



Guidance for the use of HSE Healthy Ireland Merchandise

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1. Healthy Ireland

'Healthy Ireland – A framework for Improved Health and Wellbeing 2013-2025' was adopted by the Irish Government in 2013 in response to Ireland's changing health and wellbeing profile. The framework brings together Government departments, public sector bodies, employers, sports and voluntary groups along with communities, families and individuals into a national movement with one shared vision: A Healthy Ireland, where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone's responsibility.

The Healthy Ireland Framework sets out four central goals for improving health and wellbeing and outlines clear routes and strategies to achieve these goals, in which all people and all parts of our society can participate.

2. Healthy Ireland – its Identity

As part of the identity of Healthy Ireland, Government have created a distinctive brand to reflect the values of fairness and accountability. The logo itself (*hi*) is an acronym for Healthy Ireland using lower case informality rather than an institutional or corporate formality supporting the brands accessibility and friendliness for audiences of all ages. Government wishes for the '*hi*' brand to be used widely, across all public sector and publicly funded bodies but always in settings that align to their goals and values. A copy of the Department of Health's '*hi*' brand guidelines are available [here](#).



3. Healthy Ireland within the HSE

In response to the Government's Healthy Ireland Framework, the HSE published its first Implementation Plan '*Healthy Ireland in the Health Services- National Implementation Plan 2015-2017*' and subsequently published the *Healthy Ireland Progress Report 2015-2020*. The second [Health Services Healthy Ireland Implementation Plan 2023-2027](#) continues to deliver on the Healthy Ireland agenda across the Health Services ensuring everyone can enjoy physical and mental Health and Wellbeing to their full potential.

The plan identifies four strategic priority areas:

1. Embedding health and well-being in health service delivery
2. Strengthening partnership and community working
3. Supporting healthy behaviours from childhood through to healthy ageing
4. Supporting staff personal health and well-being

Promoting the Healthy Ireland brand through targeted dissemination of merchandise as part of the implementation of Healthy Ireland, is one way to raise awareness about Healthy Ireland and encourages participation in health and wellbeing initiatives.

4. Guidelines and considerations for the use of merchandise

In procuring merchandise, the HSE National Healthy Ireland office have carefully chosen products that support the values and ethos of the Healthy Ireland brand, whilst also demonstrating the promotion and sourcing of sustainable/recyclable products. The range of items listed as per the tender were also selected based on value for money, their suitability/durability and their potential visible exposure throughout the organisation and beyond. If distributed correctly, good branding and its targeted use can provide a memorable and positive experience for those who receive it. Branded merchandise is one of the most effective ways of communicating the ethos of what our work is all about.

In order to ensure the best return on investment, the HSE National Healthy Ireland Office suggests strong consideration on how best to disseminate/award merchandise. See Appendix A for suggested use.

Careful consideration should be given when choosing the type and the quantity of items to use for your event/initiative. Please review the following list when planning your activity:

- Ensure there is some formal messaging around the vision of Healthy Ireland and include relevant actions identified in the [Health Services Healthy Ireland Implementation Plan 2023-2027](#) that aligns to your event/initiative.
- Examine the specific objectives of the overall programme/initiative/event in terms of how the merchandise assists in raising the profile/awareness of the Healthy Ireland brand
- Estimate the number of staff participating in/attending the initiative/event and note the unit cost for each item; avoid over estimating quantities required so that orders are matched more closely to need.
- Consider the financial cost to the HSE when deciding how best to disseminate merchandise (unit prices for each piece of merchandise are listed in the catalogue below) and calculate the overall cost of merchandise associated with running the event/initiative.
- Estimate the cost associated with giving everyone attending or participating an item of merchandise and compare with cost associated with providing a limited number of items as spot prizes. For example, the higher priced items should only be used for spot prizes; the lower priced items could be given to those who participated or attended your event/initiative.
- It is important that merchandise should only be issued as part of an initiative; providing merchandise to staff with no engagement, participation or attendance at a Healthy Ireland event places no value on the item. Free merchandise can send the wrong signal to staff as it has no value and for this reason it is important to have a clear rationale for issuing merchandise.

To view the full range and price list of HSE Healthy Ireland Merchandise click on the link [here](#).



Appendix A:

Suggested use of Healthy Ireland merchandise

Merchandise	Suggested use
Lanyards	Everyday use at work; Conferences
ID badge pull reels	Everyday use at work, Conferences
A5 hardback notebooks	Spot prizes; workplace awards
Pens	Conferences, workshops, meetings, consider giving a pen when awarding A5 notebooks
Sticky notes	Everyday use at work; Conferences
Knitted ribbed hats with/without LED	Workplace spot prizes for outdoor seasonal physical activity initiatives
Baseball caps	Prizes for staff initiatives, walk/step challenge programmes; Sun smart related activities
Windbreaker jackets	Outdoor physical activity programmes; spot prizes
High-Viz vests	Workplace outdoor physical activities/initiatives; smarter travel to work; active commuting to work; cycle safety
High-Viz armbands	Workplace outdoor physical activities/initiatives; smarter travel to work; active commuting to work; cycle safety
Classic Polo T-shirt	Prizes for staff on completion of a workplace programme; Uniform for staff at a Healthy Ireland event/conference
Technical sports T-shirt	Provided as part of a physical activity programme
100% organic T-shirts	Workplace programmes/prizes at Healthy Ireland initiatives/programmes
Outdoor body-warmer	Prizes for winners of workplace initiatives/programmes
Short/long sleeve cycling jersey	Cycling to work initiatives; workplace cycling events
Long sleeve sports tops	Physical activity programmes, spot prizes if having a draw/quiz; Uniform for staff if hosting an event
Water bottles	Spot prizes for different initiatives, sustainability initiatives, staff hydration awareness days; workplace cycling/walking/fun runs
Reusable hot drinking cup	As part of a workplace initiative; spot prizes , climate action sustainability initiatives
Cooler lunch bag for work	Spot prizes for different initiatives; Healthy eating initiatives/programmes for staff
Organic canvas lunch bag	Spot prizes for different initiatives; Healthy eating initiatives/programmes for staff
Cotton tote bag	Conferences; workplace programme; prizes for Healthy Ireland workplace initiatives/programmes
Swim cap	Prizes for workplace initiatives/programmes
Draw string sports bag	Conferences; prizes for staff initiatives/programmes
Umbrellas	HSE launch events; PR photo opportunities