



**EAT BETTER
FEEL BETTER**

An Update for Stakeholders

EatBetterFeelBetter.co.uk



facebook.com/eatbetterscotland



**healthier
scotland**
SCOTTISH GOVERNMENT

Eat Better Feel Better launched at the start of 2015 to inspire and support parents and families to make healthy changes to how they shop, cook and eat, with the aim of improving their health.



The main aims of the campaign are to:

- Raise awareness of the healthier choices available to parents and their families
- Position these healthier choices as practical and achievable
- Provide people with the tools and support available locally to help them make healthier choices

Thanks to your outstanding support the campaign is going from strength to strength. The website eatbetterfeelbetter.co.uk is attracting thousands of visitors each month and our Facebook page [Facebook.com/EatBetterScotland](https://www.facebook.com/EatBetterScotland) is engaging with our audiences and helping to drive the conversation about healthier choices.

What's happening next year?

MARKETING ACTIVITY

We're planning a new phase of marketing activity in January 2016, which will include re-running our existing TV and radio adverts as well as a new press partnership, radio partnership, digital ads and a fresh calendar of social media activity.

We will continue to work to maintain and build upon our strong partnership relationships across the country and share with you any new content that we have as soon as it is ready.

We have also had a fantastic response to our campaign to find Scotland's Healthy Helpers – the unsung food heroes who can inspire and motivate others to shop, cook and eat healthier. We're in the process of interviewing the shortlisted applicants and will announce the nation's Healthy Helpers in February. We're still looking for applicants from Dumfries & Galloway, the Highlands and Islands, Inverness and the Borders. If you know anyone who fits the bill, the application form and details of what's involved can be found at eatbetterfeelbetter.co.uk/healthyhelpers

EatBetterFeelBetter.co.uk



[facebook.com/eatbetterscotland](https://www.facebook.com/eatbetterscotland)





Once we have our final list of Healthy Helpers we will be back in touch again to match them up with community groups in their local area so that we can work together to raise awareness of the local support available within the community.

FREE CAMPAIGN RESOURCES

We are currently working on our free campaign resources and these will be available to order next month. A separate note will reach your inboxes within the next week with details of what's on offer and how to order new supplies.

HOW CAN YOU GET INVOLVED?

Our Eat Better Feel Better roadshows are taking place across the country from 22 January. In 2015, we visited towns and cities across Scotland and spoke to hundreds of families to help them learn more about eating and feeling better.

Between January and the end of March, the team will be on the road visiting supermarkets throughout the country, including Inverness, Aberdeenshire, Angus & Tayside, Ullapool, Isle of Skye, Fort William, Stirling, Grangemouth, Alloa, Falkirk, Glasgow, Perthshire, Dumfries & Galloway, the Borders and Edinburgh.

Confirmation of store locations will be sent to you in the coming couple of weeks and posted on eatbetterfeelbetter.co.uk/whats-your-area and on Facebook.

The effectiveness of our campaign relies on us continuing to work closely to connect communities with the fantastic local support that is available to them.

If you would like to come along to any of our roadshows to let people know about the support and resources you offer in the local area, please contact Hannah.Mackenzie@Union.co.uk by Friday 14 January to let us know that you're planning to join us on the day. We hope to see you there.

See page 4 for Roadshow 2016 dates.

SOCIAL MEDIA

Our social media presence continues to grow and we are continuing to run a calendar of fresh and engaging content. If you do not do so already please follow us and we will follow you back! Look out for the new content and hopefully you will share it with your followers as well.

THANK YOU

As we gear up for the next phase of activity, we look forward to working together to help Scotland's families eat better and feel better.

As always, if you have any questions or feedback we'd love to hear from you. Just email us at healthierscotland@webershandwick.com and one of the team will get in touch.

Roadshow 2016

Inverness

22nd - 24th January

North East (Aberdeenshire Region)

29th - 31st January

North West (Fort William Region)

5th - 7th February

Stirling (Central Scotland Region)

12th - 14th February

Glasgow

18th - 21st February

North Central (Perthshire Region)

26th - 28th February

Dumfries and The South (The Borders)

4th - 6th March

Dundee

11th - 13th March

Edinburgh

18th - 20th March

