



An Roinn Sláinte
Department of Health

'Hello Again World' Media Campaign

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16th meeting of the UNECE Standing Working Group on Ageing

20th-22nd November 2023,
Geneva



Policy context

Adverse effect of loneliness on health & wellbeing

Significant prevalence of loneliness amongst older people

COVID-19 pandemic exacerbated social isolation



‘Hello Again World’

Government multi-media campaign to combat loneliness & isolation among older people

Aim: to encourage people aged 65+ to increase social connectivity

March 2023: advertisements on TV, radio & social media

PR campaign



TV advertisement



Older man pottering around the house, bored.



Says goodbye to the telly and gets ready to go out.



Greeted by excited friend, says 'Hello Again World'
'Reconnection with others is good for everyone's health'



TV Ads: 40 & 30 Sec

Languages: English & Irish

VOs: Older male VO with Dublin accent. Female friend. Female announcer to contrast.

Tone: Measured and reflective with positive upbeat ending

Music: Our track

Timing: Wed 1st Mar – Sun 2nd Apr



Radio advertisement

MVO Anyway last week I was in the house, I'd done a crossword, watched a bit of telly, made about 40 cups of tea, and I just thought today's the day. You see, I haven't been out much since before the pandemic, but I knew the bridge night was on, so I went. It was great seeing them all. They're a really good laugh. I missed that.

F-ANCR Reconnecting with others is always good for your health. Maybe it's time to say Hello Again World.

F-ANCR A message from Healthy Ireland.

Radio Ad: 30 Sec

Languages: English & Irish

VOs: Older male VO with Dublin accent, as per TV ad. Female announcer to contrast.

Tone: Friendly & reflective.

Conversational. Not preachy.

Positive & upbeat ending, as per TV ad.

Music: Our track



Facebook advertisement



Facebook ad: 15-second version of TV ad
Languages: English & Irish



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Thank you

www.gov.ie/health

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