

## New health campaign launched in Ghana

ACCRA, Ghana - The United States Agency for International Development (USAID), the Ministry of Health, and the Ghana Health Service, launched the refreshed 'Good Life, Live it Well' campaign on July 28 at the National Theatre.



Image by 123RF

The 'Good Life, Live It Well' campaign will serve as the overarching Ghana Health Service brand and aims to promote positive health behaviours through television, radio, social media, and print materials. The campaign was first launched in partnership with USAID in 2010.

By focusing on the health behaviours involved in each stage of life, the refreshed campaign hopes to resonate with Ghanaians from all walks of life and encourage them to adopt healthy behaviours.

The new, refreshed campaign will promote improved health behaviours in family planning; maternal, newborn and child health; malaria prevention and treatment; and water, sanitation and hygiene. USAID is providing \$10 million towards the mass media and print campaigns, as well as technical support in the development of the campaign's messages.

Said US Ambassador Robert P. Jackson at the launch event. "A healthy population is one of the most important enablers of economic growth. Healthy children are attentive students. They grow into healthy, educated adults who can create and fill the jobs that will propel the Ghanaian economy forward."

The 'Good Life, Live It Well' campaign furthers the goals of USAID's integrated Health, Population, and Nutrition Program, which works to improve the health and well-being of the population in Ghana. USAID partners with the government of Ghana to achieve these goals, build leadership, improve governance, and build capacity in the health sector.