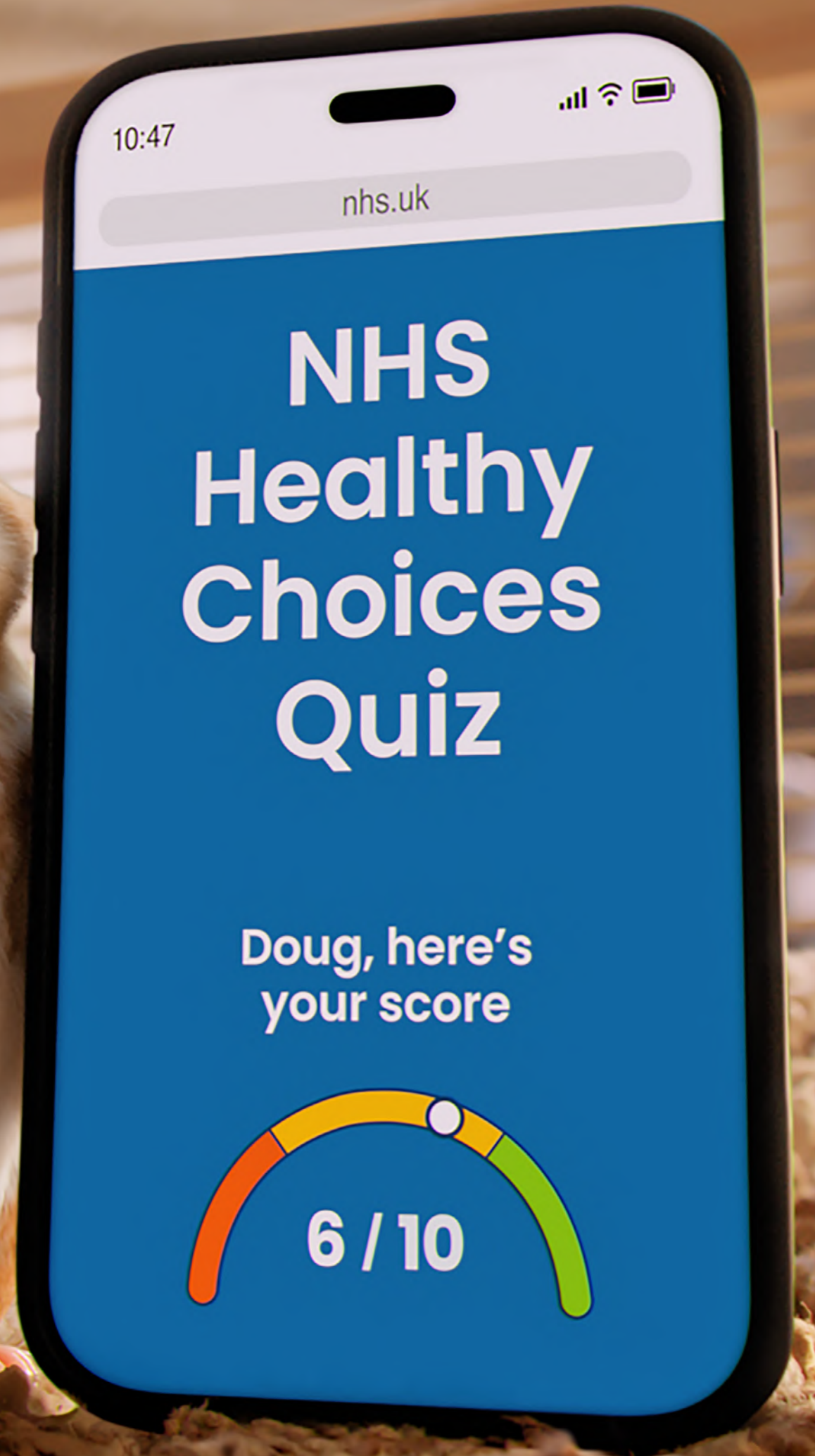


The Healthy Choices Quiz Partner toolkit

January 2026



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Introducing the Healthy Choices Quiz

Thank you for downloading a copy of this campaign toolkit, designed to help you promote the new Healthy Choices Quiz. Whether you work for local government, the NHS, a service provider, charity, employer or commercial organisation, we hope you can help us reach and encourage adults across England to take this simple first step toward improving their health and wellbeing.

Before we explain a bit more about the quiz, you'll no doubt want to see what it looks like, and perhaps even give it a go yourself! The Healthy Choices Quiz is located on the NHS Better Health website (<https://www.nhs.uk/hcquiz>), which is the main NHS website for information and advice about leading a healthy lifestyle. Alongside providing lots of information about healthy behaviours such as being more active and stopping smoking, Better Health also offers people access to a range of digital behavioural support tools to help them on their behaviour change journey.



Why it matters

Preventable health conditions are costing lives, burdening the NHS and damaging our economy. More than a quarter of the population now have a long-term health condition, and health inequalities are also widening – people in the most deprived areas of England die 8 years younger and spend 19 fewer years in good health than those in the least deprived areas.

Key risk factors such as smoking, obesity, drinking alcohol and mental health problems affect millions of people. But making small changes to the way we live day to day can have a big impact on our health in the immediate and longer-term. We want to empower people across the country to make positive changes for their health through engaging with our tools and support.



How does the quiz work?

The Healthy Choices Quiz provides an easy first step for those who want to feel healthier but may not know where to start. After capturing some basic demographic information and exploring different health motivations, the quiz asks a series of lifestyle questions across six main themes: movement, eating, alcohol consumption, smoking and vaping, mental health and sleep. Users will then receive an overall score out of 10 based on their answers.

This score indicates how their lifestyle could be affecting their health and wellbeing and how they are doing in each lifestyle area. Most importantly, it recommends what to do if they should need to make any changes. This includes directing them to NHS apps, advice and resources to help them get going with confidence. Users can also sign up to an email programme to get additional information and support on key lifestyle areas straight to their inbox.

It is worth noting that we do not ask about a person's medical history as this is not a medical assessment.

To find out more about how your score is calculated visit [**Healthy Choices Quiz score explained – NHS**](#)



What support does the quiz offer?

What support does the quiz offer?

Upon completion, the quiz signposts users to relevant information and support, including our suite of free digital behaviour change tools. These have proven results and already support millions of people every year:



Active 10
A tool to encourage users to record and increase daily brisk walks



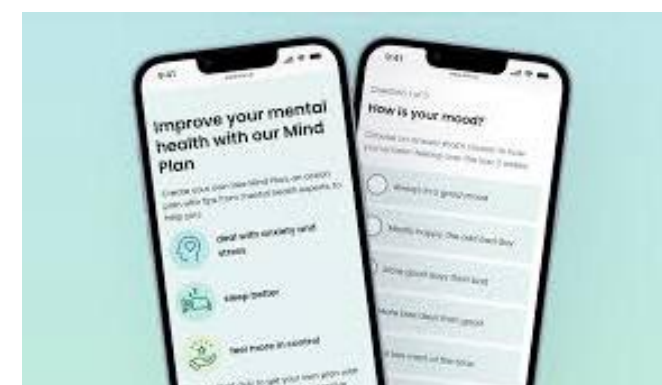
Couch to 5K
A running programme for absolute beginners



Quit Smoking
Personalised support to help users quit smoking for good



Drink Free Days
A tool to help users cut down on alcohol by tracking drink free days



The Mind Plan
An action plan and email programme with support from mental health experts



Better sleep
A six-week email programme with tips to help improve your sleep



Healthy recipes
Over 100 healthy recipe options that are easy to follow and include cooking times



NHS Health Check
You may also be asked to find out whether you are eligible for an NHS Health Check

Target Audience

Who can take the quiz?

This quiz is designed for all adults aged 18 and over. We are particularly keen to reach 40 to 60 year-olds who are undertaking risky health behaviours.

Who is the quiz not suitable for?

- Anyone aged 17 and under.
- Anyone with an existing health condition, like diabetes or heart disease.
- Those who are worried about their health should speak to a GP.
- Those who are pregnant should speak to a midwife or GP.

Why is a digital quiz an effective tool?

We know our audience spends over 4 hours daily on digital platforms, with around 75% of this time on smartphones.

They're confident using government digital services like booking NHS appointments, which creates a foundation for health-focused digital tools.

However, many face specific emotional barriers to health behaviour change – they may feel powerless, fear failure, and find change overwhelming. Digital quizzes are effective because they provide a low-effort first step that doesn't feel intimidating. The quiz format lets people discover their health status privately, without external judgment, which reduces resistance to engagement.

It's essential that our promotion of the quiz makes clear that it:

- is free
- is from the NHS
- is a simple first step
- takes just a few minutes to complete
- provides personalised results and recommendations
- will connect people to proven NHS apps and tools with clear evidence of effectiveness.

Key messages

Primary

1. The NHS has launched a free health and wellbeing quiz, the Healthy Choices Quiz.
2. Taking around 5 minutes to complete, the quiz asks a series of questions about a user's lifestyle. Users will receive an overall score out of 10 and advice on how they are doing in each area. It then provides personalised recommendations and a wealth of NHS resources including free apps to help users take targeted action where it's most needed.
3. The Healthy Choices Quiz aims to empower adults, particularly those in middle age, to make positive changes to their behaviour and create meaningful steps towards a healthier life.

Call to action

- Start your journey to a healthier lifestyle: take the free NHS Healthy Choices Quiz today.
- Take the free NHS Healthy Choices Quiz online here: <https://www.nhs.uk/hcquiz>

Long and short copy

Short copy

We are supporting the Department of Health and Social Care and the NHS on a new campaign encouraging all adults to take the Healthy Choices Quiz. This health and wellbeing quiz aims to empower adults to take control of their health by making small changes day to day.

Taking around 5 minutes to complete, the quiz asks a series of questions about your lifestyle. You will then receive an overall score out of 10 and advice on how you are doing in each area. You'll also receive personalised recommendations and a wealth of NHS resources including free apps to help you act where it's most needed.

Take the free NHS Healthy Choices Quiz today:
<https://www.nhs.uk/hcquiz>

Long copy

We are supporting the Department of Health and Social Care and the NHS on a new campaign encouraging all adults to take the Healthy Choices Quiz. This health and wellbeing quiz aims to empower adults to take control of their health by making small changes day to day.

Taking around 5 minutes to complete it asks questions about your lifestyle in the areas of eating, movement, alcohol consumption, smoking and vaping, mental health and sleep. You'll receive an overall score based on your answers. This score indicates how your lifestyle could be affecting your health and wellbeing.

You'll also be directed to guidance and advice for areas you could improve including a range of free NHS apps and tools. From a 9-week running programme for absolute beginners, to an anxiety reducing email programme, the NHS has a range of support on offer. Whether you want to eat better, move more or sleep deeper, the Healthy Choices Quiz can be your first step towards a healthier you.

Take the free NHS Healthy Choices Quiz today:
<https://www.nhs.uk/hcquiz>

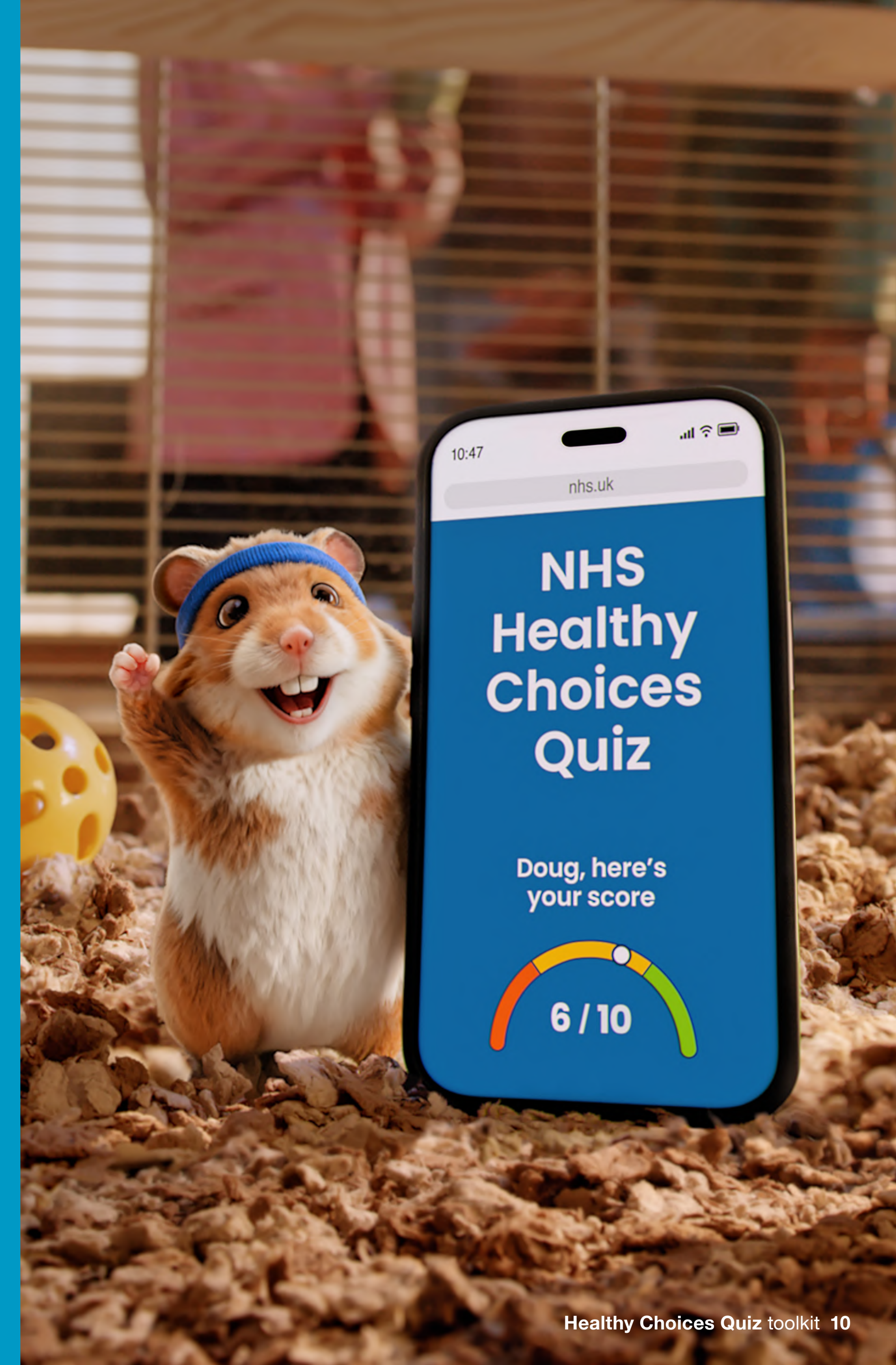
Campaign Creative

We are launching a new campaign in **January 2026** to coincide with the new year moment, when we know many people are thinking about making positive changes to their health and lifestyle. The new campaign will feature 'Kenny'. Kenny is the hamster and beloved pet of the Brookbank family. From his little home in the living room, he's observed first-hand the positive changes the quiz has made to his surrogate mum and dad; Doug and Carol.

As an animal who likes to spend an inordinate amount of time on a hamster wheel, Kenny's no stranger to staying healthy and reaping the benefits it brings.

Fortunately, this particular hamster has the canny ability to talk, so Kenny will become our brand mascot – educating our audience about all the benefits in a humorous and extremely memorable way that is engaging and feels authentic.

Kenny will feature across broadcast media and the assets available to help you promote the quiz locally, as described over the next few pages.



How you can promote the quiz

We've created a suite of campaign resources to support the January campaign of the quiz.

Here's an overview of what's available:

- 2x Posters (A4)
- 4x Static digital screen assets (2x 16x9 and 2x 9x16)
- 4x Animated digital screen assets (2x 16x9 and 2x 9x16)
- 1x email signature banner
- 6x Static social assets (2x 1x1, 2x 9x16 and 2x 16x9)



Print assets

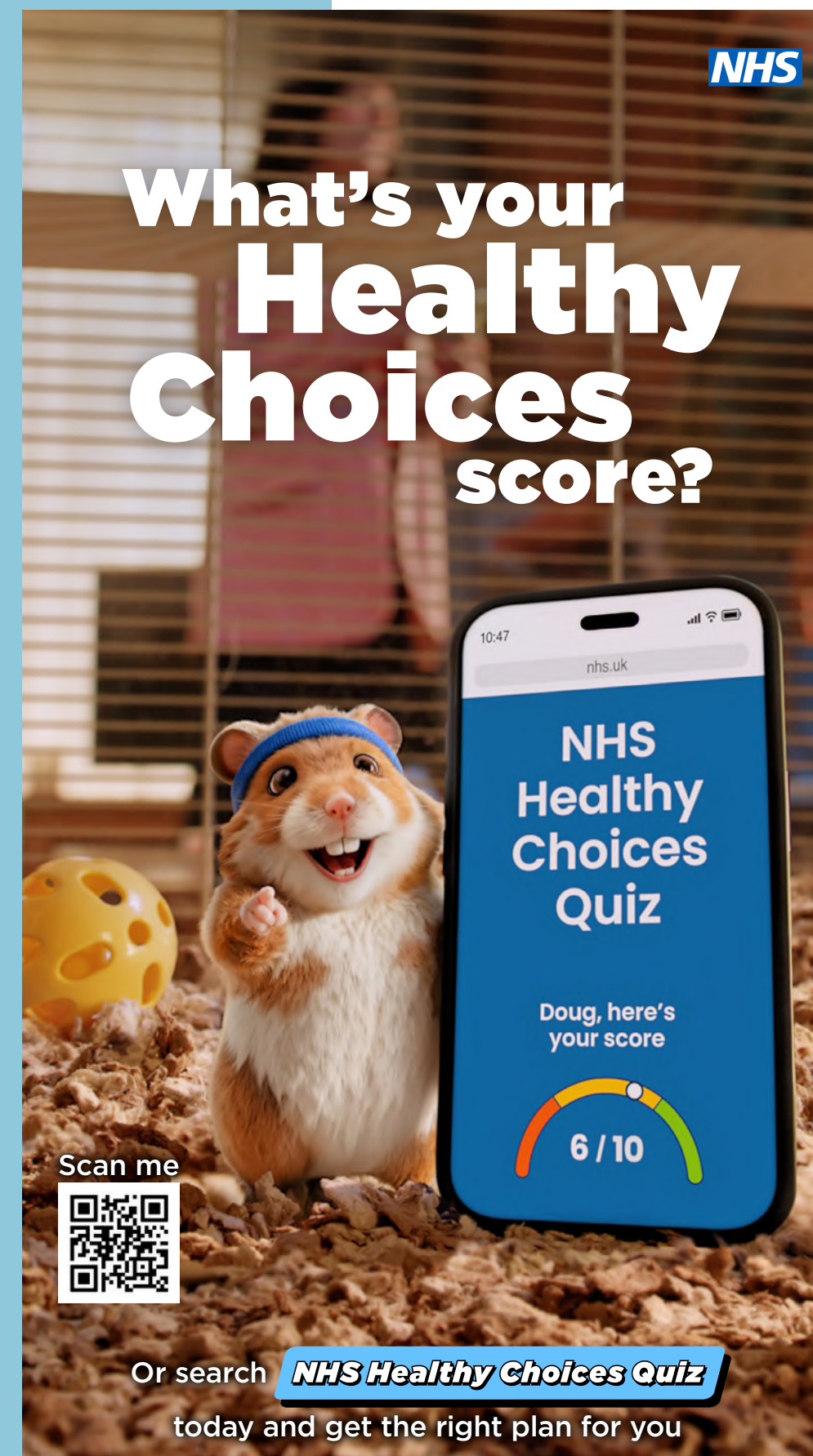
Download and print our posters to place around your premises. They feature a QR code that can be scanned to take the user directly to the quiz.



Digital assets

Upload these graphics to your digital screens in waiting areas and high-footfall areas. Like the posters, they feature a QR code that can be scanned to take the user directly to the quiz. Static and animated versions are available.

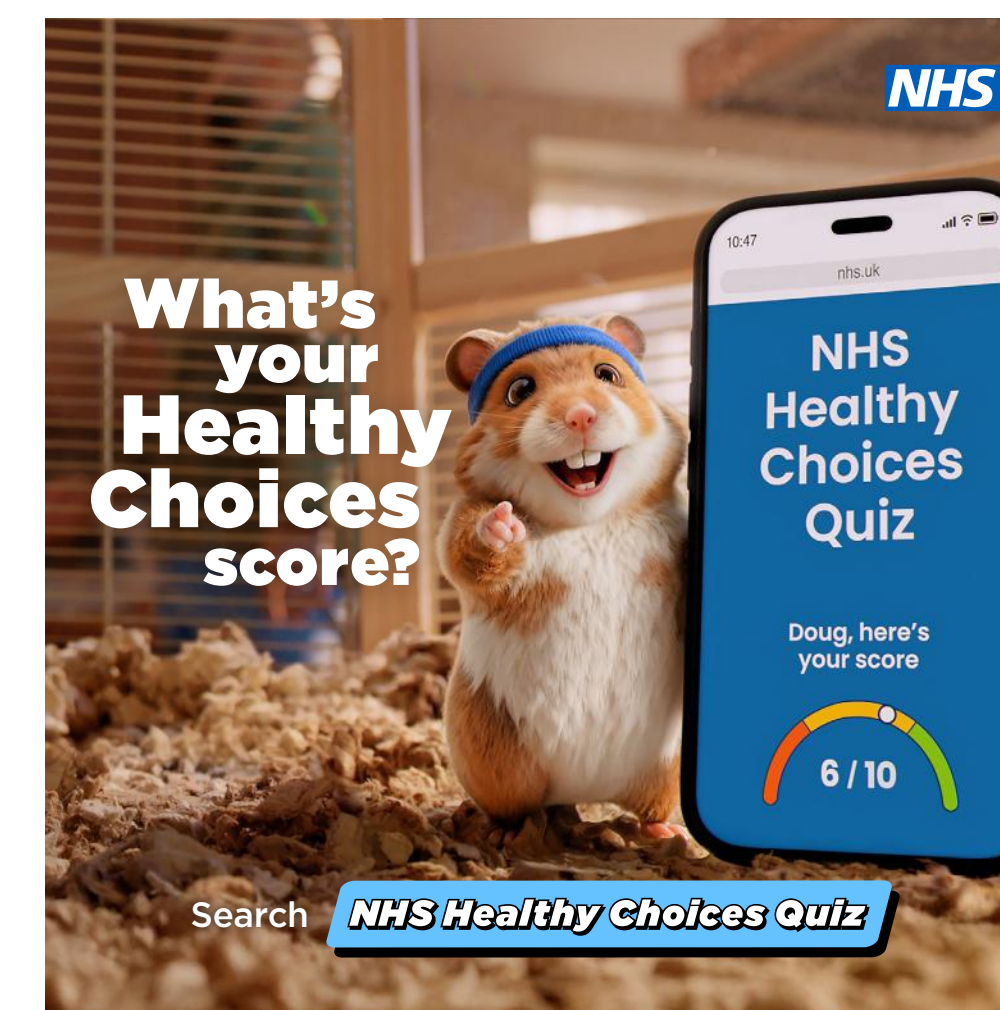
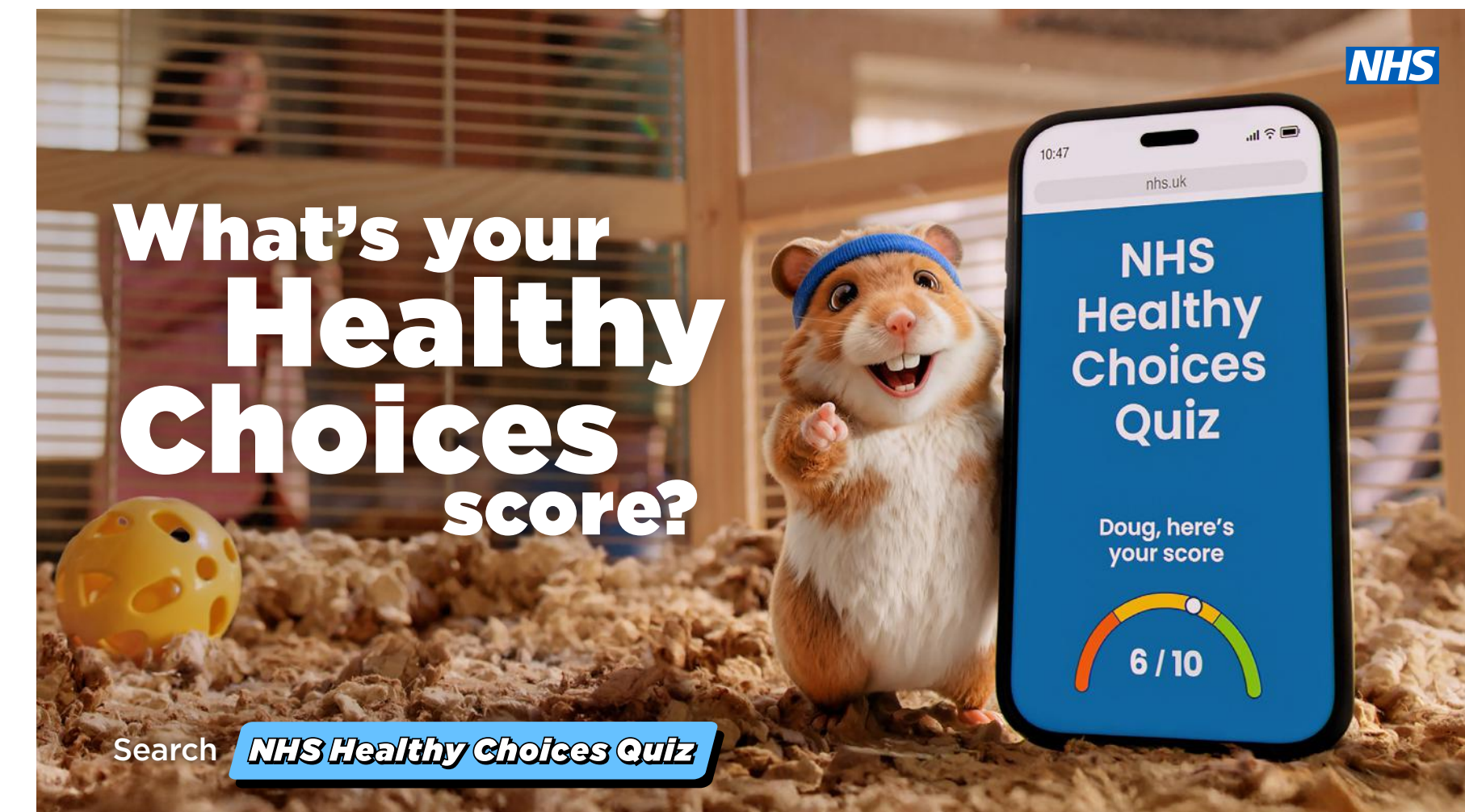
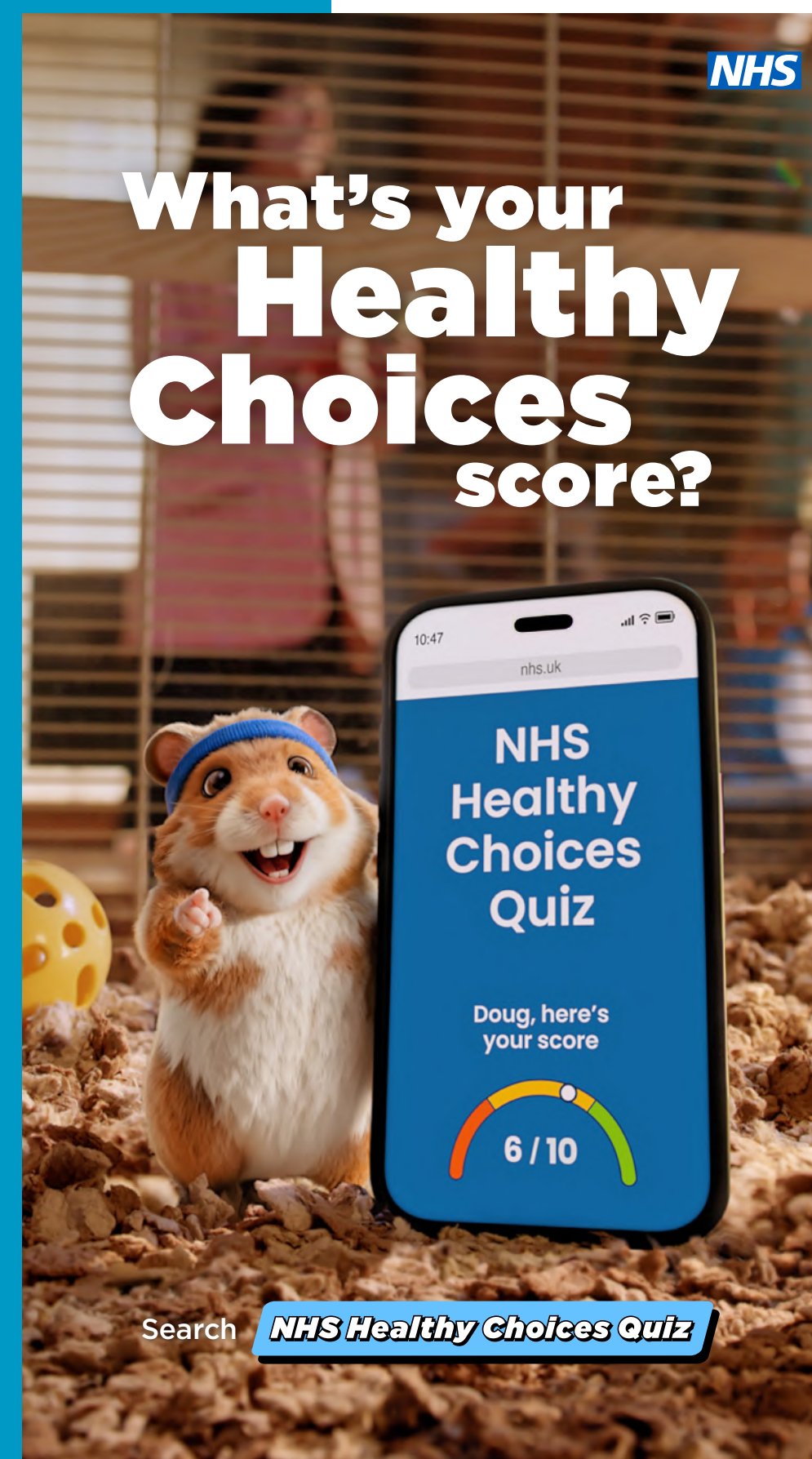
Add our email banner to your email signature to raise awareness amongst colleagues and partners.



Social Media

A selection of static social assets for use across your social media channels.

We have also provided example social copy which you can use and adapt for your channels and audiences.



How you can support on social media

Please find below some example social media posts that can be used on your channels from 30 December. As well as promoting the quiz itself, you may also wish to share information about/signpost to local health and wellbeing services.

X (280 characters max)

- Are you ready to improve your overall health and wellbeing, but not sure where to start? The free NHS Healthy Choices Quiz gives you guidance, based on your answers, to help you live a healthier life. Visit <https://www.nhs.uk/hcquiz>
- Feeling better can start today. Take your first step with the free NHS Healthy Choices quiz. Whether you want to eat better, move more, drink less or sleep deeper, we've got a plan that can help. Visit <https://www.nhs.uk/hcquiz>
- Get your score in just 5 minutes. Take the free NHS Healthy Choices Quiz to find where you could make some changes to live a healthier life and receive support and guidance to get going. Visit <https://www.nhs.uk/hcquiz>

Facebook and Instagram

- Are you ready to improve your overall health and wellbeing, but not sure where to start? The free NHS Healthy Choices Quiz is here to help – and it only takes 5 minutes. Answer questions about your lifestyle to receive an overall score as well as personalised guidance to help you live a healthier life. Take the quiz now: <https://www.nhs.uk/hcquiz>
- Millions of adults across the country could improve their health and wellbeing by making small changes to their lifestyle. The free NHS Healthy Choices Quiz is here to help. Take the quiz to receive your overall score and receive personalised recommendations. Whether you want to eat better, move more, drink less or sleep deeper, the NHS has a plan that's right for you. Take the quiz now: <https://www.nhs.uk/hcquiz>

Evaluation

Complete our evaluation survey

Following the campaign launch we will get in touch with a short online survey. This is your opportunity to share feedback on the assets we've provided and how you used them, to help inform the development of future activity and resources. If you wish to share feedback with us prior to receiving this survey, please email: partnerships@dhsc.gov.uk

Request trackable links

To help track the number of people visiting the quiz webpage from your online communications, we are able to provide unique links which enable you track the user journey and help with your evaluation. Please email partnerships@dhsc.gov.uk if you would like more information.

Facts and stats

Smoking

- Smoking is the single biggest behavioural cause of preventable illness and death in England. Every year nearly 75,000 people in the UK die from smoking, with many more living with debilitating smoking-related illnesses. (1)
- Up to two-thirds of deaths in current smokers can be attributed to smoking. (2)
- On average, someone who smokes loses approximately 20 minutes of their life for every cigarette they smoke. (3)
- Smoking is estimated to cost society £21.3 billion per year in England. This includes an annual £18 billion loss to productivity through smoking-related lost earnings, unemployment, and early death. (4)

Alcohol

- 30% of adults aged 55 to 74 drank more than 14 units per week, putting them at increased or higher risk of alcohol-related harm. (5)
- In England, the rate of deaths from conditions caused solely by alcohol rose by a 38.9% between 2019 and 2023.
- Men had nearly double the death rate of women. (6)
- In 2021 alcohol use was [estimated to be] linked to 6% of all hospital admissions annually, nearly half of which are for alcohol-related cardiovascular diseases. (7)

Facts and stats

Diet

- In 2023 to 2024, 64.5% of adults aged 18 years and over in England were estimated to be living with obesity or overweight. Among adults aged 45-64 years, 71.7% were living with obesity or overweight. (8)
- Evidence shows there are significant health benefits to getting at least 5 portions of a variety of fruit and vegetables every day (9)
 - From 2019 to 2023, less than 1 in 5 adults (17%) met the 5 A Day recommendation. (10)

Physical Activity

- Around 65% of adults aged 35 – 54 met the recommended 150 minutes of moderate activity per week
 - 23% were classified as physically inactive (less than 30 minutes per week). (11)

Mental Health

- Just over 1 in 5 adults (20.2%) had a common mental health condition in 2023/24. (12)
- In 2023/24, approximately 22.8% of adults aged 45-54 years experienced any common mental health condition in the past week. For adults aged 55-64 years, this was 19.2%. (12)

References

1. [Smoking-Statistics-Fact-Sheet.pdf](#)
2. [Tobacco smoking and all-cause mortality in a large Australian cohort study: findings from a mature epidemic with current low smoking prevalence – PMC](#)
3. [The price of a cigarette: 20 minutes of life?](#)
4. [House of Lords:](#)
5. [Health Survey for England, 2022 Part 2 – NHS England Digital](#)
6. [Alcohol-specific deaths in the UK – Office for National Statistics](#)
7. [Part 1: Alcohol-related hospital admissions – NHS England Digital](#)
8. [Obesity, physical activity and nutrition | Fingertips | Department of Health and Social Care](#)
9. <https://www.nhs.uk/live-well/eat-well/5-a-day/why-5-a-day/>
10. <https://www.gov.uk/government/statistics/national-diet-and-nutrition-survey-2019-to-2023/national-diet-and-nutrition-survey-2019-to-2023-report>
11. [Active Lives Adult Survey November 2023-24 Report](#)
12. [Adult Psychiatric Morbidity Survey: Survey of Mental Health and Wellbeing, England, 2023/4 – NHS England Digital](#)

Thank you!

Please email any questions to partnerships@dhsc.gov.uk