

theactive8  
program

Promotional  
resource kit



# About the Active8 Program



## Overview

The Active8 Program supports parents and carers of children in their early years with healthy eating, physical activity and positive behaviour change. For 8 weeks families can attend face-to-face group sessions or complete online activity sessions, which are supported by health coaching calls and group discussion sessions. Designed by nutrition, psychology and exercise professionals, Active8 provides skills and motivation for families to develop healthy lifestyles.

## How does it work?



If participating online, **phone coaching** with a health professional is scheduled once a fortnight. Support is given for topics such as fussy eating, screen time and being active as a family. Parents participate in **virtual group discussions** on the alternate fortnight to phone coaching.



Programs that are **delivered face-to-face** in the community are run every week for 90mins. Each week a team of health professionals will deliver sessions to parents and children together in fun interactive, game-based sessions.



Families work on **weekly targets** with their child to make positive changes at home. Targets focus on healthy eating, active play and forming positive habits.



**Online sessions** are completed each week for those online and cover a range of useful topics. Combined with practical activities and tips, these help families form healthy habits.



**Practical resources** are provided to help families make healthy changes. These include handouts, a recipe book, physical activity equipment, a portion cup and a label reading tool.



**A Facebook group** is available where families can share challenges and achievements, discuss interesting topics and support each other throughout the program.

# Promotion & presentations



## Promotional presentations

Staff from Better Health Company are available to deliver presentations about the program in local communities. Presentations can be delivered face-to-face or via your preferred online platform (e.g. Zoom, Teams, etc).



## Promoting the program

The following pages include links to digital and physical resources that can be used to promote Active8.

Physical resources can be displayed or distributed anywhere that children and families visit, such as:

- maternal and child health centres
- schools and childcare facilities
- libraries and play centres
- community and religious venues

Digital resources can be shared on social media, attached to emails, added to websites and used in digital advertising. While we love any opportunity to share the program, please take care when promoting the program and ensure that the setting is appropriate to the program messages.

## More information

For more information you can visit [www.theactive8.org](http://www.theactive8.org)

To organise a presentation, or to find out more about how you can promote Active8, please call **1300 822 953** or email [info@betterhealthcompany.org](mailto:info@betterhealthcompany.org)



# Finding Active8 online



## Social media

Active8 can be found on Facebook and Instagram by searching for Active8 program.

Both platforms use the handle [@active8program](#)

There is also a closed Facebook group for the parents and carers participating in the program.



## Website

[www.theactive8.org](http://www.theactive8.org)

The Active8 website is a useful resource for health professionals and families who wish to know more about the program.

It is also where participants log in to manage their online learning sessions, download useful resources and complete program surveys.



# Physical resources



## Promotional resources - print

A selection of promotional resources can be downloaded [here](#).

Among these are A3 posters, A5 flyers, A4 folded brochures and an information document for health professionals. They can be downloaded and printed, or used as digital signage and attachments.

Physical resources can also be supplied by Better Health Company on request.

Email: [info@betterhealthcompany.org](mailto:info@betterhealthcompany.org)

Phone: 1300 822 953



# Digital resources



## Promotional resources - socials

Digital promotional resources can be downloaded from Google Drive [here](#).

These can be used across social media, in emails, on websites or for digital signage.

Useful hash-tags to use are...

*#active8program #active8 #childrenshealth #healthylifestyle #livewell #eatwell #health #physicalactivity #nutrition #childrensnutrition #activeplay #play #kidslifestyle #healthylife #fresh #goodfood #getactive #healthyeating #kidshealth #familyhealth #active #lifestyle #feelgood #familymeals #familylifestyle #healthyhabits #healthyliving #earlyyears*

## Promotional resources - video

Promotional YouTube videos can be found [here](#).

If you need other resources please contact the Better Health Company.

Email: [info@betterhealthcompany.org](mailto:info@betterhealthcompany.org)  
Phone: 1300 822 953



# Parent company & programs



## **Better Health Company**

Better Health Company is the creator of Active8. With years of experience delivering healthy lifestyle programs for all age groups, Better Health Company delivers large scale, high quality, statewide program roll outs to communities across Australia and NZ.

All programs are carefully developed by dietitians, psychologists and other health professionals to make sure they are suitable for the age and lifestyle of participants. They are also consistent with Australian Government guidelines and recommendations.

[www.betterhealthcompany.org](http://www.betterhealthcompany.org)

**BETTER HEALTH CO.**

## **Better Health Program**

The Better Health Program is a healthy lifestyle program that focuses on eating habits, physical activity and behaviour change. The program has been developed by nutrition, exercise and psychology professionals. It is for children aged 6-12 years who are above a healthy weight and encourages the whole family to form lasting, healthy habits.

[www.betterhealthprogram.org](http://www.betterhealthprogram.org)

**BETTER HEALTH PROGRAM**

# Get in touch



## Get involved

If you are interested in promoting Active8 or delivering coaching for the program, we would love to hear from you!

Likewise, if you are an organisation or government department interested in running the Active8 Program, please don't hesitate to contact us.

## Contact us

Call: [1300 822 953](tel:1300822953)

Email: [info@betterhealthcompany.org](mailto:info@betterhealthcompany.org)

Visit: [www.theactive8.org](http://www.theactive8.org)



Scan me!

