

Social Connection Campaign

Department of Health – Partner Pack



Rialtas na hÉireann
Government of Ireland

The Campaign – Hello Again World

- Loneliness can be detrimental for our physical and mental health, while reconnecting with others has numerous physical and mental health benefits.
- Healthy Ireland has developed a nationwide campaign to combat the growing pandemic of loneliness, aimed older people who may not have not re-integrated into their communities following Covid.
- Message - Post-pandemic, with vaccines and sensible precautions, it is safe for Older People to reconnect with the world.
- Message - Say ‘Hello Again World’, make up for lost time and re-establish important connections with your community.
- This campaign will run from 1 March to 2 April across TV, Radio, and selected Social Media. [View the TV Ad](#)

How to Support

- Help us get the message out to as many people as possible, share our content on your social media channels and website
- Follow us on Social Media and share some of our posts:
 - Facebook: <https://www.facebook.com/healthyireland.gov.ie/>
 - Instagram: <https://www.instagram.com/hihealthyireland/>
 - Twitter: <https://twitter.com/Healthyireland>
- Post your own content about building social connections on your social media – use the Hashtag #HelloAgainWorld
- Post your own content on your website – include our video

Social Media Assets



- Video 15 Sec (16:9, 1:1 & 9:16) Eng & Gae
- Statics (1.91:1 / 1:1 / 16:9) Eng & Gae

[Download Social Media Assets](#)