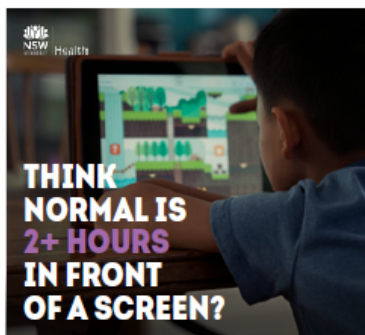


# Make Healthy Normal campaign creative - families



NSW Health

**THINK NORMAL IS 2+ HOURS IN FRONT OF A SCREEN?**

**RETHINK NORMAL.**

TOO MUCH SCREEN TIME CAN LEAD TO CHILDHOOD OBESITY AND SERIOUS HEALTH ISSUES.

SMALL STEPS CAN MAKE A BIG DIFFERENCE  
MAKEHEALTHYNORMAL.NSW.GOV.AU

MAKE HEALTHY NORMAL

NSW Health

**MAKE HEALTHY NORMAL**

**EVERY DAY MINI CHALLENGE #13**



**REDUCE SCREEN TIME, INCREASE GREEN TIME.**

SMALL STEPS CAN MAKE A BIG DIFFERENCE  
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NSW Health



NSW Health

**THINK NORMAL IS GIVING CHILDREN UNHEALTHY SNACKS?**

**RETHINK NORMAL.**

REGULAR SERVES OF HIGH SUGAR, HIGH FAT FOODS CAN LEAD TO CHILDHOOD OBESITY AND SERIOUS HEALTH ISSUES.

SMALL STEPS CAN MAKE A BIG DIFFERENCE  
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MAKE HEALTHY NORMAL

NSW Health

**MAKE HEALTHY NORMAL**


**EVERY DAY MINI CHALLENGE #09**



**TRADE CHIPS FOR PLAIN POPCORN.**

SMALL STEPS CAN MAKE A BIG DIFFERENCE  
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NSW Health



NSW Health

**THINK NORMAL IS GIVING YOUR CHILD FRUIT JUICE DAILY?**

**RETHINK NORMAL.**

A JUICE SERVE HAS ABOUT 5 TEASPOONS OF SUGAR. TOO MUCH SUGAR CAN LEAD TO CHILDHOOD OBESITY AND SERIOUS HEALTH ISSUES.


SMALL STEPS CAN MAKE A BIG DIFFERENCE  
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MAKE HEALTHY NORMAL

NSW Health

**MAKE HEALTHY NORMAL**

**EVERY DAY MINI CHALLENGE #11**



**SLICE AND FREEZE ORANGE SEGMENTS FOR MINI ICE BLOCKS.**

SMALL STEPS CAN MAKE A BIG DIFFERENCE  
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NSW Health



NSW Health

**THINK NORMAL IS GIVING YOUR CHILD A SUGARY DRINK DAILY?**

**RETHINK NORMAL.**

SUGARY DRINKS CAN HAVE 10+ TEASPOONS OF SUGAR WHICH CAN LEAD TO CHILDHOOD OBESITY AND SERIOUS HEALTH ISSUES.


SMALL STEPS CAN MAKE A BIG DIFFERENCE  
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MAKE HEALTHY NORMAL

NSW Health

**MAKE HEALTHY NORMAL**

**EVERY DAY MINI CHALLENGE #12**



**MAKE WATER THEIR REGULAR DRINK.**

SMALL STEPS CAN MAKE A BIG DIFFERENCE  
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NSW Health

MAKE  
HEALTHY  
NORMAL

كيف تجعل  
الأسلوب الصحي  
أمراً طبيعياً:



MAKE  
HEALTHY  
NORMAL

LÀM THẾ NÀO ĐỂ CHUYỆN  
CÓ ĐƯỢC SỨC KHỎE  
TỐT LÀ BÌNH THƯỜNG:



MAKE  
HEALTHY  
NORMAL

如何让健康  
成为常态:



# SMALL STEPS CAN MAKE A BIG DIFFERENCE.



**1** CHOOSE SMALLER PORTIONS  
AND LESS KILOJOULES



**2** EAT MORE  
FRUIT AND VEG



**3** BE ACTIVE  
EVERY DAY



**4** MAKE WATER  
YOUR DRINK



**5** SIT LESS AND  
MOVE MORE

- Healthier food and drink at events
- Make water available
- Include physical activity for staff and clients
- Support with cooking skills and healthy snacks
- Vegie gardens
- Healthy prizes – fruit and veg or sports equipment

MAKE A CHANGE TODAY AT  
**MAKEHEALTHYNORMAL**  
.NSW.GOV.AU

**MAKE  
HEALTHY  
NORMAL**

http://www.makehealthynormal.nsw.gov.au

Make Healthy Normal - Home

File Edit View Favorites Tools Help

HR Kiosk Servicehow Visitor Registration System Web Slice Gallery HEAL2009 Home Employee Self-Service Portal Stafflink TeamSite

**MAKE HEALTHY NORMAL** HOME A NEW NORMAL FOOD ACTIVITY NEWS LOGIN SIGN UP

OVER HALF THE ADULTS IN NSW ARE OVERWEIGHT OR OBESE. LET'S CREATE A HEALTHIER NSW 9,601 REGISTRATIONS

**MAKE HEALTHY NORMAL**

We are living in an environment where being unhealthy has become normal. Over half of adults and more than one in five children in NSW are overweight or obese, increasing their risk of heart disease, cancer, stroke and type 2 diabetes later in life.

The good news? It's never too late to make a change for yourself or your family. Small changes to your lifestyle can make a big difference. We need to change normal. We need to make healthy normal.

FAMILIES THE PROBLEM THE SOLUTION

8:36 AM 23/06/2017

http://www.facebook.com/makehealthynormal

Make Healthy Normal - Home

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**MAKE HEALTHY NORMAL** Michelle Home 12 Find Friends

**MAKE HEALTHY NORMAL**

Make Healthy Normal @makehealthynormal

Home About Leaderboard Photos Likes Videos Posts Create a Page

**MAKE HEALTHY NORMAL**  
Creating a healthier NSW

Liked Following Share

Photos

**Quitting lasts forever**

WE'VE ALL HAD BUSY LIVES. IT'S NOT ABOUT HAVING TIME. It's about making time.

HELP YOUR PARENT

Government Organization

Community

JL Invite your friends to like this Page

24,152 people like this

24,128 people follow this

Managed (owns) and 13 other trends like this

About See All

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Chat (3)

8:37 AM 23/06/2017