

THE ANATOMY OF A SUCCESSFUL HEALTH PROMOTION BRAND

Good for kids
good for life



Good for Kids (GFK) programs translate evidence based knowledge from research and integrates policies on nutrition and physical activity to improve childhood obesity rates (1).

40%

of GFK staff do not believe schools currently recognize Good for Kids and what it represents!

Behaviour change in health can be difficult to address at a population level, so making use of effective branding strategies is a key objective for public health programs (2). GFK will be more effective with enhanced branding guidelines, exceed the branding principles exhibited by other health promotion organisations and line up with local strategic maps and priorities.

1. Evidence Based Practices
GFK programs are based on evidence. This will be translated more effectively through proven branding techniques.

4. Better Outcomes
The goal of GFK is to improve childhood obesity and overweight rates. Clients will trust a good, consistent brand and seek out GFK programs.

2. Branding Guide
A style guide will be circulated for all staff, including correct logo and colour guidelines. Represent GFK, and introduce yourself as GFK!

3. Training
All staff will have access to the Branding Guide as well as training to enhance the ability to promote GFK knowledge translation.

SOURCES

(1) <http://www.goodforkids.gov.au>
(2) doi: 10.1080/10810730802487364

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