



Better Health Food Scanner app campaign

A range of digital resources for the new childhood nutrition campaign are now available to download from the [Campaign Resource Centre](#). These include a [social media toolkit](#), digital screens and web banners. You can also now download the [Children's Healthier Eating Toolkit](#), with fun, easy to run activities to help support families to make positive changes to their diet. It's aimed at children aged 2-11 years and is perfect for use in children's centres, libraries, leisure centres, breakfast and after school clubs and other similar locations.

There is also a comprehensive schools programme, with new curriculum-linked resources available on the [School Zone](#), our dedicated website for teachers.



e-Bug Teaching Resources

These resources have been developed by the UK Health Security Agency for use by teachers to inform students aged 3-16 about infection prevention, control, and treatment. Please use the resources to support infection prevention within the school environment.

The e-Bug resources are tailored to the curriculum for each key stage in primary and secondary school and are accredited by the Association for Science Education. The Department of Education have listed e-Bug materials in their guidance for education and childcare during coronavirus. The resources will also be available in accessible formats on our website at www.e-bug.eu.



Campaign assets can be downloaded from the [Campaign Resource Centre](#).

This campaign encourages anyone experiencing feelings of anxiety, depression or other common mental health concerns to seek help through NHS Talking Therapies services (also known as IAPT-Improving Access to Psychological Therapies).

After being gifted the song rights by Apple Corps and Sony, the campaign creative will use lyrics from the Beatles' song 'Help!' to powerfully bring to life the message that anyone can experience feelings such as anxiety and depression and that it's totally normal to ask for help

The campaign aims to increase the public's awareness of these services and the number of people accessing them via self-referral, or via their GP – in particular looking to reach people who are struggling and realise they need help, but don't know how or who to go to for support.

The campaign will run in England across VOD (catch up TV), radio, paid social media, PR, partnerships, multicultural media and search. Accessible and multicultural materials will also be made available to partners in the coming weeks.

A range of campaign assets will be made available for download from the [Campaign Resource Centre](#) including:

- Help! video content featuring talent, patients, therapists
- Campaign toolkit
- 60 second film
- Posters
- Social media copy including 30", 15" and static assets
- 30 second radio edit

The following assets will be made available in the coming week, also for download via the Campaign Resource Centre:

- Digital screens
- Email signatures
- Empty belly posters

Key dates

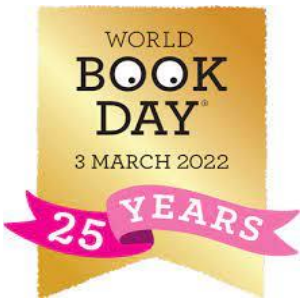


Eating Disorders Awareness Week

2-8 March 2022

This year's EDAW campaign aims to increase the training and knowledge given to professionals, like GP's, to help them spot the early signs of an eating disorder. This will ultimately help with increasing early access to treatment and reduce the risk of possible misdiagnosing. Find out more about how you can get involved in this

at: <https://edaw.beateatingdisorders.org.uk/>



World Book Day

3 March 2022

[World Book Day | World Book Day is a registered charity. Our mission is to give every child and young person a book of their own.](#)



No Smoking Day

9 March 2022

If you smoke, quitting will improve your health and wellbeing, help protect the health of those around you, and reduce your need to use the NHS.

Find out more at: [Today is the Day](#)



World Sleep Day

18 March 2022

For World Sleep Day 2022, our theme and slogan is **Quality Sleep, Sound Mind, Happy World**. For more information on events and activities and how you can be involved please visit: [World Sleep 2022 | \(worldsleepsociety.org\)](#)



Nutrition and Hydration Week

14 - 20 March 2022

Nutrition and Hydration Week is an annual event with a shared objective to highlight, promote and celebrate improvements in the provision of nutrition and hydration locally, nationally and globally. Find out more at:

[N&H Week | Nutrition and Hydration Week](#)



Brain Awareness Week

14-20 March 2022

Brain Awareness Week is a global campaign to increase public awareness and support about the progress and benefits of brain research. It's a week-long celebration organised by the Dana Alliance in mid-March every year. For information and resources visit: [Brain Awareness Week 2022 - Event Info and Resources \(twinkl.co.uk\)](#)



World Oral Health Day

20 March 2022

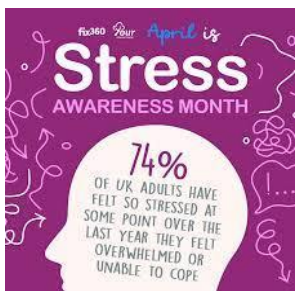
On the 20 March every year we ask the world to unite to help reduce the burden of oral diseases, which affect individuals, health systems and economies everywhere. Its purpose: to empower people with the knowledge, tools and confidence to secure good oral health. For information visit: [World Oral Health Day](#)



World Health Day

7 April 2022

Held on the 7th April each year, is the term for an annual day dedicated to promoting the benefits of good health and wellbeing worldwide. Resources can be found at: [World Health Day 2022 - Event Info and Resources \(twinkl.co.uk\)](#)



Stress Awareness Month

April 2022

Stress Awareness Month has been held every April, since 1992 to increase public awareness about both the causes and cures the modern stress epidemic. Find out more at: [The Stress Management Society - From Distress to De-Stress](#)



On your feet Britain

28 April 2022

On Your Feet Britain is a FREE and FUN way to reboot and energize your workplace habits. This year we're looking forward to seeing how every worker gets active for the #BigWiggle – wherever your desk may be. For information visit: [On Your Feet Britain \(onyourfeetday.com\)](#)



Training Dates

March 2022

[Pornography in RSE](#)

Online Microsoft Teams
15:30 – 16:30
Wednesday, 2nd March 2022.

[PHSE Coordinators Meeting: ask the local experts Q&A session - Primary](#)

Online Microsoft Teams
15:30-16:30
Thursday, 17 March 2022

[PSHE Coordinators Meeting: ask the local experts Q&A Session - Secondary](#)

Online Microsoft Teams
15:30-16:30
Thursday, 24 March 2022

[C-Card Training](#)

Condom-Card training is for the workforce who work with 13 to 18 year olds

Online Microsoft Teams
Wednesday, 30th March 2022
15:00 – 16:30

May 2022

[PHSE Coordinators Meeting: ask the local experts Q&A session - Primary](#)

Online Microsoft Teams
15:30-16:30
Thursday, 12 May 2022

[PSHE Coordinators Meeting: ask the local experts Q&A Session - Secondary](#)

Online Microsoft Teams
15:30-16:30
Thursday, 19 May 2022