



LIVELIGHTER®

MOVE MORE CAMPAIGN WAVE TWO

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Government of Western Australia
Department of Health



LIVELIGHTER
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ABOUT LIVELIGHTER®

LiveLighter® is a healthy lifestyle social marketing campaign targeting Western Australian adults. It is funded by the WA Department of Health. The campaign launched in 2012 and has been delivered by Cancer Council WA since July 2018.

The LiveLighter® campaign aims to reduce the burden of chronic disease caused by overweight and obesity, unhealthy diets, and physical inactivity.

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 MOVE MORE

Move More encourages people to discover what motivates them to move, with the aim of encouraging West Australian adults to be more active. The campaign highlights the positive and immediate benefits of being more physically active such as improving mental health, having more energy and connecting with others. *Move More* wave one launched in January 2023.

The second wave of *Move More* introduces a new set of video assets in which everyday West Australians talk about the movement they do and why they do it. These videos show a range of people and activities and aim to inspire other West Australians to find what motivates them to move more.

The campaign will run from Sunday 21 January to Saturday 9 March 2024 on social media and digital channels (including digital video, digital audio, and online).

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ABOUT MOVE MORE

Campaign aims

- Encourage adults to be more physically active
- Inform WA adults of the benefits of being physically active

Target audience

- WA adults who already engage in small to moderate amounts of physical activity.
- Secondary audiences will include parents, and people living in regional/remote areas and disadvantaged or low socioeconomic status areas of WA.

View the campaign webpage here: <https://livelighter.com.au/being-active>

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KEY MESSAGES

- Moving our bodies every day has many benefits for our physical and mental health.
- Motivating ourselves to be physically active is easier when we think of the intrinsic and immediate benefits of being active. For example, it can give us the chance to; connect with friends, improve our mental health, feel stronger, sleep better, feel energised, and find everyday tasks (like playing with the kids or carrying the shopping in) easier.
- There are so many different ways that we can move our bodies. The key is finding something that we enjoy doing and that fits in with our schedule.

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CAMPAIGN SCHEDULE

<i>MOVE MORE WAVE TWO</i>						
2024						
21/01	28/01	04/02	11/02	18/02	25/02	03/03
Digital: Video (YouTube)						
Social Media						
	Digital: Audio and Video (catch-up TV)					
	Online					

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CAMPAIGN MATERIALS

Website and tools

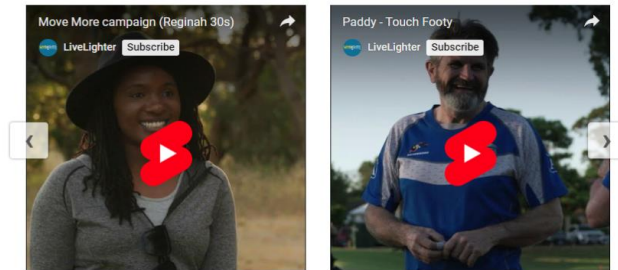


Being active is great for the body and mind.

If you're ready to get a little more movement into your day, we're here to help.

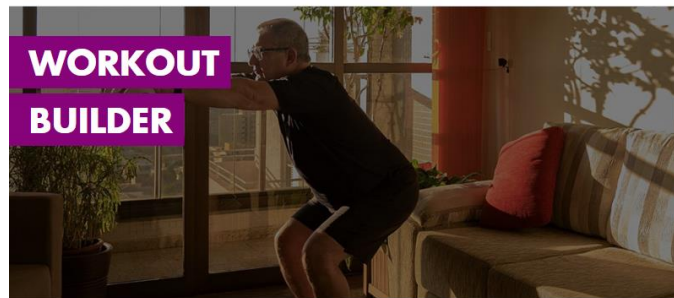
What's my motivation to move?

Regularly finding the joy in moving our bodies can help us sleep better, have more energy, boost our mood, and feel stronger to do everyday tasks with ease. It can also give us the chance to catch up with loved ones, connect to nature, and keep our furry friends healthy and happy!



Feeling fired up? Make a goal now!

[Main campaign web page](#)



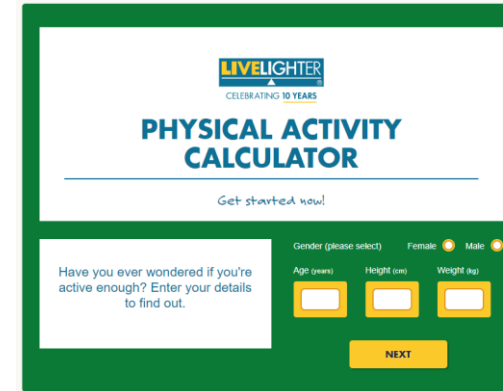
Duration

Level

Focus

Equipment available (choose as many or few as you like)

[My Workout Builder](#)



[Physical Activity Calculator](#)

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EXTENDING THE CAMPAIGN LOCALLY

YouTube Videos

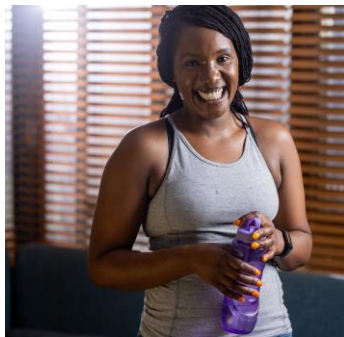
We're encouraging stakeholders to share the campaign videos featuring our Move More Champions when we post on social media. You can also share directly from Youtube.



Mel

[Move More - 30s](#)

[Move More - 15s](#)



Reginah

[Move More - 30s](#)

[Move More - 15s](#)



Paddy

[Move More - 30s](#)

[Move More - 15s](#)



Olivia

[Move More - 30s](#)

[Move More - 15s](#)

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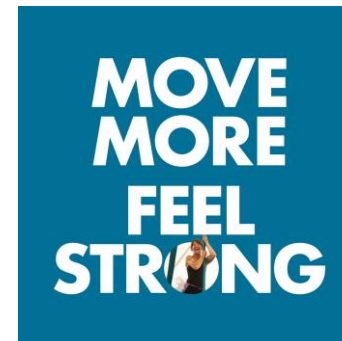
EXTENDING THE CAMPAIGN LOCALLY

Social Media Posts

LiveLighter® is active on social media. We would love you to support the campaign through your social media channels.

Follow us to share our social media posts, tag us and use the hashtags #LiveLighter, #MoveMore and #FeelGreat.

More information is in the social media toolkit which can be [downloaded here](#).



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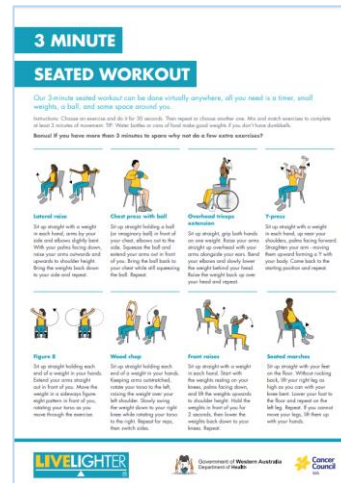
Printable resources [See more on the website](#)



[20-minute yoga flow for beginners](#)



[Workout dice](#)



[3-minute seated workout](#)



[Move More 4-week challenge](#)

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To download Livelighter® resources, please visit:
<https://livelighter.com.au/toolbox/download-resources>
To order hard-copy resources and merchandise (WA only), please visit:
<https://livelighter.com.au/order/resources>

EXTENDING THE CAMPAIGN LOCALLY - EXAMPLES

In Your Community

- Place posters at parks, schools and shopping centres
- Try a [workout plan](#) with your community groups
- Search, add to and promote the Act-Belong-Commit [Activity Finder](#)

Please contact us if you would like to discuss any adaptations to the [Move More resources](#) for your local community.

In Your Workplace

- Run a 'Lunch and Learn' to share the Campaign videos
- Send your colleagues the [workout builder tool](#)
- Encourage a group walk around the block for a break from the desk



[Print these posters here](#)

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

For further information please contact:

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Department of **Health**



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