



**Look, Learn  
and Live it  
Well...**

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**Welcome to  
GoodLife, It's an  
#everydaything.**



**It's an #everydaything.**



**Welcome  
to GoodLife**

**LIVE IT WELL!**



**COMMUNICATE  
FOR HEALTH**



**The GoodLife, Live it Well brand is a Ministry of Health/Ghana Health Service health promotion initiative first introduced in 2010 in partnership with USAID. Over the years the GoodLife logo has served as the flagship identity for health promotion in Ghana helping to convey important health messages around malaria, family planning, HIV/AIDS, and a host of other health issues. By 2016, however, it needed a new look and feel that resonated with changing Ghanaian society and had appeal across a broad spectrum of audiences.**

Today, the GoodLife brand has been completely repositioned to be the overarching social and behavior change communication and health promotion brand rallying all health interventions within the GHS including family planning, maternal, child and newborn health, nutrition, malaria, water, sanitation and hygiene, HIV/AIDs and diseases of pandemic potential under a common platform. The refreshed brand messages are organized around life stages and what is important to know and do at every phase of life. This includes messages tailored for pregnant women and their partners, youth, young people in relationships, caretakers of children under five years including newborns, and older people.

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## What is GoodLife?

### MISSION

The overall purpose of GoodLife is to support the GHS (and partners) at the national, regional and district levels to achieve health-related Sustainable Development Goals through evidence-based and theory informed social and behavior change communication (SBCC) interventions. We want to let everyone know that healthier, happier living is possible for all and together we can help to improve the health of all Ghanaians.

### VISION

- To be the canopy brand for use by the GHS and partners, with an overarching multimedia campaign that ties the different health interventions together in a unified communication effort.
- To encourage self-reflection about what makes life good and link personal happiness to do-able healthier behaviours and practices. GoodLife seeks to capitalize on the promise that the adoption of healthier lifestyles and practices at all stages of life can lead to the fulfillment of personal dreams and aspirations.
- GoodLife promotes everyday lifestyle choices. It serves as a platform to discuss healthier behaviours and care seeking practices such as regular use of insecticide-treated nets, exclusive breastfeeding for babies less than six months of age, regular hand washing with soap under running water, giving birth with a skilled birth attendant, family planning, and a range of other health issues.

## What are the GoodLife Values?

The refreshed *GoodLife, Live it Well* brand is embodied in Ghanaian social values and beliefs. The “nyinkyim” a local Ghanaian Akan symbol represents the resilience and versatility of the Ghanaian people with its rich and diverse mix of cultures, languages and health information needs. The symbol is embodied in the refreshed logo signifying solidity, stability, serenity, wellness and peace.

Today's GoodLife will seek to encourage self-reflection about what makes life good and links personal happiness to good health behaviors while suggesting that good health is an everyday thing.

Today's GoodLife is that trusted friend, faithful companion and guide who seeks to engage every Ghanaian in a dialogue about health and who will be there to show us the path to a long and happy life.

The *GoodLife, Live it Well* brand is the single unified flagship brand for all GHS health interventions. One common logo and brand will seek to be the symbol all Ghanaians can turn to as their trusted source for health information and services.

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