

**MOVE MORE
FEEL GOOD**

LIVELIGHTER
▲[®]

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Partner:



Government of **Western Australia**
Department of **Health**



Campaign aims

- ▲ **Inform** WA adults of the **benefits** of being physically active and of **reducing** time spent being **sedentary**
- ▲ **Encourage** adults to be more physically active and reduce the amount of time spent being **sedentary**



Target audience

Primary

- ▲ WA adults who already engage in small to moderate amounts of physical activity.

Secondary

- ▲ Parents
- ▲ Regional/remote areas
- ▲ Disadvantaged or low socioeconomic status areas of WA

LiveLighter[®] PA guidelines

- **Move More:** Be active on most, preferably all, days every week.
- **Move Harder:** Do **2h 30min to 5h** (150 to 300 min) of moderate-intensity activity; **1h 15min to 2h 30min** (75 to 150 min) vigorous-intensity activity; or an equivalent combination of both.
- **Move Stronger:** Do muscle strengthening activities on at least **2 days** each week.
- **Move Often:** Minimise the amount of time spent sitting and break up long periods of sitting as often as possible.



Physical Activity campaigns



LIVELIGHTER

MOVE MORE

MAY

CHALLENGE

Are you ready?



SPECTATOR SPORTS

WAYS TO MOVE WHEN WE'RE NOT MOVING

Take any opportunity to move your body

LIVELIGHTER
CELEBRATING 10 YEARS



Aim to do muscle strengthening activities on at least 2 days each week

TIPS

TO MOVE

STRONGER

LIVELIGHTER
CELEBRATING 10 YEARS



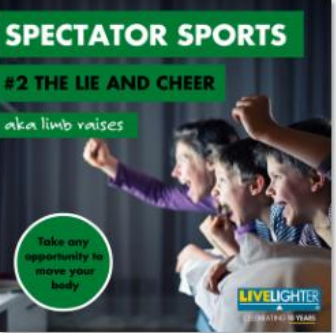
Spectator Sports - 2022



1. Launch Post



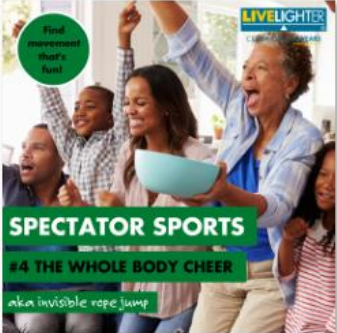
1. Shoulder press



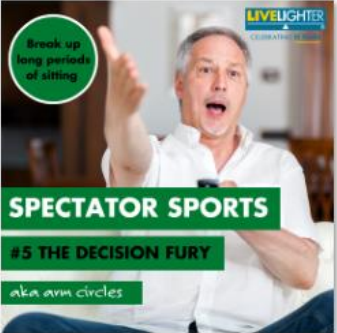
2. lie and cheer



4. on the edge of your seat



4. whole body cheer



5. decision fury



7. Wrap up tile



Spectator sports (3)



MOVE MORE MAY CHALLENGE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
SIT LESS, MOVE MORE, FEEL GREAT!					1  1 TO 2 SETS of 10 SUPERMANS ON each leg	2  MOVE HARDER Jog on the spot for 3 to 5 minutes
3  2 SETS of 10 CLAMS alternating each side	4  EXERCISE YOUR MIND 2 to 3 minutes of mindful breathing	5  1 TO 2 SETS of 10 LUNGES on each leg	6 FIND YOUR 30 Get your heart rate up doing any kind of movement you like	7  1 TO 2 SETS of 10 SQUATS (or squat jumps for an extra challenge)	8  DANCE IT OUT Have a dance party in your lounge room	9  1 TO 2 SETS of 10 CALF RAISES
10 FIND YOUR 30 Get your heart rate up doing any kind of movement you like	11  1 TO 2 SETS of 20 MOUNTAIN CLIMBERS	12  MOVE STRONGER Complete our 3 minute workout plan	13  1 TO 2 SETS of 10 PUSH UPS	14  MOVE HARDER Jog on the spot for 3 to 5 minutes	15  10 LEG LIFTS alternating left and right, hold pose for 5 SECONDS	16  EXERCISE YOUR MIND 2 to 5 minutes of mindful walking
17  1 TO 2 SETS of 10 BURPEES	18  MOVE STRONGER Complete our 3 minute workout plan	19  2 TO 5 MINUTES of AIR BOXING	20  EXERCISE YOUR MIND 2 to 3 minutes of mindful breathing	21  1 TO 2 SETS of 10 V-SITS	22 FIND YOUR 30 Get your heart rate up doing any kind of movement you like	23  HOLD PLANK for 30 SECONDS TO 1 MINUTE
24  EXERCISE YOUR MIND 2 to 5 minutes of mindful walking	25  1 TO 3 MINUTES of HIGH KNEES	26 FIND YOUR 30 Get your heart rate up doing any kind of movement you like	27  HOLD SUPINE BRIDGE for 30 SECONDS TO 2 MINUTES	28  MOVE STRONGER Complete our 3 minute workout plan	29  1 TO 2 SETS of 10 SIT-UPS	30  MOVE HARDER Jog on the spot for 3 to 5 minutes
31  1 TO 2 SETS of 10 STAR JUMPS	 CONGRATULATIONS! YOU'VE COMPLETED MOVE MORE MAY					

- Apr 2020
- May 2021



A man with a beard and white t-shirt is smiling and holding a basketball. He is standing on an outdoor basketball court at sunset. In the background, other people are playing basketball, and a basketball hoop is visible. The scene is bathed in warm, golden light from the setting sun.

LIVELIGHTER®

MOVE MORE CAMPAIGN

KEY MESSAGES

- Moving our bodies every day has many benefits for our physical and mental health.
- Motivating ourselves to be physically active is easier when we remind ourselves of the intrinsic and immediate benefits of being active.
 - e.g. sleep better, give us more energy, connect with friends, improve our mental health, feel stronger and find everyday tasks easier.
- There are so many different ways that we can move our bodies. The key is finding something that we enjoy doing and that fits in with our schedule.



CAMPAIGN ASSETS

Website



Being active is great for the body and mind.

Regularly finding the joy in moving our bodies can help us sleep better, have more energy, boost our mood, and feel stronger to do everyday tasks with ease. It can also give us the chance to catch up with loved ones, connect to nature, and keep our furry friends healthy and happy!

If you're ready to get a little more movement into your day, we're here to help.

FREE workout plans

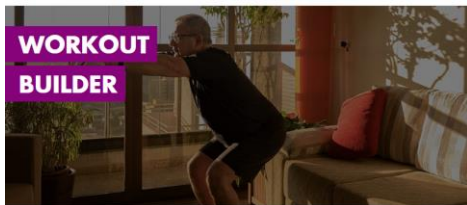
We've got workout plans to suit every body - including beginner yoga, interval training, and a couch to 3km walk plan!

Get the workouts

Am I active enough?

Learn how much physical activity is recommended, and use our calculator to find out if you're meeting the guidelines.

Find out now



Duration

5 min 10 min 15 min 30 min 45 min

Level

Beginner Intermediate Advanced

Focus

Upper body Lower body Core Balance Cardio Whole body At work

Equipment available (choose as many or few as you like)

Step Light weights / water bottles Chair

Build workout

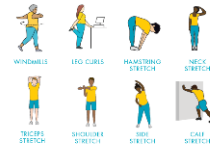
Calculator



PRINTING IT OUT?

STRETCH IT OUT!

Pick some stretches to do while you wait for your documents to print, and get a little more movement into your day.



Sitting less and moving more works wonders for our health. Take a moment now for movement.



[Campaign page for health Professionals](#)

CURRENT CAMPAIGN: MOVE MORE

The first wave of LiveLighter's new campaign *Move More* launches in Western Australia on Sunday 13th January and runs until Saturday 11th February 2023.



About Move More

Cancer Council WA is launching a brand-new LiveLighter campaign in January 2023 to be an social media, digital and outdoor campaign. The *Move More* campaign is the first past campaign in which LiveLighter has focused solely on physical activity.

Move More encourages people to discover what motivates them to move, with the aim of increasing the amount of movement WA adults are getting in their lives. The campaign highlights the positive and immediate benefits of more physical activity that can enhance people's daily lives, such as improving mental health, having more energy, connecting with others, and being calm in nature.

Campaign aims

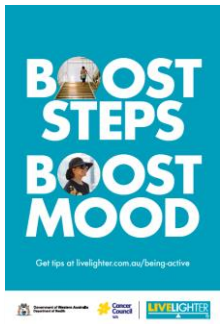
- Inform WA adults of the benefits of being physically active and of reducing time spent being sedentary.
- Encourage adults to be more physically active and reduce the amount of time spent being sedentary.

Target audience

- WA adults who already engage in small to moderate amounts of physical activity.
- Sedentary audiences will include parents, and people living in reproductive areas and disadvantaged or low socioeconomic status areas of WA.



[Nudge posters for the workplace](#)



[Free workout guides and plans](#)



EXTENDING THE CAMPAIGN LOCALLY

Social Media Posts

LiveLighter® is active on social media. We would love you to support the campaign through your social media channels.

Follow us to share our social media posts, tag us and use the hashtags #LiveLighter, #MoveMore and #FeelGreat.

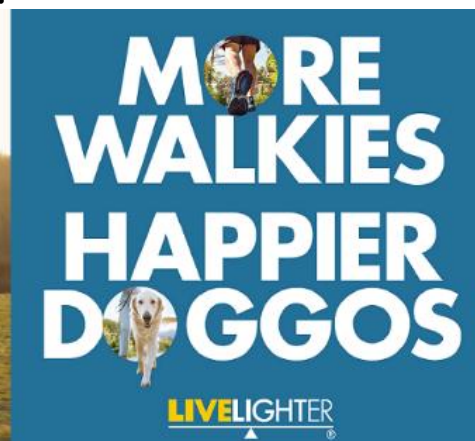
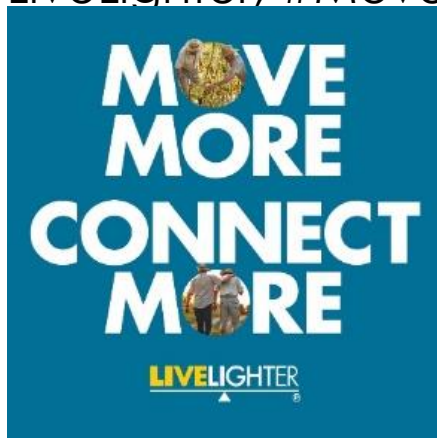
 [@LiveLighterCampaign](https://www.facebook.com/LiveLighterCampaign)

 [@livelightercampaign](https://www.instagram.com/livelightercampaign)

 [@Live_Lighter](https://twitter.com/Live_Lighter)

 [@livelightercampaign](https://www.tiktok.com/@livelightercampaign)

 [@livelightercampaign](https://www.pinterest.com/livelightercampaign)



Move More campaign taglines

**MORE
STEPS
MORE
ENERGY**

LIVELIGHTER

**DANCE
MORE
SMILE
MORE**

LIVELIGHTER

**MORE
GAMES
MORE
FUN**

LIVELIGHTER

**MORE
NATURE
MORE
CALM**

LIVELIGHTER

**MORE
SQUATS
MORE
ENERGY**

LIVELIGHTER

**MORE
WALKIES
HAPPIER
DOGGOS**

LIVELIGHTER

**MOVE
MORE
CONNECT
MORE**

LIVELIGHTER

**MOVE
MORE
FEEL
GOOD**

LIVELIGHTER

**MOVE
MORE
FEEL
STRONG**

LIVELIGHTER

**RIDE
MORE
CONNECT
MORE**

LIVELIGHTER

**BOOST
STEPS
BOOST
MOOD**

LIVELIGHTER

**TRY
OUR
FREE
WORKOUT
BUILDER**

LIVELIGHTER

LIVELIGHTER

Short videos available for sharing

<https://www.youtube.com/@LivelightersAu>



Move More partnerships







Hyde Park Festival · Follow

31 January · 🌐



The [Live_Lighter](#) campaign encourages us to go on more walkies with our pawsome friends. 🐾

Walking the doggo is a win for everyone. Not only are we moving more, but also strengthening the bond between besties.

For tips on how we can all be more active (with or without furry friends) visit: bit.ly/3Gw3STx
[#MoveMore](#) [#Feelgreat](#)



City of Kwinana

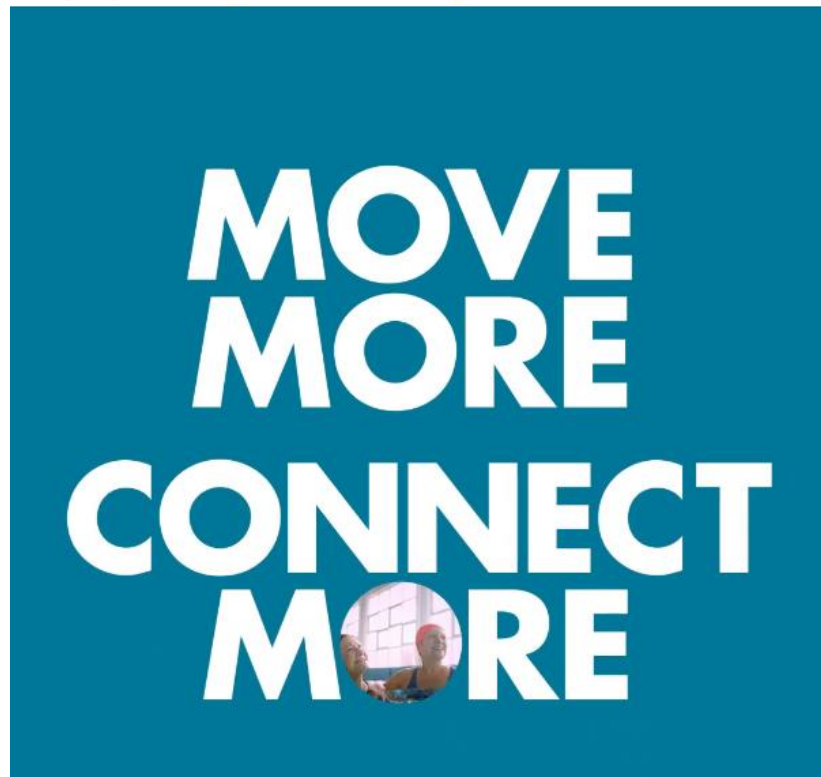
1 February · 🌐



Move More, Connect More. 🤗👉

Exercising with friends and family is a great way to stay connected while getting some physical activity into the weekly routine.

Get moving with the [Live_Lighter](#) campaign's fun family-friendly ideas on how to get more physical activity into your week. bit.ly/3Gw3STx [#MoveMore](#) [#Feelgreat](#)



👤 🗣️ Moving is grooving 🗣️ 👤

Exercise is great for our body AND mind 😊 because it helps us:

- 😴 Sleep better
- 🔥 Have more energy
- ❤️ Boost our mood
- 💪 Feel stronger
- 🌿 Connect to nature
- 👯 Connect with friends

There are lots of different ways to be active and the key is to find something that we enjoy doing which fits into our schedule

Find out if you're active enough to reap all the great health benefits of exercise here
<https://livelighter.com.au/being-active>



**MOVE MORE
FEEL STRONG**

LIVELIGHTER

**MOVE MORE
FEEL GOOD**

LIVELIGHTER

Move More Feel Good

Being active is great for the body and mind. If you currently do no physical activity, start by doing some and gradually build up to the recommended amount. Remember the more you move the better!

While being physically active plays a role in maintaining a healthy weight, the benefits extend well beyond this. Moving more can help you:

- Get fitter
- Do everyday tasks with ease
- Improve your mood
- Have more energy
- Sleep better
- Reduce your risk of heart disease, type 2 diabetes, cancer and other chronic diseases

See more tips from LiveLighter

Point of decision poster 1 - Take the stairs (office) LL8999



Point of decision poster 2 - Take the stairs (healthcare) LL9000



Point of decision poster 3 - Take the train LL9001



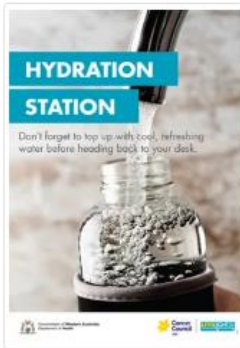
Point of decision poster 4 - Cycle tomorrow LL9002



Point of decision poster 5 - Sit or stand meeting room LL9003



Point of decision poster 6 - Hydration station LL9004



Point of decision poster 7 - Brew break exercises LL9005



Point of decision poster 8 - Print it out stretches LL9006



Nudge Posters



NMHS example partnerships



**MORE
NATURE
MORE
CALM**

LIVELIGHTER
▲[®]



LIVELIGHTER
▲[®]

livelighter.com.au



Positive Ageing

1 d · 🌐



Nedlands Affinity Club

Waratah Walkers is a social walk with a mission to get active, stay healthy and make new friends!

Walk rain or shine every Tuesday morning from Dalkeith Hall.

Not a fast walker? Not a problem! This friendly group caters for different walking speeds and everyone is welcome, including friendly furry friends. Before the walk, warmups. After the walk, coffee at the Local!

Remember that some activity is always better than none!

See more



**MORE
WALKIES
HAPPIER
DOGGOS**

LIVELIGHTER
▲
®



Lake Monger Dog Exercise Area

**MORE
WALKIES
HAPPIER
DOGGOS**

LIVELIGHTER
▲
®

LIVELIGHTER
▲
®

SIT OR STAND...

BOTH OPTIONS

WELCOME IN THIS

MEETING ROOM



**MORE
STEPS
MORE
ENERGY**



**MORE
WALKIES
HAPPIER
DOGGOES**



**BOOST STEPS
BOOST MOOD**

Contact:

assunta.difrancesco@health.wa.gov.au

NMHS Health Promotion team

- ▲ Collaborations / Partnership opportunities
- ▲ Potential grants

Jenny Atkins

Jenny.atkins@cancerwa.asn.au

- ▲ Add to subscriber lists
- ▲ Resource orders

