

Adult Obesity Toolkit

Better Health

January 2023

If you have any queries, please contact the Better Health partnerships team
partnerships@dhsc.gov.uk

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Overview

Around two-thirds (63%) of adults are above a healthy weight, and of these, half are living with obesity. Obesity puts us at risk of a range of chronic diseases, including cardiovascular disease, type 2 diabetes, at least 12 kinds of cancer, liver and respiratory disease, COVID-19 and can impact mental health.

Obesity also puts pressure on our health service. It is estimated that overweight and obesity-related conditions across the UK cost the NHS £6.1 billion each year and there were nearly 900,000 obesity related hospital admissions from 2018 to 2019.

Better Health offers free evidence-based support and guidance to those working towards a healthier weight. There are a variety of free NHS endorsed apps which will help people introduce simple changes to help them eat better and get active, including the NHS Weight Loss Plan.

January is a key calendar moment for people looking to reset and reach their weight loss goals. For anyone wanting support, we have a range of support tools available (see links below). Better Health has also partnered with a number of weight management and physical activity providers who offer both free and special discounted offers on our website.

Better Health support tools and apps

The Better Health website (nhs.uk/BetterHealth) provides tools to help adults improve their health and lose weight including:

Weight Loss:

- **NHS Weight Loss Plan app**

Get more active:

- **NHS Couch to 5K app**
- **NHS Active 10 app**

Reduce alcohol intake:

- **NHS Drink Free Days app**

All the above apps are free and can be downloaded via the App Store or Google Play.

How you can promote Better Health this January

January is an essential month in the calendar for engaging with people wanting to lose weight. If you would like to run a campaign signposting to our support guidance and tools, this toolkit should provide you with all the key messaging and information you need.

Campaign materials

A range of free digital resources can be downloaded from the [Campaign Resource Centre](#) to help you support your campaign. Please sign up to our campaign newsletters through [this link](#) to receive updates on the campaign and available resources.

Paid media

You may wish to put paid media support behind your activity. If so, please could you contact the Partnerships team (details below).

Tracked links

We can provide a tracked URL (a UTM) so you can see the amount of traffic your digital promotion drives to the website. If you would like this, please contact us using the email below.

Please contact partnerships@dhsc.gov.uk

Key messages

General

- Over 3 in 5 adults (63% of adult population) are at an increased risk from serious diseases as a result of being overweight or living with obesity
- The NHS has identified six benefits with losing weight: decreased risk of common cancers, heart disease and developing diabetes, lowered risk of increased blood pressure, less strain from chronic back and joint pain and decreased risk of becoming seriously ill with COVID-19.
- Better Health has a range of tools to help you make changes to improve your health, including the NHS Weight Loss Plan app, to support people on their weight loss journey.
- The Weight Loss Plan has been proven to help people lose 5.8kg on average over just 12 weeks.
- Better Health is working in partnership with a number of weight management and physical activity partners who are providing both free and special discounted offers.
- Small changes every day can help people to lose weight and feel healthier.

Call to action

- Search 'Better Health' or visit nhs.uk/BetterHealth for free tools and support to start leading a healthier lifestyle today.
- If you want to lose weight, eat better or get active, Better Health has lots of free help and support to get you started. Search 'Better Health' today. Let's do this!

Nutrition

- If you're trying to lose weight: for a man, aim for a maximum of 400 calories at breakfast and 600 for lunch and dinner (plus drinks and a couple of healthy veg and fruit-based snacks in-between). For women, this is around 300 calories at breakfast and 400 at lunch and dinner.
- Try to aim for around 1,400 calories a day if you're a woman and around 1,900kcal if you're a man.

- Snack less – no more than twice a day - and go for veg based ones. If you're having packaged snacks go for those with around 100 calories and stick to two a day max.
- Check the 'traffic light' labels and go for foods and drinks with more greens and ambers and less reds.
- When it comes to fruit and veg - the more the better! Get your 5 A Day. They're low in calories.

Physical Activity

- When it comes to exercise, some is good, but more is better still – the more time you are active, the greater the health benefits. Remember every minute counts!
- It is never too late to get active to improve your health, so start small and build up starting from 10 minutes of brisk walking a day.

Social copy and assets

Support Better Health through your social media channels by creating your own posts or liking and sharing the social content posted from Better Health social accounts:

- Facebook: @BetterHealthNHS
- Instagram: @betterhealthnhs

Please find below some example Instagram and Facebook posts that can be posted on your social channels:

- #BetterHealth offers tips and free tools - including the NHS Weight Loss Plan app - for anyone working towards a healthier weight. Let's do this!
- Whether it's new moves, new foods or new habits, there are lots of simple ways to kickstart your health in 2023. @BetterHealthNHS has lots of free tips, tools and support to help - to get started visit: www.nhs.uk/better-health
- #BetterHealth offers a range of free NHS apps to help people eat better and get active this new year, including the NHS Weight Loss Plan app. Data shows it can help people lose 5.8kg on average over just 12 weeks
- This January we're making feeling better and getting healthier simple. Take your first step by visiting the @BetterHealthNHS website for free advice and support  www.nhs.uk/better-health Let's do this!
- Small changes every day can help you to lose weight and feel healthier. #BetterHealthNHS has lots of tips and ideas to get you started.

ASSETS

A range of free social resources can be downloaded from the [Campaign Resource Centre](#) to help you support the campaign.

Remember to use the campaign hashtag **#BetterHealth** and tag **@BetterHealthNHS** where applicable.

