

Social media and digital assets

For pharmacies using social media channels, there is an opportunity to let followers know the pharmacy is involved in the campaign and to promote the campaign messages. Please share the Public Health Agency's posts or create your own posts, tagging the PHA, Health and Social Care NI, Community Pharmacy NI and NICPLD in your posts. Please use the hashtags #LivingWell and #MoveMoreFeelBetter on social media posts for this campaign.



X:

@publichealthni
@HSC_NI
@compharmacyni
@NICPLD1



Facebook:

@publichealthagency
@healthandsocialcareni
@communitypharmacyni
@NICPLD



Instagram:

@publichealthni
@health_and_social_care
@compharmacyni
@NICPLD1

All Living Well materials to support the campaign can be found at: <https://bso.hscni.net/living-well>

Questions and answers

Q: I have not been active for a long time - where do I start?

A: You can start by incorporating physical activity into your daily routine by taking the stairs instead of the lift, getting off one stop earlier off the train/bus or by parking further away from the supermarket when doing your grocery shopping.

Q: I can't afford gym membership - how can I get active?

A: One of the simplest ways to get active is to increase your step count and get out for a walk when you can. Walking is free. If you drive, try leaving the car and walk or cycle to your destination instead, or if you used to swim but haven't done so for a while go to your local leisure centre for a dip. Some gyms offer reduced membership rates, check with your local council.

Q: What is moderate intensity exercise?

A: Any activity that raises your heart rate, makes you breathe faster and feel warmer, such as brisk walking, dancing or even pushing a lawnmower. You'll know you are being active at the right level if you can still talk but cannot sing.

Q: I take quite a bit of medication, can I go ahead and get active right away?

A: We would recommend you speak to your pharmacist or GP for advice.

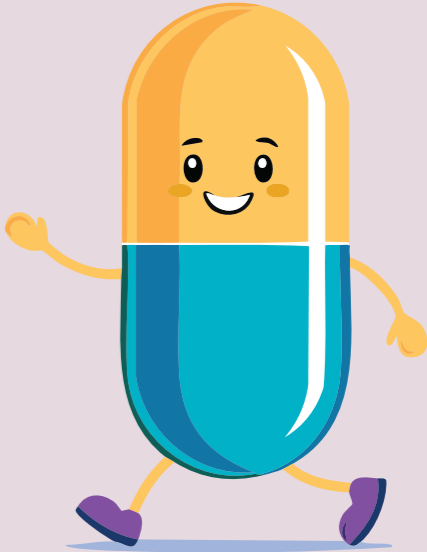
Community Pharmacy Living Well Campaign



August 2025

'Move more, feel better' campaign briefing

The 'Move more, feel better' campaign aims to increase awareness of the benefits of including regular physical activity in daily life. The campaign will run in Living Well community pharmacies throughout August and September 2025.



Campaign overview

It is well known that physical activity helps prevent and manage many noncommunicable diseases, such as heart disease, hypertension, stroke, diabetes and several cancers. It also helps with weight management and can improve mental health, quality of life and wellbeing.

The UK Chief Medical Officers (CMOs) advise we should be active for 150 minutes each week, do activities to improve muscle strength at least twice a week, and limit the amount of time spent being sedentary, such as sitting or lying.

The 2023/24 Health Survey Northern Ireland showed 55% of respondents aged 19 and over met the current CMO recommendations for physical activity each week. Furthermore, those living in the least deprived areas (57%) were more likely to meet the recommendations than those in the most deprived areas (48%). <https://www.health-ni.gov.uk/publications/health-survey-northern-ireland-first-results-202324>

Increasing physical activity will not only increase an individual's mental and physical benefits, but across the population, it can have social, environmental and economic benefits for communities and wider society. This would also include cost efficiencies for the health and social care system.

Target audience

The target audience for this campaign is all adults, with a particular focus on those living in areas of deprivation.

Campaign key messages

- The more you move, the better you'll feel.
- Regular physical activity can help to boost mood, increase self-confidence, increase energy levels, improve sleep, lower stress and help to ease joint and back pain.
- Regular physical activity can also help reduce the risk of high blood pressure, high cholesterol, heart disease, stroke, type 2 diabetes and certain cancers.
- Every movement counts – any activity is better than none at all.
- Even a small increase in activity makes a big difference.
- Limit the amount of time spent sitting or lying.
- For more information go to www.choosetolivebetter.com/getting-active



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www.publichealth.hscni.net



Find us on:

Campaign materials

Copies of the following materials are enclosed:



1 x A3 poster
Moving is the best medicine



1 x A3 poster
Move more, feel better



1 x A1 poster
Moving is the best medicine



A5 booklet
Moving is the best medicine

Pharmacies should display the posters and leaflets in the pharmacy within a designated health promotion display area. Posters can be rotated over the two month period, but if space permits within the pharmacy all posters may be displayed at the same time. Pharmacies must show a poster in at least one window unit for the full duration of the campaign. The leaflet can be added to prescription bags or handed to a customer upon request.

Suggested campaign activities

Use the campaign materials to promote key messages

The campaign leaflet can be used as a conversation starter, given out with purchases made in pharmacy to those showing interest in the topic. Patients may wish to talk to pharmacy staff after reading the leaflet.

Movement message board

Create a simple whiteboard/space where pharmacy could write 'Movement tip for today' which they can then discuss with patients and encourage them to move more. This could be as simple as walking when speaking on the phone.

Standing consultation option

If appropriate, offer patients the choice of having their medication consultation while standing, rather than sitting, in a quiet area of the pharmacy.

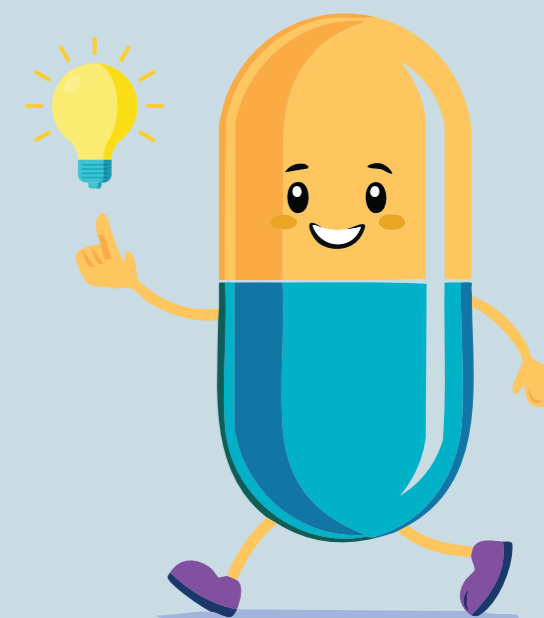
Take the next step

Download and share the publication *Take the next step* with patients to show how they can easily track their steps on a daily/weekly basis and see their achievements over time.

Suggested staff activities

To promote the campaign in pharmacy, staff may wish to challenge each other by organising a step count competition using *Take the next step* for reference.

Staff may wish to organise a sponsored exercise bike challenge to raise funds for a local charity or a charity that has special significance for the team.



Local activity opportunities

A list of contacts (Walking for Health Coordinators and Physical Activity Coordinators) is available on the Living Well webpage. These contacts can supply details of current programmes in your area.

Local council websites are great for providing details of local leisure centres, physical activity initiatives and projects. Council websites and further links can be found at www.choosetolivebetter.com/getting-active

Signposting to further information and support

Encourage customers and patients to use the website www.choosetolivebetter.com/getting-active for further advice, support and tips on how to become more active.

www.walkni.com features a wide range of walks

all over Northern Ireland, categorising them by terrain and ability.

Pharmacy could signpost patients to Parkrun, www.parkrun.org.uk, which also incorporates Parkwalk for those who still want to cover the same distance as Parkrun but at a gentler pace.

Training and professional development

Staff may wish to undertake the eLearning course provided by NICPLD, Brief Interventions, which touches on the health risks of physical inactivity at <https://www.nicpld.org/url/elearning>

Please note, the course is under review but can still be completed.