

Liv Life Liverpool: Service Launch Briefing Note



This year, Liverpool City Council is proud to announce the official launch of **Liv Life Liverpool**, a community-based service aimed at empowering residents to achieve and maintain a healthy weight.

This new service is set to become a key part of Liverpool's health and wellbeing strategy, providing inclusive, accessible, and tailored programmes helping residents to eat well, move more and maintain a healthy weight.

Primary message and objective:

Maintaining a healthy weight is key to preventing serious health conditions like diabetes, heart disease, and certain cancers. It boosts energy, supports mental well-being, and improves quality of life – helping individuals and communities thrive.

Join our call to action to empower Liverpool residents to achieve and maintain a healthy weight through inclusive, tailored programmes and collaborative partnerships.

Take the first step towards a healthier you with Liv Life Liverpool! Our expert-led, tailored programmes are designed to help you eat well, move more, and maintain a healthy weight. Together, we can build a healthier, happier Liverpool.

Start your journey to a healthier weight:

- <https://www.livlifeliverpool.org/eligibility-checker/>
- 0800 122 3866
- For general queries: info@livlifeliverpool.org
- For referrals: referrals.liverpoolwms@nhs.net

Secondary message and objective:

In a world full of trending diets, conflicting advice, and overwhelming information, it can be hard to know what's best for your health. Many people struggle with quick-fix solutions that don't last or feel lost in the sea of misinformation.

That's why Liv Life Liverpool has been created to provide a central place for Liverpool residents to take steps towards a healthier lifestyle. We're here to raise awareness of the support available across Liverpool and through the healthy weight service.

Campaign resources are available to download for free via the website: <https://www.livlifeliverpool.org/resources/>

- Social media graphics and suggested copy
- Newsletter copy
- Printed and digital resources
- Digital display screen graphics

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Newsletter / Intranet Copy Template

Ready to Take Control of Your Health and Feel Your Best?

Take the first step towards a healthier, happier you with Liv Life Liverpool – a free, community-based service offering the support you need to achieve and maintain a healthy weight.

Our friendly team of healthy weight specialists are dedicated to helping you eat well, move more, and feel your best.

We understand the challenges that we all face when trying to achieve a healthy weight, bring more physical activity into our lives and eat the 'right foods'. That's why we're here to help.

- **Free, Expert Support:** Work with our friendly coaches who are passionate about helping you succeed.
- **Tailored Programmes:** Receive personalised guidance designed to fit your goals and lifestyle. Designed by and delivered here in Liverpool.
- **Confidence for Life:** Learn practical skills for cooking, staying active, and making choices that work for you.
- **Support Lasting Change:** Our programmes are built for sustainable results, not quick fixes.

Your Health, Your Journey

Whether you're looking to feel more energetic, improve your overall wellbeing, or reduce your risk of long-term health conditions, Liv Life Liverpool is ready when you are.

It's your time to take the first step!

Reach out today to explore how we can help you start your journey to a healthier, happier you.

- Our website: www.livlifeliverpool.org
- Call us on: 0800 488 0551
- For general queries: info@livlifeliverpool.org
- For referrals: referrals.liverpoolwms@nhs.net
- Follow us on social media: www.facebook.com/LivLifeLiverpool
www.instagram.com/LivLifeLiverpool

With Liv Life Liverpool, you'll have a team of experts by your side, it's time to focus on you and we're with you every step of the way.

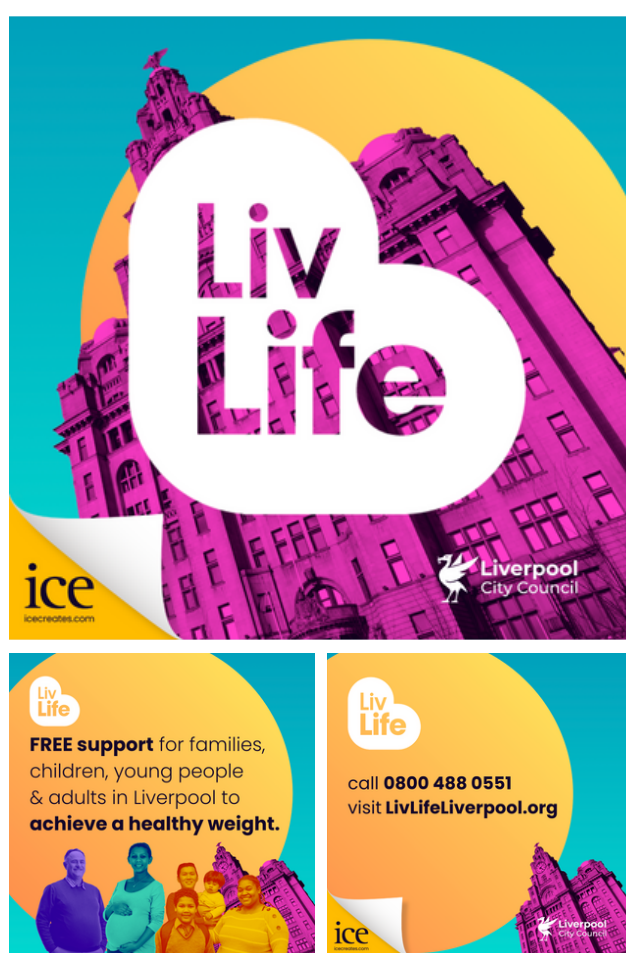
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Social Media Resources

We have a variety of social media graphics and suggested copy that you can share on your own platforms to promote the service.

Carousel 1 – Intro to the service



Introducing @LivLifeLiverpool – Liverpool's Healthy Weight Service ✨

They offer FREE tailored support to help families, young people, and adults improve their health.

The service focuses on building knowledge and confidence in:

- 🔍 Food and cooking
- 🏃 Physical activity
- ⚖️ Achieving and maintaining a healthy weight

This inclusive, community-based service provides expert advice and practical programmes designed to promote healthier, happier lives.

You can find out more information by visiting 📍
<https://www.LivLifeLiverpool.org>

Let's make Liverpool healthier together! ❤️ #LivLifeLiverpool

Carousel 2 – Benefits



Are you ready to reach your healthy, happy weight?

Maintaining a healthy weight is more than just numbers, but so important for both your physical and mental health.

@LivLifeLiverpool are here to support YOU every step of the way 🙌🌟

This brand new service is designed to offer FREE support to help families, young people, and adults manage their weight with:

- 🤝 Support and advice
- 💡 Practical tools
- 🌟 Behaviour change programmes

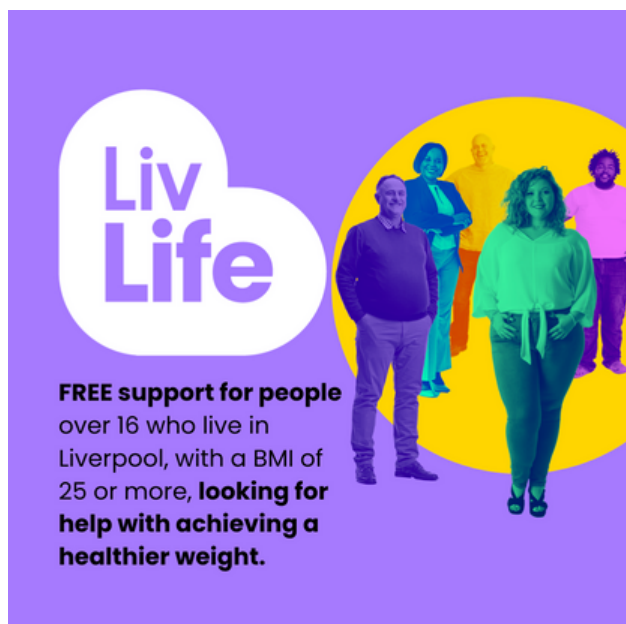
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Let's make Liverpool healthier together! ❤️ #LivLifeLiverpool

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Adult Support



Struggling to achieve a healthier weight? ✨ @LivLifeLiverpool is here to help!

This is a FREE Healthy Weight Management Service for people over 16 living in Liverpool with a BMI of 25 or more.

With a range of supportive programmes and resources, their team is here to empower you to live a healthier, happier life.

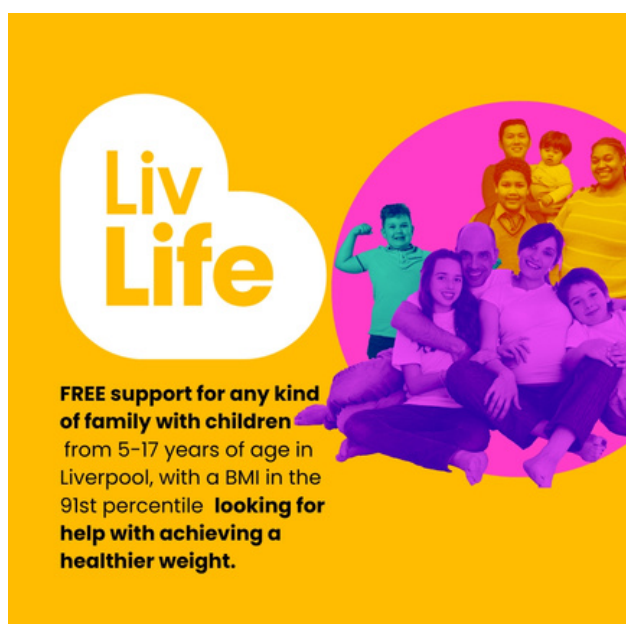
Here's how they can help:

- ♥ One-to-One Coaching: Personalised plans and guidance tailored to your needs.
- 👥 Weigh & Stay Groups: Supportive communities to keep you motivated.
- ⚖️ Weigh & Go: Quick check-ins to help you stay on track.
- 🏃 Physical Activity Groups: Fun, supportive ways to get moving.
- 📱 Virtual Support: Stay connected with the "Best You" app for on-the-go help.
- 🌟 Slimming World Programme: Proven plans for long-term success.

Together, let's achieve a healthier, happier Liverpool. 💪❤️

#LivLifeLiverpool #HealthyLiverpool

Family Support



Supporting families across Liverpool to achieve healthier lifestyles! 🧑👦

@LivLifeLiverpool offers FREE support for families with children aged 5-17, living in Liverpool with a BMI in the 91st percentile or above.

They are here to help families create lasting, positive changes.

Here's what they offer:

- ♥ One-to-One Coaching: Work with a personal coach to create a personalised 12-week plan tailored to your family's needs.
- 👨🏃 Physical Activity Groups: Fun and supportive sessions to keep your family active and engaged.
- 📱 Virtual Support: Access on-the-go help through the "Best You" app, designed to keep you on track wherever you are.

Let's work together to make Liverpool's families healthier! 💪🌟

#LivLifeLiverpool #FamilyHealth #SupportForFamilies

Family Support



👩 Supporting healthy pregnancies in Liverpool!

@LivLifeLiverpool offers FREE support for anyone who is pregnant and looking for clarity on managing a healthy weight during pregnancy.

Here's how they can help:

- ♥ 1-to-1 Coaching: Work with a personal coach to create a tailored 12-week plan designed to meet your specific needs.
- 👩 Pregnancy-Focused Groups: Connect with a supportive community to stay motivated and encouraged throughout your journey.
- 🌿 Guided Healthy Lifestyle Programme: A structured, step-by-step plan to help you make lasting, positive changes during pregnancy.
- 📱 Virtual Support: Access the "Best You" app to stay on track wherever you are.

Offering you support on your journey to a healthier, happier pregnancy! 💪🌟

#LivLifeLiverpool #HealthyPregnancy #PregnancySupport

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Resources: Print and Digital

We have a variety of materials that are available to be downloaded, printed, displayed and shared.

