

BC Healthy Living Alliance | Initiatives Brochure

Promoting healthy living across the province with strong messaging and innovative design



design • web and brochure Copy

“Thanks to Junxion’s creative design team and skilled consultants we were able to produce a fantastic brochure that really conveys the healthy living message. We were especially impressed with the personal service we received from Junxion’s consultant. The Junxion team proved to be responsive and flexible as well as great innovators and designers. Thanks again!”

Rita Koutsodimos, Manager, BC Healthy Living Alliance Secretariat

The BC Healthy Living Alliance (BCHLA) is a group of organizations that came together in 2003 with a mission to improve the health of all British Columbians. In 2006, the BCHLA received provincial government funding to promote the four pillars of healthy

living — physical activity, healthy eating, tobacco reduction and capacity building — and devised a province-wide series of strategies and initiatives to support British Columbians in their pursuit of healthier lifestyles.

The BCHLA enlisted Junxion Strategy to produce a signature piece on its healthy living program, targeting government officials and people in the field of health promotion. Junxion translated a complex set of strategy documents into a positive, energetic read. This information also formed the basis of the web copy that Junxion composed for the BCHLA’s new website (www.bchealthyiving.ca).

Junxion guided the brochure through several revisions as it underwent

approval from the various BCHLA stakeholders. Key to the success of this project was balancing the different needs of the project’s partners in government and health care, which resulted in a truly collaborative outcome. The final product serves BCHLA’s communications goals, and meets the requirements of each alliance partner.

Junxion’s vibrant graphic design delivered a brochure that stands out from other informational pieces in the industry. It was so well received that BCHLA increased the print run to accommodate partners who requested additional copies and the BC Recreation and Parks Association engaged Junxion in a similar capacity.



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