

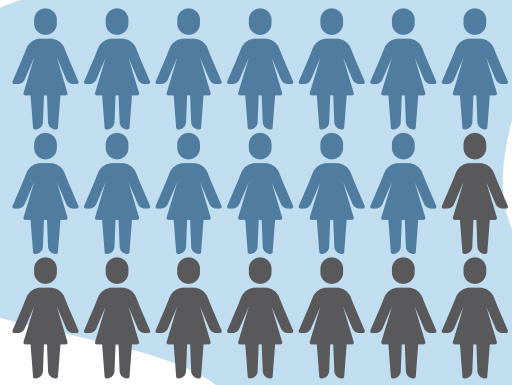
Step Outside

move your way

The **Step Outside. Move Your Way** campaign was launched on 30th March 2021 and ran for 12 months

Newsletters

Monthly community newsletters were sent with an average **365** total opens per month



62% Newsletter open rate per month

169

average views per month

Webpage

Step Outside. Move Your Way webpage had **2,198** views



Move your way and discover what suits you best



Social Media

On average per month **31** social media posts were generated including direct posts and posts shares from the community and partners



YouTube

Over **1,000** views on our launch video. A short 5-minute video featuring locals moving in the natural environment of Bass Coast and South Gippsland.

Videos

Be inspired by local residents with tips and ideas on how to move in our natural environment

51

average views per video



South Coast Prevention Team
Working together with our community to achieve healthy lifestyles