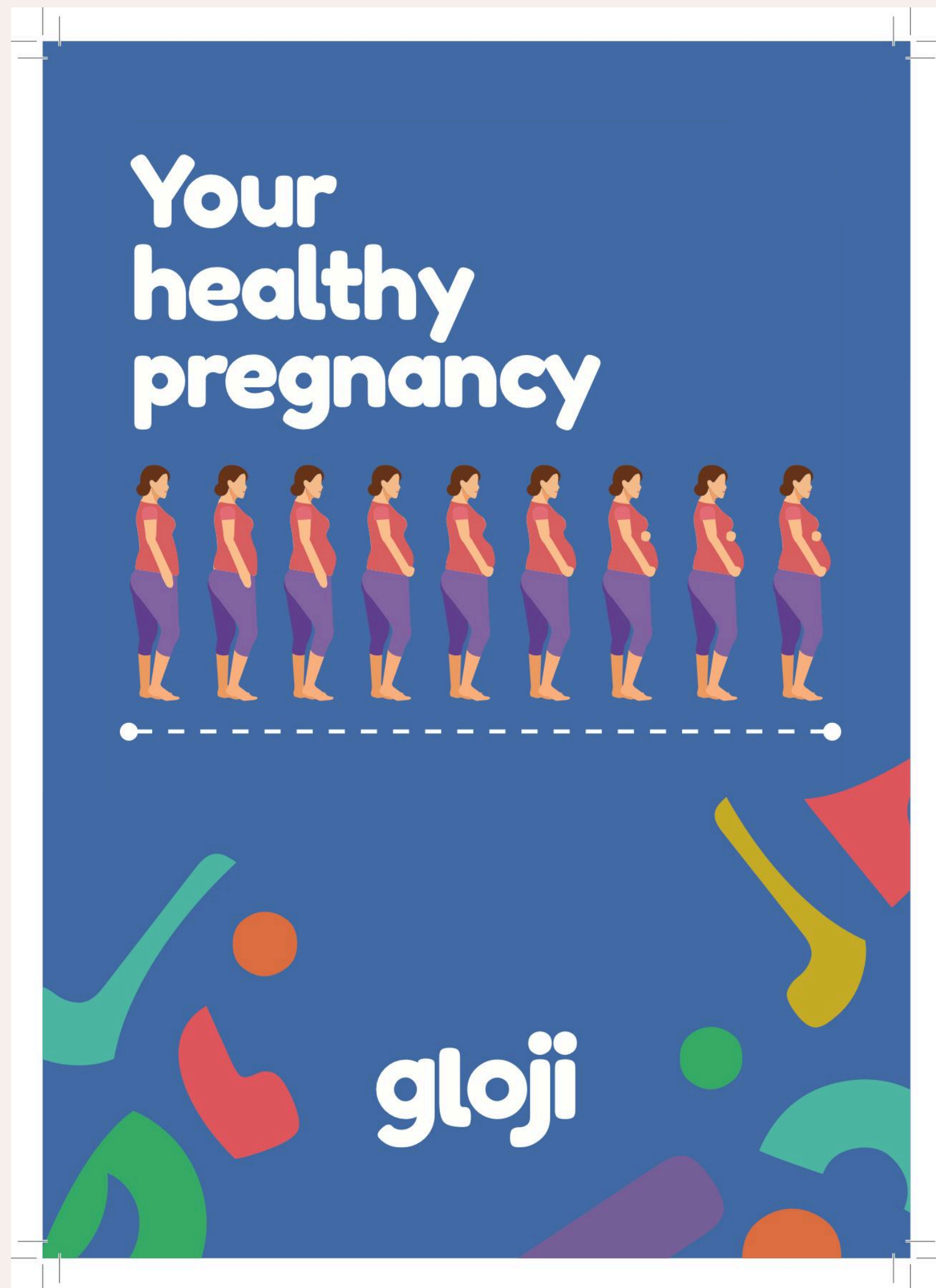


Learning & Corporate Design Samples

JOSHUA MASIH

Instructional Design: MANvFAT / Gloji



Designed structured learning materials, like this Healthy Pregnancy booklet to guide patients through complex health behavioural changes. Focus on accessibility and clarity.

Moving more in pregnancy



Keeping active is an important part of your pregnancy journey. Don't worry, exercising won't harm your baby, in fact women who stay active in pregnancy are less likely to experience problems in late pregnancy and labour.

6 benefits to exercising in pregnancy

Help manage weight gain

Improve your fitness

Improve your sleep

Helps reduce high blood pressure

Help prevent gestational diabetes

Improve your mood

Boost your mental health and wellbeing



Your healthy pregnancy

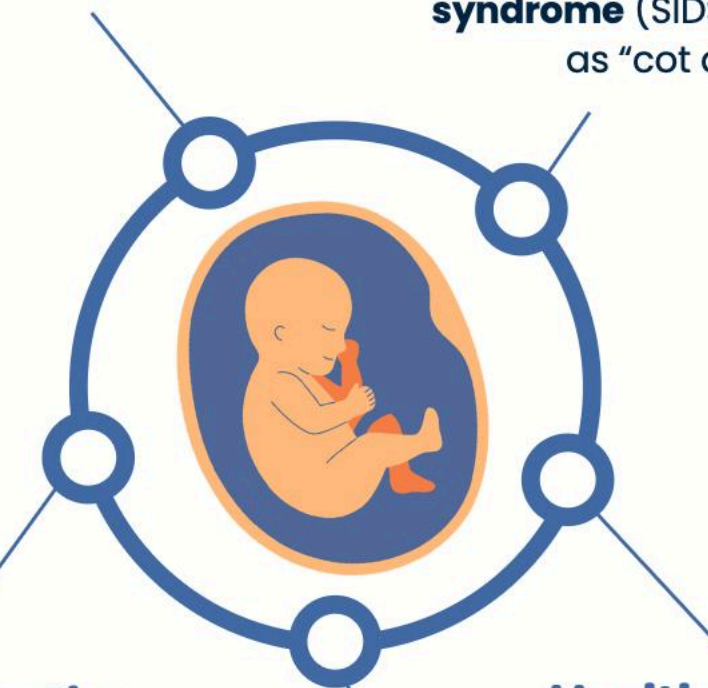
6 benefits to stopping smoking in pregnancy

Reducing risk

You will **reduce the risk of complications** in pregnancy and birth. You will **reduce the risk of stillbirth**.

SIDS

You will **reduce the risk of sudden infant death syndrome (SIDS)**, also known as "cot death".



The sooner, the better

The sooner you stop smoking, the better. But even, if you stop in the last few weeks of your pregnancy this will benefit you and your baby.

Healthy weight

Your baby is **less likely to be born with a low birth weight**.

Improved health

Your baby is **less likely to be born too early** and have to face breathing, feeding and health problems that often go with being premature.

Your healthy pregnancy

Information Design: Campaign & Annual Reports



Overview

Our December – January campaign will aim to generate referrals into the tier 2 weight management offering. The first half of the campaign will focus on our exercise support pathway, starting in January with swimming. The latter part of the campaign will prioritise Service 1 (Slimming World) and Service 2 (gloji Lose Weight).

Our core messaging will revolve around making 2025 the perfect time to take steps towards feeling good again, at zero cost. This is aimed at individuals from target demographics including areas of deprivation and men who want to make a change but are not quite sure where to start.

Key messaging:

Make 2025 Your Time to Feel Good Again

No judgement, no pressure—just 12 weeks of free swimming and guidance to help you lose weight, build strength and feel more like yourself. Start where you are, and we'll help you take the next step.

Translated complex yearly performance data into clear, on-brand visualisations for stakeholders.

Campaign Plan

15/12 – 31/12

Exercise Support Promotion

December will see us prioritising referrals into swimming. Referrals from men and from areas of deprivation will be targeted as these are target demographics stated within the service specification.

26/12– 31/01

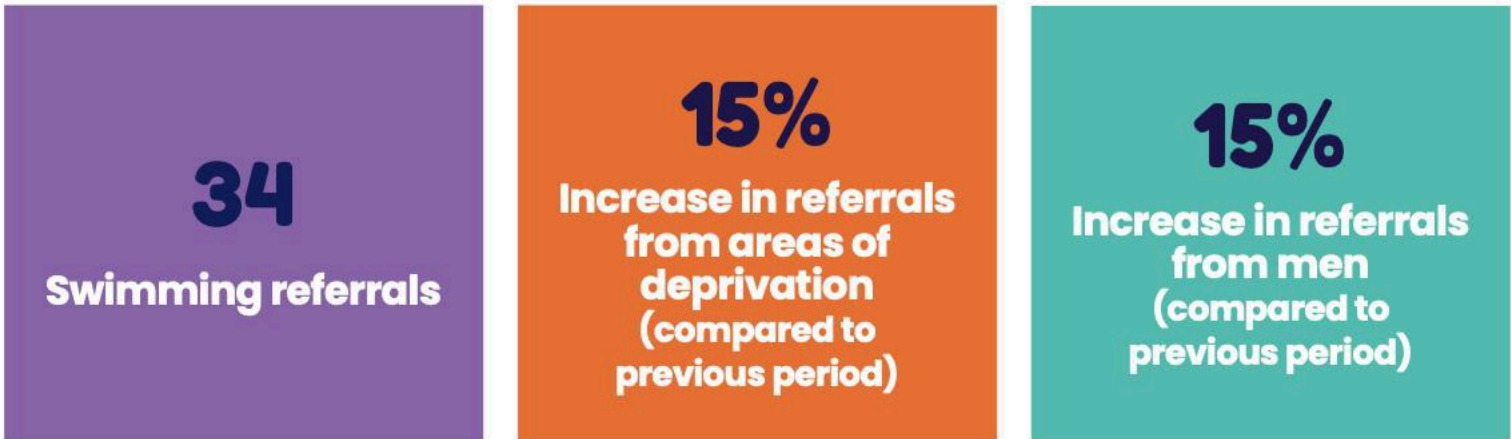
Digital Support & Slimming World Promotion

January will see marketing efforts broaden out to encourage uptake across all pathways.



Goals

All for the period 15/12/24 – 31/01/25



Audience

Residents of Isle of Wight. Due to the size of the Island, we are not focusing specifically on Newport, which is the area of the Exercise Support group, as there are good transport links across the Island. On a more granular level, individuals from areas of deprivation and men will be targeted.

How will we achieve this?

Client Marketing

Printed marketing

Beer mats targeting males will be distributed to social men’s clubs, pubs, sports locations etc. We will also be including leaflets with key messages for target audiences.

Social media

Social media assets to share on local Facebook groups alongside a sponsored Facebook campaign promoting the entire service with targeting focused on men & areas of deprivation.

Digital PR

We will be sponsoring a paid article to be published in ‘On The Wight’ with a testimonial focus to promote the uptake of male referrals. This will also be shared across their social channels and in their daily newsletter for optimum reach and engagement.

Events

In December 2024 we will be promoting our service at the wellbeing session hosted by The Parent and Carer Team (PACT), where we have been invited to attend a stand to provide information on all of our services.

Primary / Secondary Care & Community Engagements

Newsletter

All GP’s on the Island, will be sent via email, a Christmas newsletter detailing the services available to their patients and how to refer them.

Leaflet drop

On 7th January a leaflet drop will take place, these will be directed to primary care and the general public through libraries and community centres, as well as our partners at Leisure Medina Leisure Centre.



2023-2024

ANNUAL REPORT



ONE YOU
EAST SUSSEX

51% of Health Coach clients
achieved their goals

60% of smokers,
quit smoking

<11 tonnes of weight loss achieved
since the launch of OYES

thrive tribe



ONE YOU
EAST SUSSEX

East Sussex
County Council



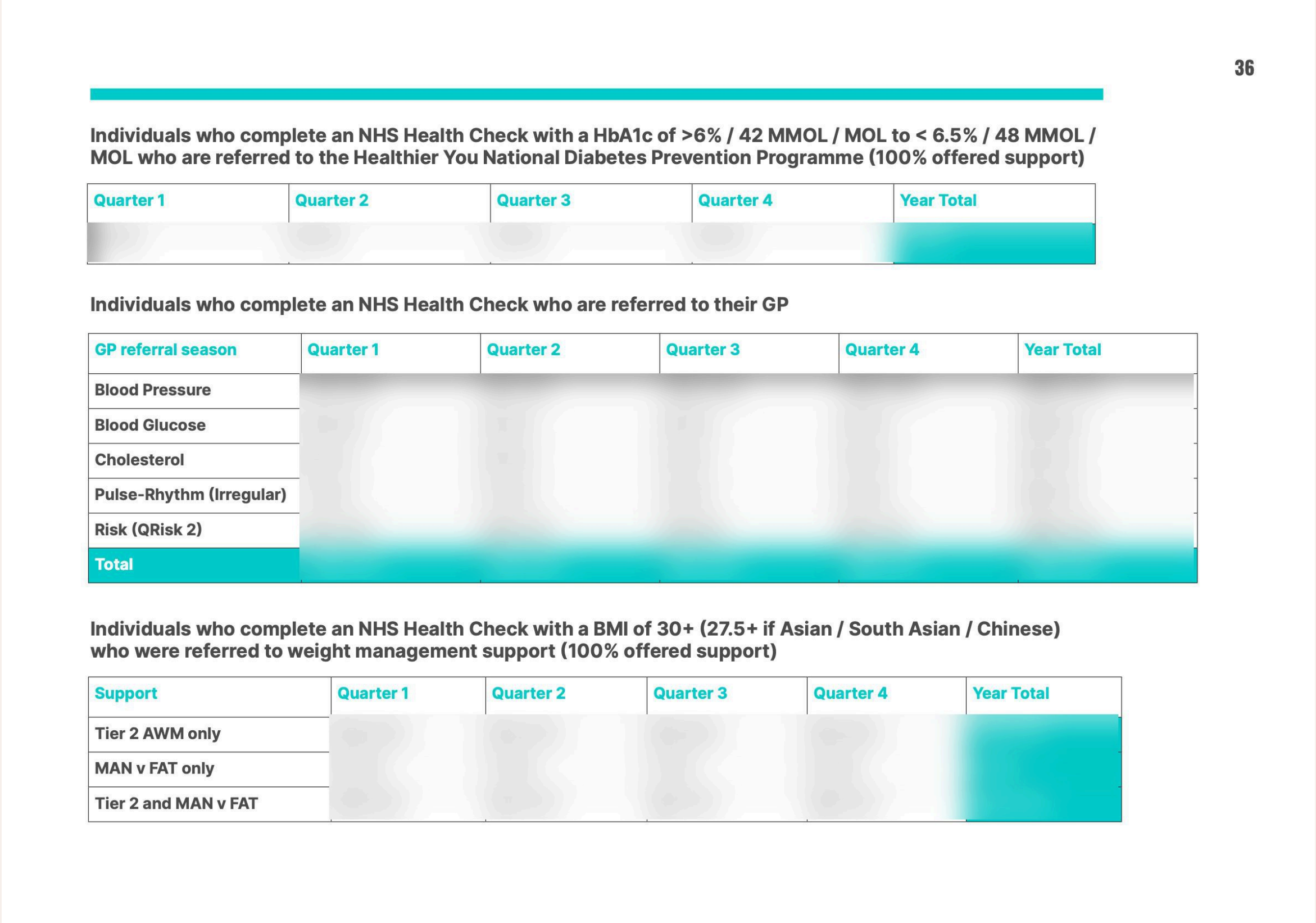
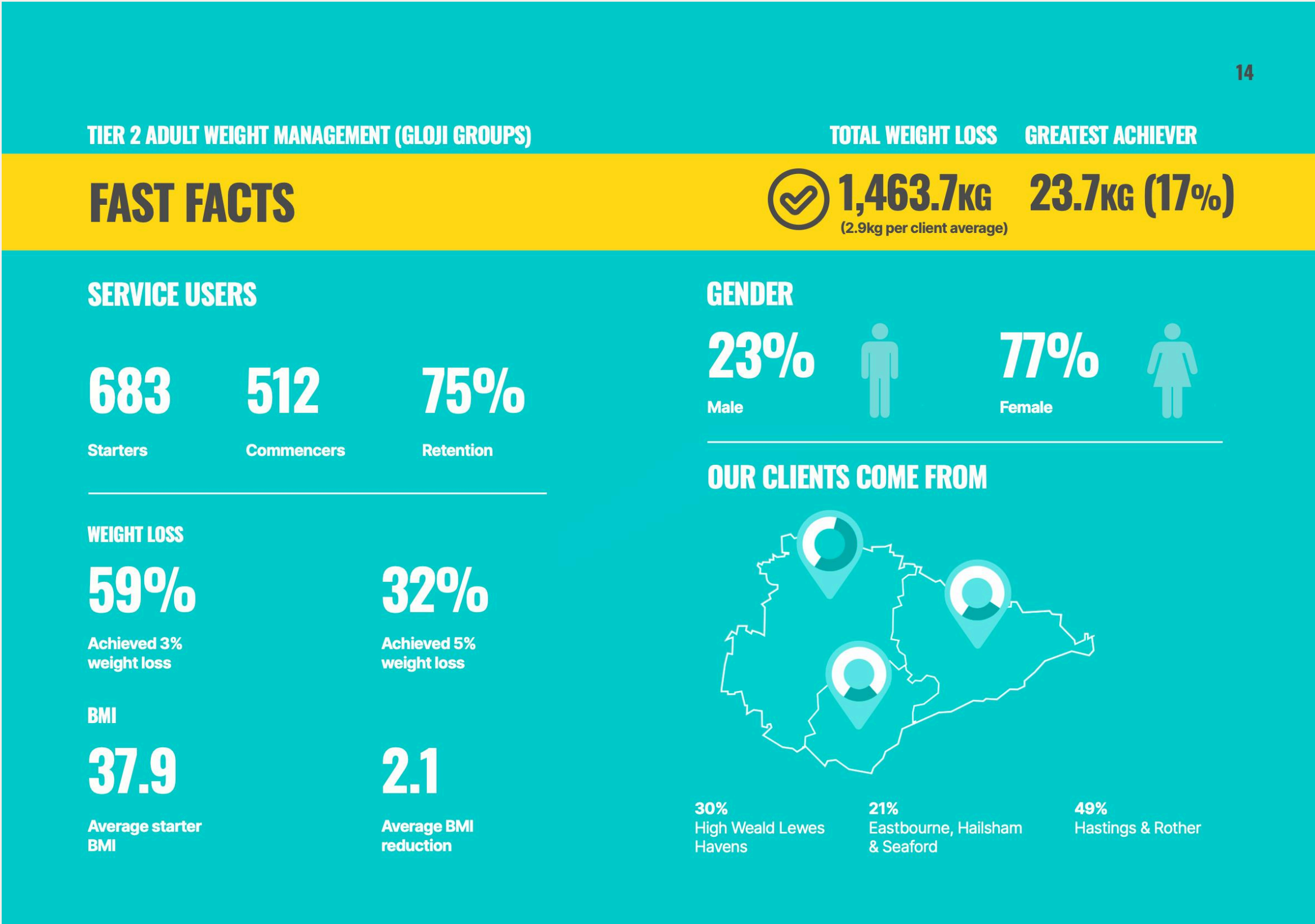
thrive tribe

ONE YOU EAST SUSSEX

In 2016, Public Health England launched 'One You', a groundbreaking, national campaign to support adults prevent future diseases caused by modern day life.

In England, around 40% of all deaths are associated to everyday habits and healthy lifestyle behaviors such as; being physically inactive, drinking excessive amounts of alcohol, eating too much unhealthy food, and smoking tobacco. By helping adults to take charge of their health and make changes to their lifestyle, One You can support people to enjoy longer and healthier lives.

In August 2017, East Sussex County Council recommissioned all its adult behaviour change support services, and its community NHS Health Checks programme, within a single fully integrated health and wellbeing service. This was delivered under the brand, One You East Sussex. Individuals accessing OYES can obtain support to change a range of health-related behaviours, including stopping smoking, losing weight, increasing physical activity, and reducing alcohol consumption. OYES also includes community NHS Health Checks provision to ensure individuals who are not registered with or accessing primary care services, are screened for the risk of developing preventable, long-term conditions. Integral to combating health inequalities and embedding sustainable behaviour change, OYES has developed referral pathways into housing support, employment services and debt advice, to address the wider determinants impacting on an individual's health. Looking forward we are very happy to announce that the One You East Sussex service (which was due to end in March 2024) was recommissioned in December 2023 to provide our services for the next 6 years to the residents of East Sussex.



Bid & Policy Documentation

thrive tribe

Marketing & Communication Plan

Public Health networks in Cheshire East

We will work with commissioners to engage stakeholders in the local Public Health network and market the Cheshire East Integrated Lifestyle Service (ILS). The table below provides an initial view of the local stakeholder groups we've identified. The Gantt chart that follows sets out the key Year 1 marketing activities and proposed timescales.

Stakeholders

Key components	Local stakeholders
Primary Care	
Acute Care	
Pharmacies	
Midwives and Maternity Services	
Other Commissioned Services	
Mental Health	
Social Care	
Other Health Care Professionals	

Gantt Chart

Type	Activity	Detail	O	N	D	J	F	M	A	M	J	J
Mobilisation	Create and agree comms and engagement plan to launch the service											
	Review and optimise the use of the One You Brand across all channels											
Relationship building/ mobilisation	Establishing positive relationships with key stakeholders											
Relationship building/ communications	Liaise with ICB leads and PCN Clinical directors											
Relationship building/ evaluation	Deliver a series of launch webinars											
	Collaboration with the Council to regularly evaluate marketing activity											

Typesetting and structuring high-stakes bid documents within strict brand guidelines.

