**Preventive screening**

**Social media content calendar**

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|  | **Proposed copy** |
| 1 | Getting regular and medically recommended screenings is one of the most important things you can do for your health and our Vitality experts agree: don’t put these off – early detection saves lives. **LINK TO: INVESTING IN HEALTH STARTS WITH PREVENTATIVE SCREENING**  #LiveLifeWithVitality |
| 2 | What is a Vitality Health Check? And why is it important?  Our Vitality experts answers all your Qs about this simple set of preventive tests – that can add healthy years to your life: **LINK TO ARTICLE: WHAT TO EXPECT IN A VITALITY HEALTH CHECK**  #LiveLifeWithVitality |
| 3 | The secret to prioritising a healthy habit like your Vitality Health Check? Make it fun. Listen to this podcast by Behavioural Economist Katy Milkman on why – and how – this works: **LINK TO PODCAST:** <https://news.uchicago.edu/big-brains-podcast-science-behind-forming-better-habits>  #LiveLifeWithVitality |
| 4 | In your 20s? Here are the most important health checks for you: **LINK TO ARTICLE: YOUR ULTIMATE HEALTH CHECKS CALENDAR**  #LiveLifeWithVitality  --  *Reference asset: 20s preventative screening checklist* |
| 5 | In your 30s? Here are the most important health checks for you: **LINK TO ARTICLE: YOUR ULTIMATE HEALTH CHECKS CALENDAR**  #LiveLifeWithVitality |
| 6 | In your 40s? Here are the most important health checks for you: **LINK TO ARTICLE: YOUR ULTIMATE HEALTH CHECKS CALENDAR**  #LiveLifeWithVitality |
| 7 | In your 50s? Here are the most important health checks for you: **LINK TO ARTICLE: YOUR ULTIMATE HEALTH CHECKS CALENDAR**  #LiveLifeWithVitality |
| 8 | 60+? Here are the most important health checks for you: **LINK TO ARTICLE: YOUR ULTIMATE HEALTH CHECKS CALENDAR**  #LiveLifeWithVitality |
| 9 | Do any of these ⬇️ sound familiar?  Luckily, with a teaspoon of tips, a pinch of incentives and a sprinkle of our behavioural science, you can motivate yourself to do important health activities: **LINK TO ARTICLE: WANT TO GET YOUR HEALTH CHECKS DONE? MAKE IT FUN (AND OTHER TOP TIPS)**  #LiveLifeWithVitality  --  *Reference creative asset: Do any of these excuses sound familiar?* |
| 10 | Need a nudge to book your Vitality Health Check? Here are some of our top tips.  #LiveLifeWithVitality  --  *Reference asset: Top tips to nudge VHC booking* |
| 11 | Can a Vitality Health Check save your life?  A few years back, it did for Vitality member Amy Rabie. Here’s her story: **LINK TO VIDEO:** <https://www.youtube.com/watch?v=nX3q-OpLHKs>  #LiveLifeWithVitality |
| 12 | DID YOU KNOW that one of the best ways to protect your child’s health is to take them for yearly health screenings?  This may sound like a lot to take in if you’re a new parent, but Christine Brophy, VP of Behaviour Change at Vitality Global, suggests three science-based ways to nurture healthy habits as a family. **LINK TO: HEALTH CEHCKS FOR KIDS: A QUICK GUIDE FOR PARENTS**  #LiveLifeWithVitality |
| 13 | Globally, the uptake of health screening in men remains low, even though health screenings have been proven to saves lives.  We’ve listed 5️⃣ simple checks men should add to their routine to ramp up the early detection of health conditions. **LINK TO ARTICLE: FIVE HEALTH CHECKS MEN SHOULD BE DOING REGULARLY.**  #LiveLifeWithVitality  --  *Reference asset: 5 simple checks men should add to their routine* |