

Living Well – Take 5 campaign social media planner


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December 2025 – January 2026


Date	Content	Graphic
02.12.2025	<p>A new campaign has been launched in community pharmacies across Northern Ireland, encouraging people to look after their mental health and wellbeing.</p> <p>Running throughout December 2025 and January 2026, the campaign encourages people to ask themselves and others a simple but powerful question: “How are you feeling?”.</p> <p>Next time you’re in your local pharmacy, pick up a ‘Take 5 steps to wellbeing’ leaflet to find out more or visit: www.pha.site/living-well</p>	 A photograph of a man and a woman standing in front of a blue pharmacy storefront. The man is on the left, wearing a dark sweater and glasses, and the woman is on the right, wearing a green dress. They are both smiling and holding a large, colorful leaflet titled 'Take 5'. The pharmacy sign above them reads 'Bradley's pharmacy'.

<p>04.12.2025</p>	<p>Small daily actions like the 'Take 5 steps to wellbeing' can help build resilience.</p> <p>Take steps every day to look after your mental health.</p> <p>Find out how to prioritise mental health using 'Take 5' at: www.pha.site/living-well</p>	 <p>The poster features five circular icons representing the 'Take 5' steps: 'Take notice' (eye icon), 'Connect' (people icon), 'Give' (hands holding a heart icon), 'Keep learning' (book icon), and 'Be active' (running icon). The central text reads 'Take5 steps to wellbeing'. Below this, it states: 'Take 5 is a preventative approach, designed to enable you to look after and improve your mental wellbeing.' At the bottom, logos for 'HSC Health and Social Care' and 'HSC Public Health Agency' are displayed.</p>
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09.12.2025	<p>Using the 'Take 5 steps to wellbeing' – Connect, Keep learning, Be active; Take notice, and Give – promotes everyday actions that can help people feel more positive and better equipped to manage life's challenges.</p> <p>Find out more at www.mindingyourhead.info/take-5-steps-wellbeing</p>	 A promotional poster for the 'Take 5 steps to wellbeing' campaign. It features a smiling man with curly hair giving a thumbs up. The text 'Take5' is in the top left, with 'steps to wellbeing' in smaller text below it. Below the man, there are five colored buttons with the following text: '1. Connect' (dark blue), '2. Keep learning' (purple), '3. Be active' (pink), '4. Take notice' (teal), and '5. Give' (yellow-green). At the bottom, there are two logos: 'HSC Health and Social Care' on the left and 'HSC Public Health Agency' on the right.
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12.12.2025	<p>Your mental health matters just as much as your physical health.</p> <p>'Take 5 steps to wellbeing': Connect, Keep learning, Be active, Take notice, and Give.</p> <p>Learn how to get started at www.mindingyourhead.info/take-5-steps-wellbeing or next time you're in your local pharmacy, pick up a Take 5 leaflet.</p>	 <p>The image shows a 'Take 5 steps to wellbeing' leaflet. It features a central illustration of a person sitting cross-legged on a green mat, with a book and a glass of water next to them. Surrounding the person are five circular icons, each representing a step: 'Take notice' (an eye), 'Give' (hands holding a heart), 'Be active' (a person running), 'Keep learning' (an open book), and 'Connect' (two people talking). Below the illustration, the text reads 'Take 5 steps to wellbeing' and '5 simple ways to look after your wellbeing'. At the bottom, there are logos for 'HSC Public Health Agency' and 'HSC Health and Social Care'.</p>
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<p>16.12.2025</p>	<p>The 'Take 5 steps to wellbeing' can help maintain and improve our mental health and wellbeing.</p> <p>Keep learning is one of those steps. Don't be afraid to try something new, rediscover an old hobby or sign up for a course. Take on a different responsibility, fix a bike, learn to play an instrument or how to cook your favourite food.</p> <p>Find out more about how to prioritise mental health using the 'Take 5 steps to wellbeing': www.mindingyourhead.info/take-5-steps-wellbeing</p>	 <p>The poster features a purple circular logo with an open book icon and the text 'Keep learning'. To the right is an illustration of a person with red hair sitting on a chair and playing a guitar. Below these, the text reads: 'Take time to keep learning', 'Sign up for a new course or try a new recipe', and 'Ask a friend or family member to teach you a new skill'. At the bottom are logos for HSC Health and Social Care, Take5, and HSC Public Health Agency.</p>
<p>18.12.2025</p>	<p>Community pharmacists are a trusted source of advice and support.</p> <p>Whether it's a friendly chat, signposting to services, or providing a leaflet on 'Take 5', over 500 community pharmacies are part of the Living Well service, supporting people to look after their mental health.</p> <p>Find out more at www.pha.site/living-well</p>	 <p>The poster shows a male pharmacist with glasses and a female customer looking at a leaflet together in a pharmacy setting. Below the image, the text reads: 'We want people to know they're not alone and that help is available in their local community.' followed by 'Patrick McCallion, Pharmacist'. At the bottom are logos for HSC Health and Social Care, Take5, and HSC Public Health Agency.</p>

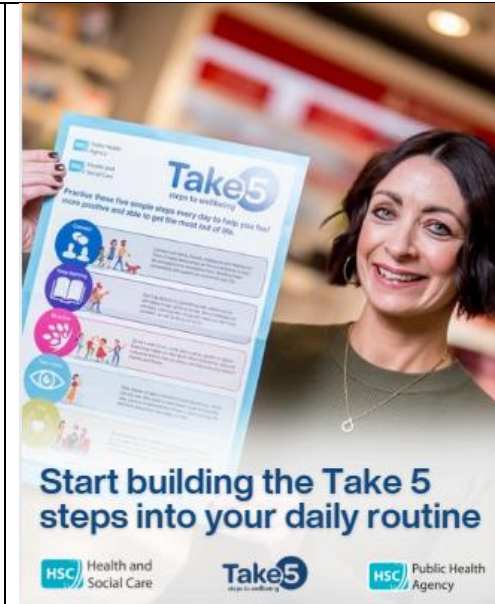
20.12.2025	<p>The 'Take 5 steps to wellbeing' can help maintain and improve our mental health and wellbeing.</p> <p>Connect is one of those steps. Connect with the people around you – family, friends and neighbours.</p> <p>Find out more at www.MindingYourHead.info or pop in to your local pharmacy participating in the #LivingWell campaign highlighting the importance of small daily actions to benefit your mental health and wellbeing.</p>	
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22.12.2025

This festive period take time out to do something that brings you joy.

The 'Take 5 steps to wellbeing' are a great way to help improve your mental health and wellbeing and build healthy habits in to your daily routine, especially at this busy time of year.

Next time you are in your local pharmacy , pick up a 'How are you feeling?' leaflet to find out how to get started, or visit www.mindingyourhead.info/take-5-steps-wellbeing

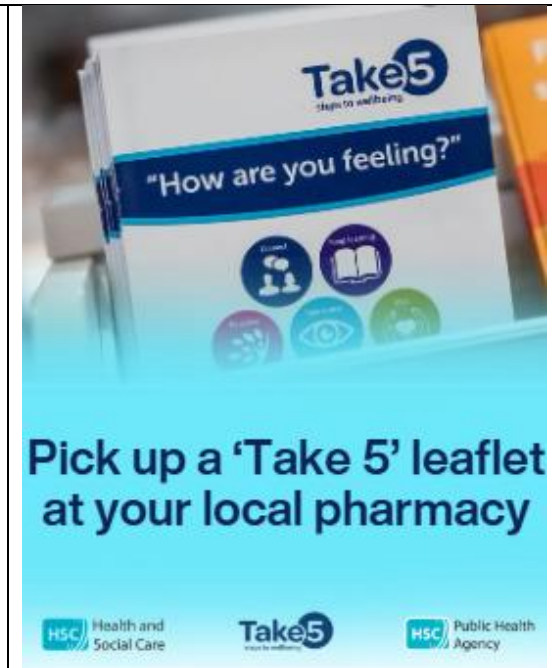



28.12.2025	<p>Being active benefits your physical and mental wellbeing. Even small bursts of being active can have benefits.</p> <p>Find out more about the importance of small daily 'Take 5' actions, to benefit your mental health and wellbeing at www.mindingyourhead.info/take-5-steps-wellbeing</p>	 <p>Take time out to be active</p> <p>Go for a walk, run or cycle, play a game, garden or dance</p> <p>Discover an activity you enjoy</p> <p>    </p>
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01.01.2026


The 'Take 5 steps to wellbeing' can help improve and maintain your mental health and wellbeing.

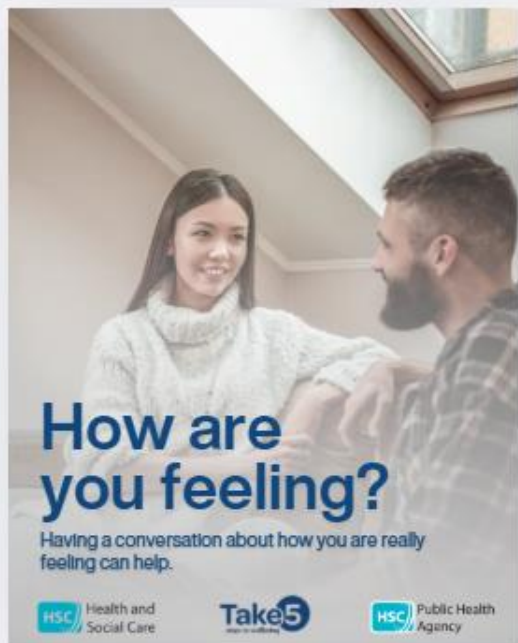
Next time you are in your local pharmacy, participating in the #LivingWell campaign, pick up a 'How are you feeling?' leaflet highlighting the importance of small daily actions to benefit your mental health and wellbeing or visit www.pha.site/living-well for the online version.




07.01.2026	<p>Most of us know when we are mentally and physically well, but sometimes we need a little extra support to keep well.</p> <p>Next time you are in your local pharmacy, speak to your pharmacist about the 'Take 5 steps to wellbeing'.</p> <p>Staff can signpost individuals to further support, including local services, apps, and professional help.</p> <p>Find out more: www.pha.site/living-well</p>	 <p>The image shows a pharmacist with glasses and a dark sweater smiling at a customer whose back is to the camera. The pharmacist is holding a blue and white leaflet titled 'Take 5'. The background is a blurred pharmacy shelf. At the bottom of the image is a blue banner with white text: 'How are you feeling? Speak to your pharmacist about your wellbeing'. Logos for 'HSC Health and Social Care', 'Take 5', and 'HSC Public Health Agency' are at the bottom.</p>
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11.01.2026	<p>The 'Take 5 steps to wellbeing' can help maintain and improve our mental health and wellbeing. Take notice is one of those steps. Stop, pause, or take a moment to look around you and take in what you see, hear or smell.</p> <p>Look for beautiful, new, unusual or extraordinary things in your everyday life and think about how that makes you feel.</p> <p>Find out more at www.MindingYourHead.info or pop in to your local pharmacy participating in the #LivingWell campaign highlighting the importance of small daily actions to benefit your mental health.</p>	
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14.01.2026	<p>Give a little, get a lot. A smile, a kind word, or volunteering your time can make a huge difference to your and someone else's day.</p> <p>Find out how to prioritise your mental health using the 'Take 5 steps to wellbeing' at www.MindingYourHead.info</p>	 <p>The poster features an illustration of four children (three girls and one boy) playing together in a grassy area. Below them is a green circular icon with two hands holding a heart, with the word 'Give' written above it. The main text reads 'Take time to give' in a large, bold, green font, followed by 'Do something nice for a friend' and 'Volunteer or join a community group' in a smaller green font. At the bottom, there are three logos: 'HSC Health and Social Care', 'Take5' (with 'www.mindingyourhead.info' below it), and 'HSC Public Health Agency'.</p>
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19.01.2026	<p>“How are you feeling?”</p> <p>Use this common greeting to check in with yourself and others by having a meaningful mental health check-in.</p> <p>Opening up and talking to someone you trust can really help.</p> <p>Find out how to prioritise your mental health using the ‘Take 5 steps to wellbeing’ and how you can support someone with their mental health: www.MindingYourHead.info</p>	
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21.01.2026	<p>Mental health is just as important as physical health, and looking after it is not something we should only do when we are feeling down.</p> <p>The 'Take 5 steps to wellbeing' are simple, daily actions to benefit your mental health.</p> <p>Find out more at www.MindingYourHead.info</p>	 <p>The image shows a woman with short dark hair, smiling and holding a blue 'Take 5' leaflet. She is standing in what appears to be a pharmacy or health shop, with shelves of products visible in the background. The leaflet she is holding has the 'Take 5' logo and some text, though it's not fully legible. Below the image, there is a quote and some logos.</p> <p>"Looking after our mental health is not something we should only do when we are feeling down." Clodagh Crowe, Public Health Agency</p> <p>Logos at the bottom include: HSC Health and Social Care, Take 5, and HSC Public Health Agency.</p>
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23.01.2026

Over 500 community pharmacies are part of the Living Well service, supporting people to look after their mental health.

Next time you are in your local, participating pharmacy, speak to your pharmacist about the 'Take 5 steps to wellbeing'. Staff can signpost individuals to further support, including local services, apps, and professional help.

For more, visit: www.pha.site/living-well




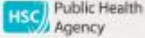


26.01.2026

'Take 5 steps to wellbeing' is simple, free and something everyone can do. Connect, Be active, Keep learning, Take notice, Give. Which one will you do first today?

Find out how to make these steps part of your daily routine at www.MindingYourHead.info



29.01.2026	<p>Mental health matters. It affects how we think, act and feel – that’s why it is important to look after it.</p> <p>The Take 5 Steps can help improve and maintain your mental health and wellbeing. Trying these things could help us feel more positive and able to get the most out of life.</p> <p>Find out more at www.MindingYourHead.info</p>	 <p>Mental health matters to everyone</p> <p>It affects how we think, feel and act, that’s why it is so important to take care of it.</p> <p>    </p>
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