier Holidays' campaign			
6/12/20	13/12/20	20/12/20	27/12/20
		Commute	
Digital – Native			
Digital – Facebook and Instagram			

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BUS SHELTER LOCATIONS

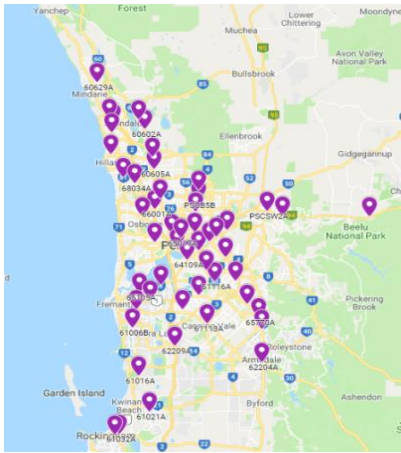
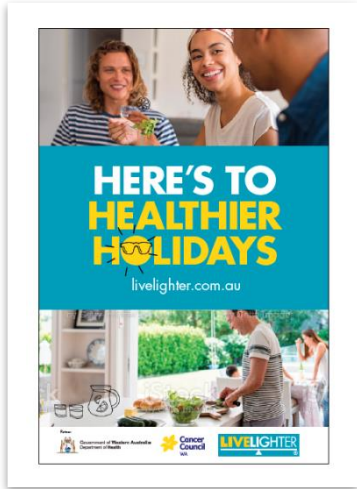
Canning Hwy W/O Conon Rd N/S
Centre Platform Facing Platforms 1 & 2
Great Eastern Hwy W/O Stoneham St N/S
Karrinyup Rd W/O North Beach Rd N/S
William St E/O Diamond St S/S
Karel Ave S/O Hurley Way W/S
Ranford Rd W/O Nicholson Rd N/S
Albany Hwy N/O Liege St W/S
Albany Hwy S/O Mallard Way E/S
Beach Rd E/O Okely Rd S/S
Abernethy Rd N/O Leach Hwy W/S
Station Entry Upper Concourse O/S
Station Managers Office
Manning Rd E/O Challenger Ave S/S
Marmion Ave N/O Prendiville Ave E/S
Shenton Ave E/O Connerly Dr N/S
Marmion Ave N/O Readshaw Rd E/S
Albany Hwy S/O Clara St W/S ID 10023
Albany Hwy N/O Lake Rd E/S
Great Eastern Hwy E/O Greenmount Rise S/S
Ocean Reef Rd E/O Eddystone Ave N/S
Beaufort St N/O Lincoln St E/S
West Coast Dr S/O Hepburn Ave W/S
Ellen Stirling Blvd N/O Scarborough Beach Rd W/S
Wanneroo Rd N/O Windsor Rd E/S
Great Eastern Hwy E/O Cornwall St E/S
Albany Hwy E/O Dalziell St S/S
Marshall Rd W/O Energy St S/S
Wanneroo Rd OPP Canham Way E/S
Guildford Rd N/O Seventh Ave E/S
Gilmore Ave N/O Sulphur Rd E/S
Hester Ave E/O Baltimore Pde S/S
Great Eastern Hwy W/O Bushby St S/S
Wellington Rd N/O Walter Rd E/S
Walter Rd S/O Progress St W/S
Leach Hwy W/O North Lake Rd N/S

Applecross
Armadale
Ascot
Balcatta
Beckenham
Bull Creek
Canning Vale
Cannington
Cannington
Carine
Cloverdale
Cockburn Central

Como
Connolly
Currambine
Duncraig
Gosnells
Gosnells
Greenmount
Heathridge
Highgate
Hillarys
Innaloo
Kingsley
Lathlain
Maddington
Malaga
Marangaroo
Maylands
Medina
Merriwa
Midvale
Morley
Morley
Myaree

Benara Rd W/O Strutt Way S/S
Charles St S/O Bourke St W/S
South St W/O Jarvis St N/S
Canning Hwy E/O Stock Rd S/S
St Georges Tce E/O Barrack St S/S
Lower Walkway North Entry Facing Escalator
Great Eastern Hwy W/O Fauntleroy Ave N/S
High Rd W/O Riley N/S
Great Eastern Hwy W/O Epsom Ave S/S
Dixon Rd W/O Ennis Ave N/S
Dixon Rd E/O Dowling Rd S/S
Great Eastern Hwy E/O Sawyers Rd S/S
Canning Hwy S/O Hovia Tce W/S
Rockingham Rd S/O Phoenix Rd W/S
Albany Hwy N/O Boundary Rd W/S
Hay St E/O Denis St S/S
Spencer Rd W/O Hume Rd S/S
Wanneroo Rd S/O Hastings St W/S
Wanneroo Rd S/O Wallawa St W/S
Rockingham Rd N/O Wattleup Rd W/S
Wanneroo Rd N/O Amelia St E/S

Noranda
North Perth
O'Connor
Palmyra
Perth
Perth Underground
Redcliffe
Riverton
Rivervale
Rockingham
Rockingham
Sawyers Valley
South Perth
Spearwood
St James
Subiaco
Thornlie
Wanneroo
Wanneroo
Wattleup
Westminster



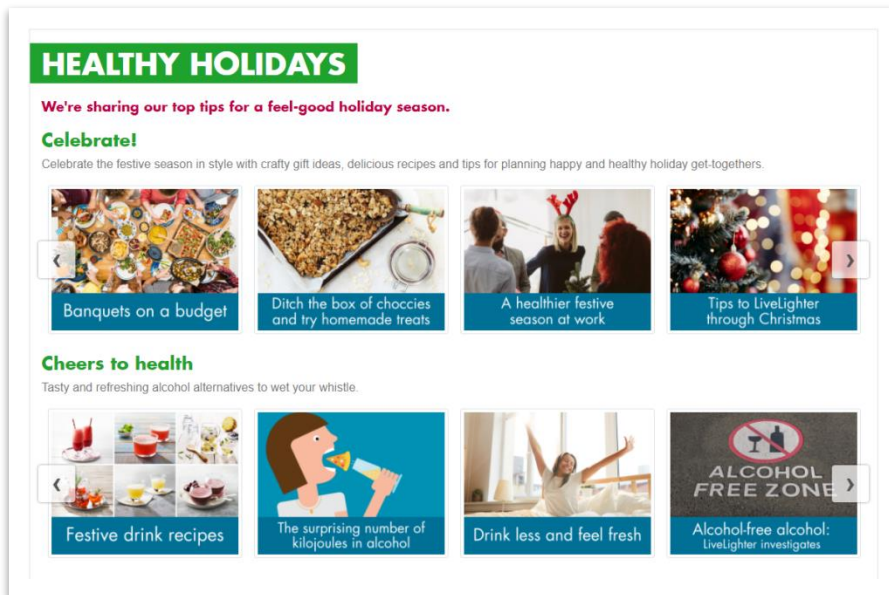
See the locations in proximity to key QSR sites: <https://bit.ly/3eFgBU2>

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CAMPAIGN MATERIALS

Website



[Healthy Holidays Hub](#)



[LiveLighter Homepage](#)

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CAMPAIGN MATERIALS

NEW Drinks Recipes!



[Sweetpea](#)



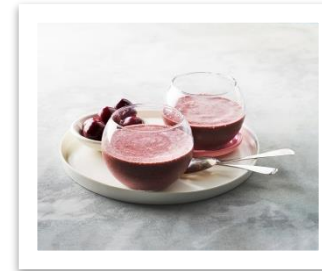
[Pineapple Sparkler](#)



[Ski Slopes](#)



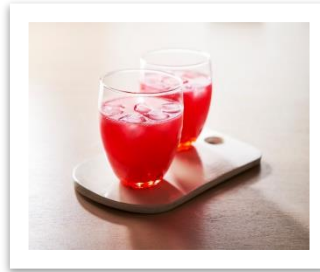
[Iced Latte](#)



[Choc Cherry Bomb](#)



[Watermelon Fizz](#)



[Ruby Zinger](#)



[Coffee Blizzard](#)



[Poolside Percy](#)



[Popeye's Punch](#)

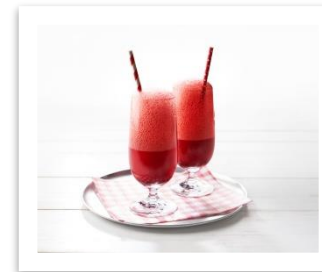
Looking for some drink inspiration?
Eight of our new drinks recipes are
also available as [recipe cards](#) which
can be [ordered](#) for delivery
anywhere in WA.



[Peach & Rosemary
Iced Tea](#)



[Iced London Fog](#)



[Cherry Creaming
Soda](#)

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CAMPAIGN MATERIALS

Recipes



[Healthy Hummus Four Ways](#)



[Healthy Mexican Street Corn](#)



[Healthy Walnut Lentil Salad](#)

Want to share our recipes with your networks? Contact the [LiveLighter®](#) team to discuss.

Blogs



Ditch the box of choccies and try homemade treats



Ditch the diet pressure and think health this year



Better BBQs that go beyond the sausage sizzle



Drink less and feel fresh



A healthier festive season at work



Easy ways to get more movement into your day

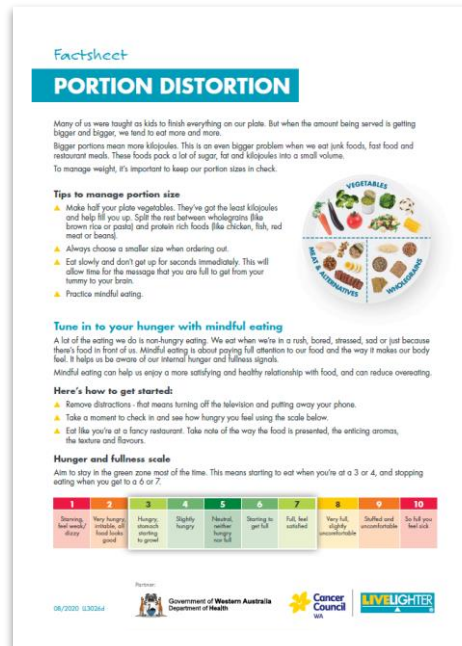
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Factsheets



Cut back on alcohol



Portion distortion

Recipe Cards



To download a copy or order any of our resources for delivery in WA, visit the **LivLighter** website.

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LIVELIGHTER

EXTENDING THE CAMPAIGN LOCALLY

Social Media Posts

Follow us on social media to share our social media posts

 [@LiveLighterCampaign](https://www.facebook.com/LiveLighterCampaign)

 [@livelightercampaign](https://www.instagram.com/livelightercampaign)

 [@Live_Lighter](https://twitter.com/Live_Lighter)

 [@livelightercampaign](https://www.tiktok.com/@livelightercampaign)

We are encouraging all stakeholders to support the campaign through their social media channels, following the launch on Sunday 6 December 2020.

When posting on social media, remember to share hashtags and tag LiveLighter® with the relevant handles e.g. when posting to Facebook, be sure to tag the LiveLighter campaign and include the following hashtag: [#LiveLighter](#) [#HealthierHolidays](#)



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We would be happy to discuss how Cancer Council WA can work with you to reach your community with the LiveLighter® campaign.

For further information please contact:

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jstevens-cutler@cancerwa.asn.au
08 6389 7844

Partner:



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



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