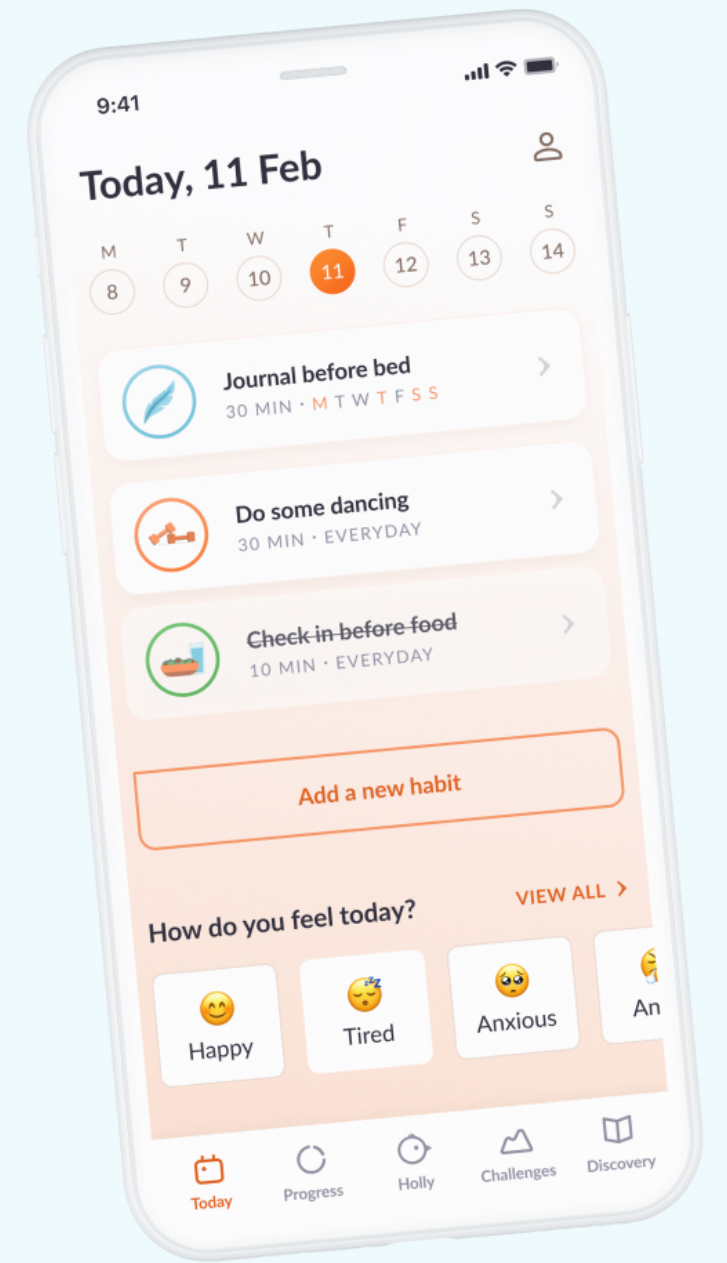


Introducing The Holly Health App

What is Holly Health?

Holly Health is an app for adults that offers daily health and wellbeing coaching to support the user to create healthy habits for their physical and/or mental wellbeing. Using an evidence-based and holistic approach, it covers the areas of activity, mental health, sleep, nutrition and relationship with food.



What is the Holly Health 'Healthy Ageing Project'?

A partly government funded project (with Innovate UK/UKRI) in partnership with Age UK Lewisham & Southwark, to improve the Holly Health experience for older adults and healthy ageing.

Who is the 'Healthy Ageing Service' for?

The Holly Health Healthy Ageing Service has been developed to support adults over 50 years old, to achieve relevant, safe and sustainable health changes.

It's especially helpful for people and communities who would like support and structure to create habits that stick - to help reduce stress, increase energy levels and improve exercise and mobility.

The opportunity

Service access for the Healthy Ageing Service is **FREE** - all costs are covered by Holly Health and government funding up until October 2023. We are seeking relevant partners (charities, leisure centres and community groups), who would like to offer the service to their community. There is no catch - this project enables us to gather more feedback from service users to keep improving it.

How does it work?

We combine smart technology with evidence-based techniques:

- Smart nudges/friendly reminders that keep you motivated
- Mood and habit tracking
- Meditation exercises and accessible exercise routines
- Articles, videos and reflection exercises



NUTRITION

EXERCISE

SLEEP

MENTAL WELLBEING

What can service users expect?

AFTER 4 WEEKS
MINDSET CHANGE

AFTER 8 WEEKS
NEW, AUTOMATIC HABITS

AFTER 12 WEEKS + BEYOND
SUSTAINABLE BEHAVIOURS

80% feel closer to health goals*

86% report new 'automatic' habits**

19% av. improvement to exercise**

*survey responses after 4 weeks **survey responses after 8 weeks