**NoObesity Short Communication Text**

**Purpose:** Key strapline messages to short communications/straplines focusing on different aspects and elements of the apps.

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| **App** | **Key Message Text** |  |
| **Family App** | * The app helps families set health goals, including identifying barriers and strategies when the goals feel out of reach.
* The family’s app allows progress on health goals to be recorded and includes links to parenting tips for extra advice and support.
* The app equips families to manage their own wellbeing as part of the work to prevent children becoming overweight and obese.
 | Download the NoObesity Apps today from the App Store or Google Play. |
| **Professional App** | * The Professionals app helps health and care professionals to provided tailored advice to families that includes tracking goals, barriers and progress.
* The app will support families and health and care professionals in preventing children becoming overweight and obese.
 | Download the NoObesity Apps today from the App Store or Google Play. |
| **Family & Professional Apps** | * The Family and Professional apps can be linked so families can share their progress with a health and care worker.
* Equipping families to manage their own wellbeing is part of the work to prevent children becoming overweight and obese.
 | Download the NoObesity Apps today from the App Store or Google Play. |