



**EAT BETTER  
FEEL BETTER**

# August Activity

[EatBetterFeelBetter.co.uk](http://EatBetterFeelBetter.co.uk)



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



healthier  
scotland  
SCOTTISH GOVERNMENT

It's been seven months since Eat Better Feel Better launched and, thanks to your support, the campaign is going from strength to strength.

The website is attracting thousands of visitors each month and our Facebook page ([Facebook.com/EatBetterScotland](https://www.facebook.com/EatBetterScotland)) is a hub for families across Scotland to share healthy ideas.

We're planning a new phase of marketing activity to coincide with 'back to school', a time when families are looking for a fresh start and inspiration to get back into a healthier routine.

There's lots going on over the next few months and, as always, we would love to hear from you if you have success stories or great examples that you would like to share. Just contact [healthierscotland@webershandwick.com](mailto:healthierscotland@webershandwick.com).



## What's happening?

### Media

The campaign will be running on TV again from 10 August and will be supported by digital advertising and a press partnership. The Daily Record will run a series of features focused on helping families make healthier choices on a budget. They'll also be supporting the campaign on social media and running reader offers to give away free healthy ingredients. Keep an eye out for this activity running in the paper and online throughout August.

### Events in your area

The Eat Better Feel Better event team will be on the road again from 13-22 August visiting retailers across Scotland. If you'd like to come along to an event in your area, contact Hannah at: [hannah.mackenzie@union.co.uk](mailto:hannah.mackenzie@union.co.uk).

### Free resources

We had great feedback about the campaign collateral from earlier this year and there will be additional resources available within the next few weeks, including meal planners, new leaflets and posters. We'll send a separate note about these in the next week or so with details of how you can order these free resources for your organisation. Plus they will be downloadable directly from our website.

## The search for Scotland's Healthy Helpers

We're looking for new ambassadors for the campaign; enthusiastic advocates for Eat Better Feel Better who can inspire and motivate others to give it a go.

In late August, we will launch a search to find Scotland's Healthy Helpers – the people who embody the aims of Eat Better Feel Better. We're looking for the mums, dads or carers who help their family stay healthy on a budget. We want to find people who have made achievable changes to their lifestyles – changes that anyone can manage.

These campaign advocates will have the chance to become the face and voice of Eat Better Feel Better in their area and help motivate and inspire others to give it a go.

If you know of anyone in your area who fits the bill please email [healthierscotland@webershandwick.com](mailto:healthierscotland@webershandwick.com).

### Website and social media

We are updating our website [eatbetterfeelbetter.co.uk](http://eatbetterfeelbetter.co.uk) with loads of new recipes, tips and offers, and will continue to build our Facebook following over the coming months. Just visit [Facebook.com/EatBetterScotland](https://Facebook.com/EatBetterScotland) to 'like' the page and find out more. There will be plenty of new content which you might like to share on your own page.

### Thank you

From all the team at Eat Better Feel Better, thank you for getting behind the campaign. We know that your organisations work tirelessly to make a difference in local communities and we are hugely appreciative of the time and support you've given us.

Please continue to spread the word in your own networks and communication channels, whether that's through your website, social media, local events/classes or noticeboards.

We're looking forward to continuing to work together to help Scotland's families eat better and feel better.

If you have any comments, ideas or information you'd like to share, please email Campaign Marketing Manager, Claire Prentice at [Claire.Prentice@scotland.gsi.gov.uk](mailto:Claire.Prentice@scotland.gsi.gov.uk).

