

# Get Healthy Service

## 2025 Health Goals Campaign Promotional Toolkit

February 2025

[www.healthpromotion.com.au](http://www.healthpromotion.com.au)



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## Introduction

Thank you for supporting our *Get Healthy – 2025 Health Goals* campaign.

Delivered by NSW Health, the Get Healthy Service offers free phone and online health coaching that can make a huge difference to the health and wellbeing of people on the Central Coast... which means your support for the campaign will do too!

The promotional toolkit is designed to make it as easy as possible for you to promote and inform the community, your clients, customers or patients about the Get Healthy Service, its benefits and how people can sign up.

It contains key information about the campaign, template copy for you to use and adapt to suit your needs, as well as several promotional resources.

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# 1. About the Get Healthy Service

## Program information

The Get Healthy Service offers free phone and online health coaching to help you make lifestyle changes to improve your health. Delivered by NSW Health, the service is available to people over 16 years of age living in NSW.

When you join, you'll receive six or more confidential coaching calls with a university-qualified health coach.

The coaches can support you to:

- set and achieve your health goals
- eat well and keep active
- reduce the amount of alcohol you drink
- reach and stay at a healthy weight
- gain a healthy amount of weight in pregnancy
- manage your health while living with type 2 diabetes or cancer

The program is tailored to your individual needs and designed to fit in with your life, with coaching available at times that works for you. The amount of time it takes to complete the program will vary. When you graduate, you can re-enrol for more coaching at any time.

There is a standard coaching program and a version called Get Healthy in Pregnancy that helps pregnant women stay healthy during their journey through pregnancy and beyond.

Get Healthy is supported by Aboriginal health coaches. It is also available in languages other than English. Free interpreter services are available.

Register now to get started on your health journey or ask your health professional for a referral.

Find out more and register by visiting the [Get Healthy website](#).

## Information for health professionals

Health professionals play a vital role in helping people get well and manage their own health. Encouraging your patients to build healthy habits can support their wellbeing and help lower their disease risk.

Referring people to the Get Healthy Service is a great way to help patients achieve this and can complement your patient care. Participants\* who complete the program:

- lose an average of 1.79 kg, reduce their waist circumference by 1.64cms cm and reduce their BMI by 0.64kg/m<sup>2</sup>
- eat more fruit and vegetables each day
- eat fewer take away meals each week
- drink fewer sweetened drinks (such as soft drinks, cordials and fruit juices) each day
- get more physically active

*\*participant data from 2021–22 financial year*

Check out some program [success stories](#).

Health professionals are ideally placed to refer people who could benefit most from taking part in the Get Healthy Service. Importantly, participants referred by a health professional are more likely to complete the program than those who refer themselves.

Find out more about how to refer [here](#).

Tip: Save the link ([How To Refer » Get Healthy NSW](#)) to your favourites!

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## 2. About the campaign

The start of the year is a time when many of us set New Year's resolutions to be more active and eat healthier.

But we know forming new habits can be tough, especially at the start, and with kids returning to school and the holidays over, now is the time when people might be slipping back into their usual routines. As life gets in the way, it can be hard to find energy and enthusiasm for those resolutions.

That's where the *Get Healthy – 2025 Health Goals* campaign comes in. It aims to raise awareness of how the Get Healthy Service can help people to set and stick to their 2025 health goals through the support of their own free personal health coach.

The campaign provides several assets that can be used to promote the service to friends, family, colleagues, clients and patients.

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## 3. Campaign assets

We have created several assets that can be used to support the campaign. Some assets include suggested text for you to copy and paste into your communications.

The assets include:

- Key messages
- Newsletter copy
- Website copy
- Newsletter and website images
- Social media copy and tiles
- Posters
- E-signatures
- Digital signage and lock screens

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## 3.1 Key messages

- Central Coast residents who need help sticking to their 2025 health goals can access support from a free health coaching service.
- NSW Health's Get Healthy Service offers free phone and online support from a university-qualified health coach to help people set and achieve their own personal health goals.
- The service can support people to eat healthy and get active, reach and stay at a healthy weight, reduce the amount of alcohol they drink, or manage their health while living with type 2 diabetes or cancer.
- There is also a service for pregnant women to support them in gaining a healthy amount of weight during pregnancy and achieving a healthy weight after giving birth.
- A health coach will work with you as a team, providing practical tools and supporting you to set achievable goals, make a plan and overcome barriers that stand in your way. They will be with you on that journey, including those moments when you need a little nudge to get going.
- The service is designed to fit in with your life, with coaching available at a time that suits you.
- Once you complete the program, you can re-enrol for more coaching at any time.
- To register for the Get Healthy Service, or for more information, visit [gethealthynsw.gov.au](https://gethealthynsw.gov.au) or call 1300 806 258, Monday to Friday 8am to 8pm, and Saturday 9am to 5pm.



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## 3.2 Newsletter copy

### Free support to stick to your 2025 health goals

Central Coast residents who need help sticking to their 2025 health goals are being encouraged to access support from a free health coaching service.

NSW Health's Get Healthy Service offers free phone and online support from a university-qualified health coach to help people set and achieve their own personal health goals.

The service can support people to eat healthy and get active, reach and stay at a healthy weight, reduce the amount of alcohol they drink, or manage their health while living with type 2 diabetes or cancer. There is also a service for pregnant women to support them in gaining a healthy amount of weight during pregnancy and achieving a healthy weight after giving birth.

Lauren Brown, a psychologist at Central Coast Local Health District, says Get Healthy is great for people who might need help staying motivated to achieve their goals.

"The start of the year is a time when many of us set New Year's resolutions to be more active and eat healthier," Lauren said.

"But forming new habits can be tough, especially at the start, and with kids returning to school and the holidays over, now is the time when people might be slipping back into their usual routines. As life gets in the way, it can be hard to find energy and enthusiasm for those resolutions.

"That's where the Get Healthy Service can really help. A health coach will work with you as a team, providing practical tools and supporting you to set achievable goals, make a plan and overcome barriers that stand in your way. They will be with you on that journey, including those moments when you need a little nudge to get going.

"What's more, the service is designed to fit in with your life, with coaching available at a time that suits you. And, best of all, it's free."

For those of us yet to set any health goals for the year, Lauren says it's not too late.

"Psychologically, people find a moment in time like New Year a good chance to start afresh," Lauren said. "But it's never too late for a fresh start. Tomorrow is a new day, and we don't have to wait until next year to begin a health challenge."

While there are a few keys to sticking to your health goals, Lauren says the most important thing is knowing what works for you.

"Before you begin, ask yourself, 'what am I more likely to stick to?'," Lauren said. "Is there anything you can learn from in the past that has enabled you to keep at something.

"Perhaps it's going to the gym with a mate or rewarding yourself for making an improvement week to week. I have clients that need the social element, so they've started walking groups and then go for a coffee after.

"If some type of competitive element helps, there are so many events and apps out there now where you can track your progress over time or take part in challenges with others. Parkrun, is a free, weekly, five-kilometre walk, jog or run amongst a welcoming community of like-minded people."

Lauren says having flexibility with your goals and a back-up plan is crucial in giving yourself every opportunity to succeed.

"Ask yourself what else you'll do if the weather is bad, or you pick up a little injury, for example," Lauren said. "Setting goals is good, but be careful that they're not too rigid. Build flexibility into your plan.

“Don’t try to do too much too soon. Start slow and set small targets. This will help you chip away at your goal and give you successes to celebrate along the way, which is good for your morale and motivation.

“Giving yourself little reminders helps too. For example, if you are thinking about walking, leave your shoes by the door. And try to link your activity to points in the day that are already a habit, like going for a walk before breakfast, or during your lunch break.

“It can feel like hard work at first, but the more you do it, the easier it gets, and the habit forms.

“The key is finding out what works for you. There are lots of ideas out there, but people may not know what works for them. Get Healthy coaches can help with that and keep you on track.”

To register for the service, or for more information, visit [gethealthy.nsw.gov.au](https://gethealthy.nsw.gov.au) or call 1300 806 258, Monday to Friday 8am to 8pm, and Saturday 9am to 5pm.

### **Quick tips for sticking to your health goals**

- Set achievable and realistic goals.
- Learn from what has – and hasn’t – worked for you in the past when trying to meet a goal. If something hasn’t worked, what would you do differently to stick at it next time?
- Don’t try to do too much too soon. Start slow and set small targets along the way.
- Have a back-up plan. Ask yourself what else you’ll do if the weather is bad, or you pick up a little injury, for example.
- Give yourself little reminders. For example, if you are thinking about walking, leave your shoes by the door.
- Link your activity to points in the day that are already a habit, like going for a walk before breakfast or during your lunch break.
- Enlist the support of a health coach by registering for the free Get Healthy Service. Call 1300 806 258, Monday to Friday 8am to 8pm, and Saturday 9am to 5pm

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## 3.3 Website copy

### Free support to stick to your 2025 health goals

Central Coast residents who need help sticking to their 2025 health goals can access support from NSW Health's Get Healthy Service.

Get Healthy offers free phone and online support from a university-qualified health coach to help people set and achieve their own personal health goals.

The service can support people to eat healthy and get active, reach and stay at a healthy weight, reduce the amount of alcohol they drink, or manage their health while living with type 2 diabetes or cancer.

There is also a service for pregnant women to support them in gaining a healthy amount of weight during pregnancy and achieving a healthy weight after giving birth.

A health coach will work with you as a team, providing practical tools and supporting you to set achievable goals, make a plan and overcome barriers that stand in your way. They will be with you on that journey, including those moments when you need a little nudge to get going.

The service is designed to fit in with your life, with coaching available at a time that suits you. Plus, once you complete the program, you can re-enrol for more coaching at any time.

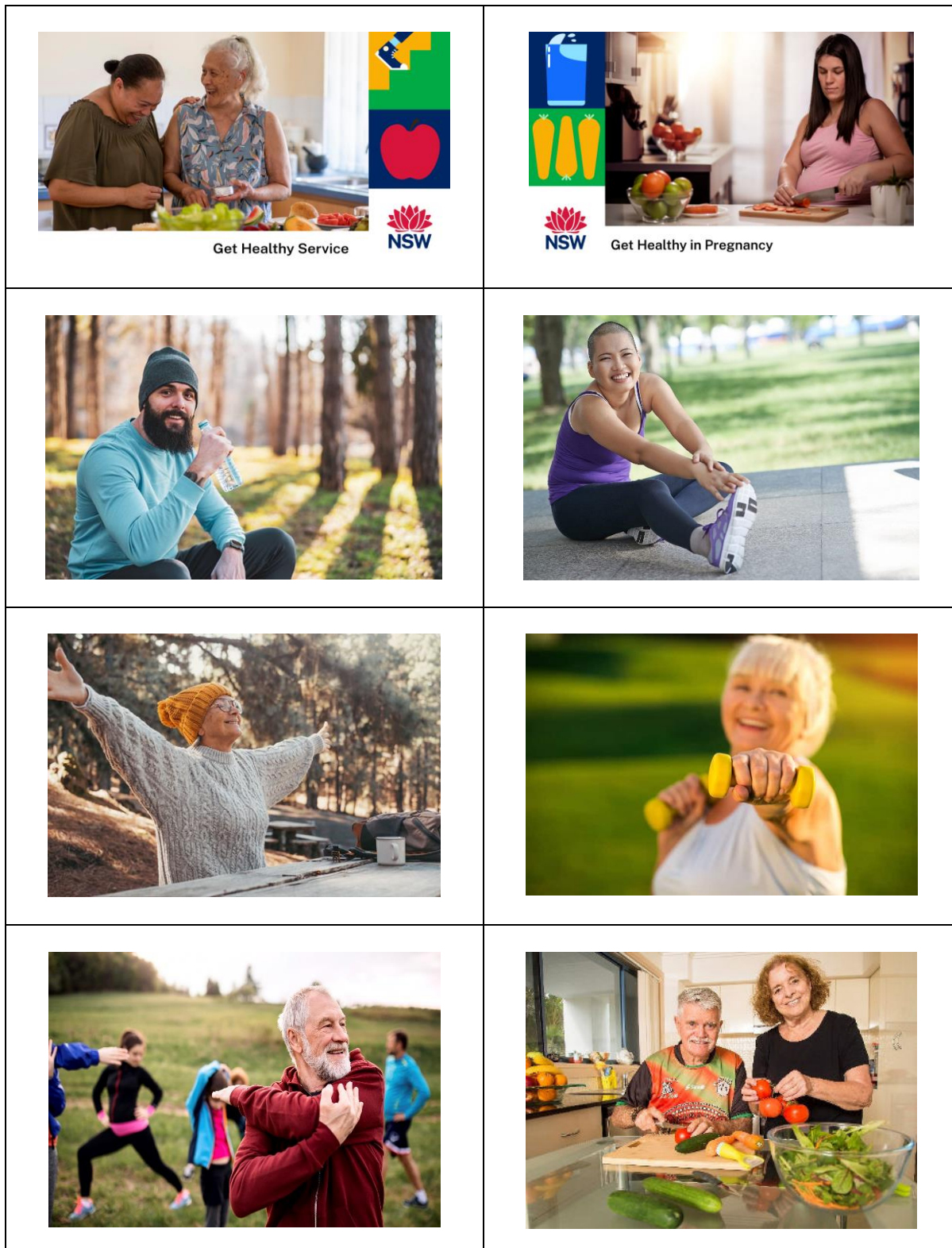
To register for the Get Healthy Service, or for more information, visit [gethealthynsw.gov.au](https://gethealthynsw.gov.au) or call 1300 806 258, Monday to Friday 8am to 8pm, and Saturday 9am to 5pm.

#### Quick tips for sticking to your health goals

- Set achievable and realistic goals.
- Learn from what has – and hasn't – worked for you in the past when trying to meet a goal. If something hasn't worked, what would you do differently to stick at it next time?
- Don't try to do too much too soon. Start slow and set small targets along the way.
- Have a back-up plan. Ask yourself what else you'll do if the weather is bad, or you pick up a little injury, for example.
- Give yourself little reminders. For example, if you are thinking about walking, leave your shoes by the door.
- Link your activity to points in the day that are already a habit, like going for a walk before breakfast or during your lunch break.
- Enlist the support of a health coach by registering for the free Get Healthy Service. Call 1300 806 258, Monday to Friday 8am to 8pm, and Saturday 9am to 5pm

### 3.4 Newsletter and website images

Click the images below to view and download.











### 3.5 Social media copy and tiles

Here you will find a few suggested social media posts with accompanying tiles. These have been created for your convenience to copy and paste.

Click the tile previews to view them in full and download them.

#### Get Healthy

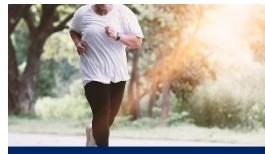
Copy	Tile
<p>Want your own free personal health coach to help you set and stick to your 2025 health goals?</p> <p>Sign up to the Get Healthy Service online, ask your health professional for a referral, or call to access evidence-based health coaching.</p> <p>Call 1300 806 258 Monday to Friday 8am to 8pm Saturday 9am to 5pm</p> <p>Learn more <a href="https://gethealthynsw.com.au">👉 gethealthynsw.com.au</a></p>	 <p data-bbox="743 734 1002 786">Free support to stick to your health goals</p>  <p data-bbox="1035 734 1294 786">Free support to stick to your health goals</p>
<p>Get support to make healthy lifestyle changes and stay motivated to reach your 2025 goals with the Get Healthy Service.</p> <p>Sign up online, ask your health professional for a referral, or call to access free evidence-based health coaching.</p> <p>Call 1300 806 258 Monday to Friday 8am to 8pm Saturday 9am to 5pm</p> <p>Learn more <a href="https://gethealthynsw.com.au">👉 gethealthynsw.com.au</a></p>	 <p data-bbox="743 1061 1002 1113">Free support to stick to your health goals</p>  <p data-bbox="1035 1061 1294 1113">Free support to stick to your health goals</p>  <p data-bbox="743 1388 1002 1440">Free support to stick to your health goals</p>  <p data-bbox="1035 1388 1294 1440">Free support to stick to your health goals</p> <p data-bbox="796 1554 1244 1592">(Tile options continued over page)</p>

Need a little motivation to stick to your 2025 health goals?

You can access your own free personal health coach by registering for the free Get Healthy Service.

Call 1300 806 258  
Monday to Friday 8am to 8pm  
Saturday 9am to 5pm

Learn more [gethealthynsw.com.au](https://gethealthynsw.com.au)



Free support to stick to your health goals



Free support to stick to your health goals



Is energy and enthusiasm for those New Year's resolutions starting to fade? Here's some tips to help you stick to your 2025 health goals.

- Set achievable goals. Know your limits and don't be unrealistic about what you can achieve.
- Learn from what has – and hasn't – worked for you in the past when trying to meet a goal. If something hasn't worked, what would you do differently to stick at it next time?
- Don't try to do too much too soon. Start slow and set small targets along the way.
- Have a back-up plan. Ask yourself what else you'll do if the weather is bad, or you pick up a little injury.
- Give yourself little reminders, like leaving your shoes by the door if you're thinking about walking.
- Link your activity to points in the day that are already a habit, like going for a walk before breakfast or during your lunch break.

For more support, enlist the support of a health coach by registering for the free Get Healthy Service. There's nothing to lose!

Call 1300 806 258  
Monday to Friday 8am to 8pm  
Saturday 9am to 5pm














Learn more [gethealthynsw.com.au](https://gethealthynsw.com.au)



Tips to stick to your health goals







## Get Healthy in Pregnancy

Copy	Tile
<p>Get Healthy in Pregnancy helps you stay healthy during your journey through pregnancy and beyond.</p> <p>Sign up online, ask your health professional for a referral, or call to access free evidence-based health coaching.</p> <p>Call 1300 806 258 Monday to Friday 8am to 8pm Saturday 9am to 5pm</p> <p>Learn more  <a href="https://gethealthynsw.com.au/pregnancy">gethealthynsw.com.au/pregnancy</a></p>	 <p>Free evidence-based health coaching via phone and online</p> <p>Get Healthy in Pregnancy   </p>
<p>Are you pregnant and need support to stay healthy?</p> <p>Get Healthy in Pregnancy can help you:</p> <ul style="list-style-type: none"> <li> Eat well and keep active</li> <li> Gain a healthy amount of weight</li> <li> Avoid alcohol</li> </ul> <p>Sign up online, ask your health professional for a referral, or call to access free evidence-based health coaching.</p> <p>Call 1300 806 258 Monday to Friday 8am to 8pm Saturday 9am to 5pm</p> <p>Learn more  <a href="https://gethealthynsw.com.au/pregnancy">gethealthynsw.com.au/pregnancy</a></p>	 <p>Free evidence-based health coaching via phone and online</p> <p>Get Healthy in Pregnancy   </p>

## Social content for health professionals

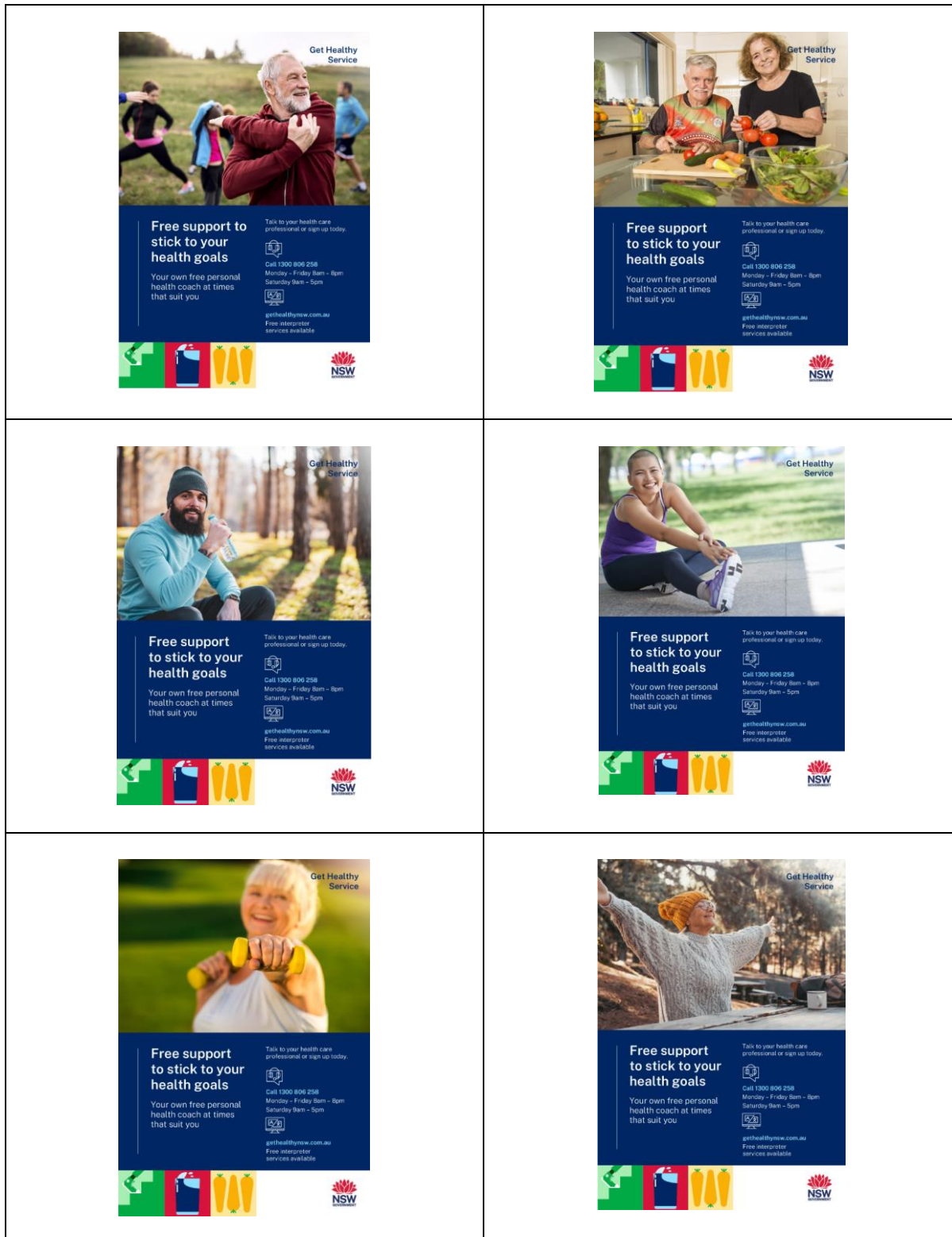
The following content can be used on health professional network social channels such as LinkedIn.

Copy	Tile
<p>Encouraging your patients to build healthy habits can support their wellbeing and help lower their risk of disease.</p> <p>The Get Healthy Service can support your patient to set and stick to their 2025 health goals – whether they are to eat well, be physically active, reduce alcohol intake and more.</p> <p>Refer your patient today, online or via medical software where available.</p> <p>Visit <a href="https://gethealthynsw.com.au/refer">gethealthynsw.com.au/refer</a> for further information.</p>	 <p>Free evidence-based health coaching to support your patients</p> <p>Get Healthy Service</p> 
<p>The Get Healthy Service complements your care by providing free evidence-based health coaching and online support to help your patients set and stick to their health goals in 2025.</p> <p>98% of surveyed participants between 2023–24 were satisfied or very satisfied with the service.</p> <p>Refer your patient today, online or via medical software where available.</p> <p>Visit <a href="https://gethealthynsw.com.au/refer">gethealthynsw.com.au/refer</a> for further information.</p>	 <p>More than <b>98%</b> of participants satisfied or very satisfied 2023/24</p> <p>Get Healthy Service</p> 



### 3.6 Posters

Print and display these posters to help promote the program. Click on the preview images to view and download them.



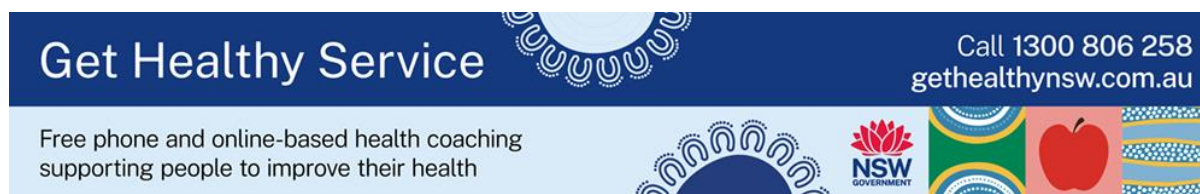
### 3.7 E-signature banners

Click the links below to download e-signatures and follow the step-by-step instructions to add them to your email signature.

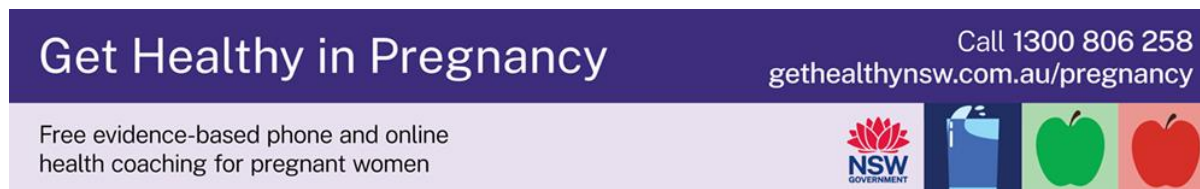
#### 1) Get Healthy Service e-signature



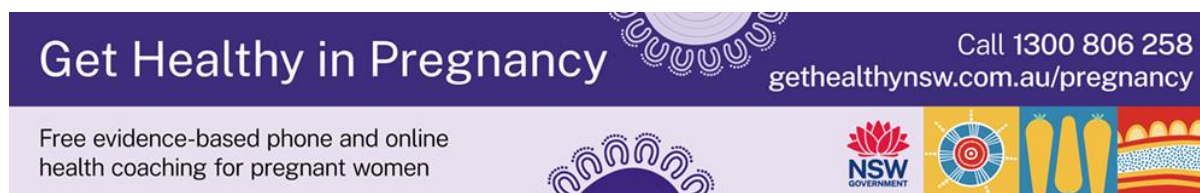
#### 2) Get Healthy Service Aboriginal e-signature



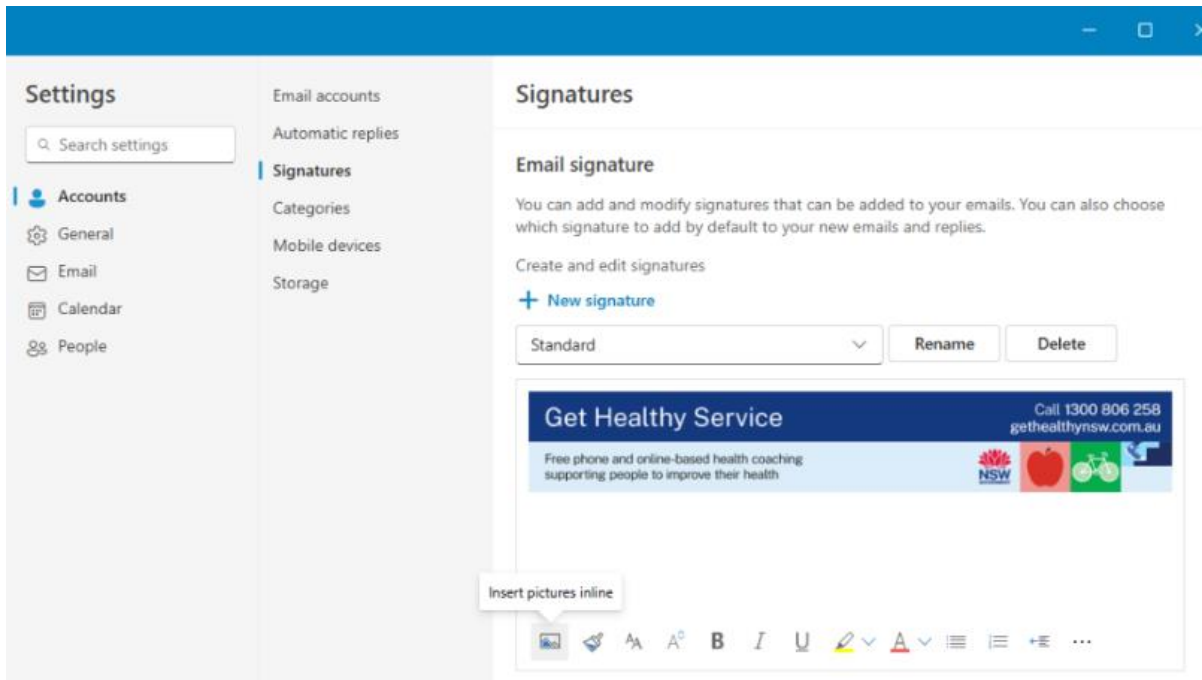
#### 3) Get Healthy in Pregnancy e-signature



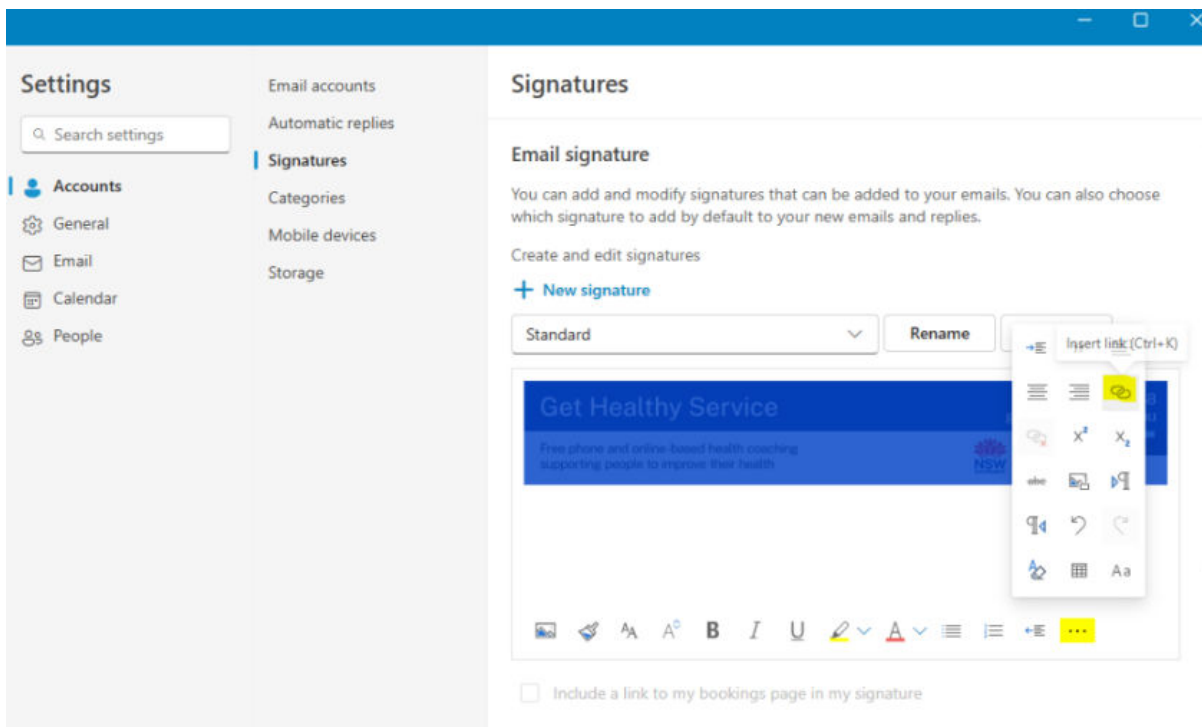
#### 4) Get Healthy in Pregnancy Aboriginal e-signature



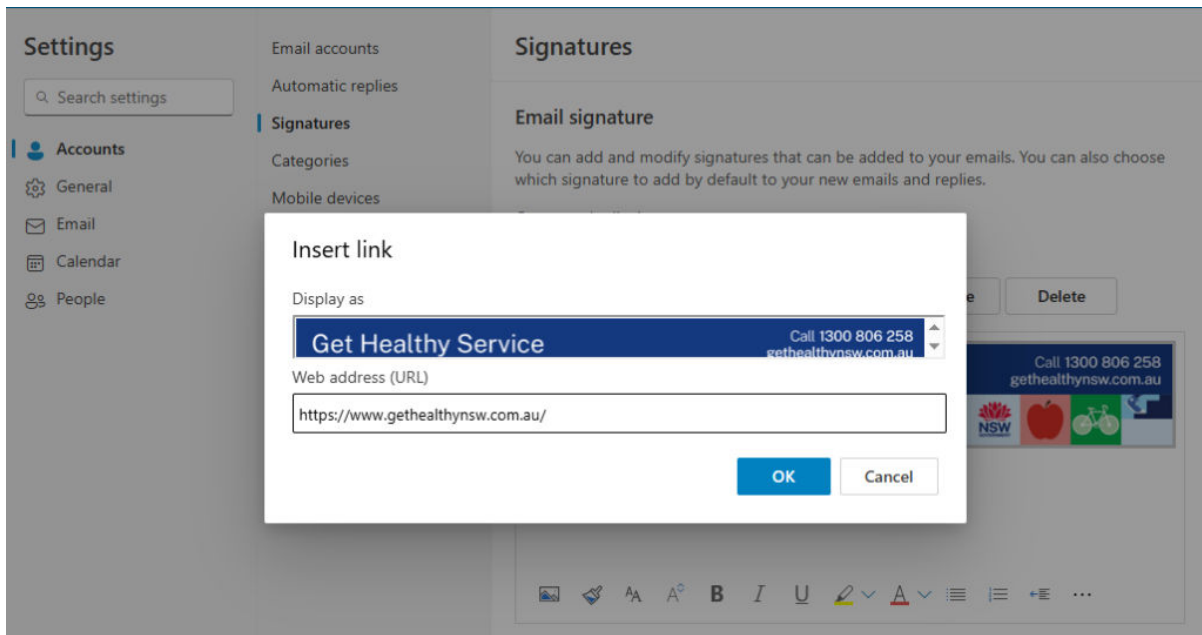
**Step 1.** In signatures insert the e-signature banner of your choice.



**Step 2.** Click on the image and then click on ... then the link icon.







**Step 3.** Insert either <https://www.gethealthynsw.com.au> or <https://www.gethealthynsw.com.au/program/get-healthy-in-pregnancy> depending on your e-signature banner selection.



## 3.8 Digital signage and lock screens



### Digital signage

Please use the below files on your digital signage screens for consumers. These have been formatted for 16:9 ratio screens. These can also be used for lock screens.

Get Healthy Service digital signage slide	Get Healthy in Pregnancy digital signage slide
	
	

### Lock screens

Please use the below files for clinician/health professional-facing computer screens. These are 1600px wide x 900px high.

Get Healthy Service clinician lock screen	Get Healthy in Pregnancy clinician lock screen
	



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## 4. Further support

If you need any further support to promote the *Get Healthy – 2025 Health Goals* campaign, contact the Health Promotion team on [CCLHD-HealthPromotion@health.nsw.gov.au](mailto:CCLHD-HealthPromotion@health.nsw.gov.au) or 4320 9700.

# Central Coast Local Health District

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