

AnimatEd GIFs



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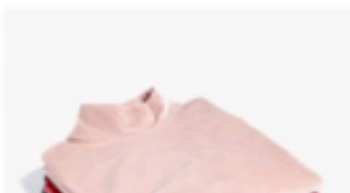
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AND UNDER**

**SHOP \$75
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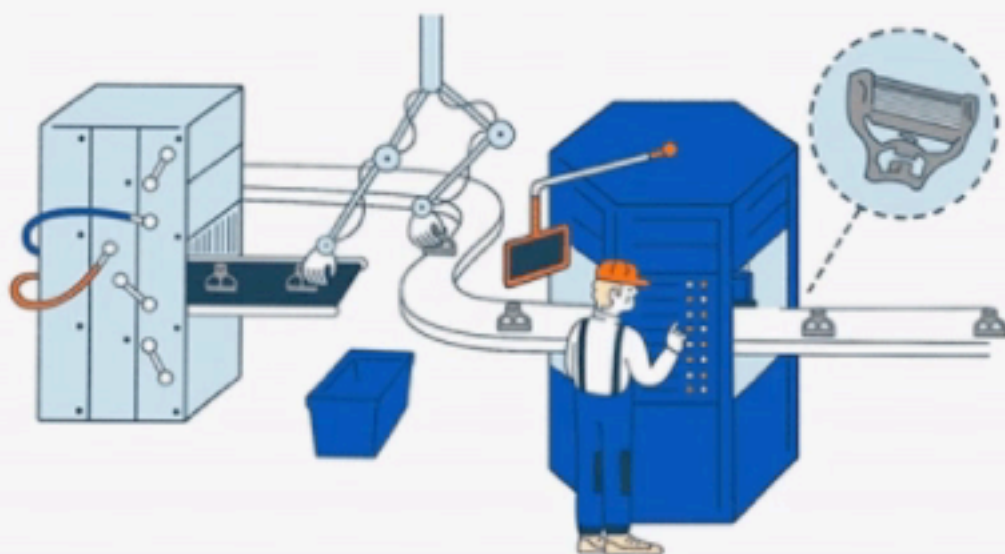




FIVE O'CLOCK

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Animated GIFs
improve CTRs by
**21% for engaged
users and 13% for
unengaged users.**

the 1990s, the number of people with a mental health problem has increased by 50% (Mental Health Foundation 1999). The prevalence of mental health problems has increased in the general population, and the incidence of mental health problems has increased in the prison population.

There is a growing awareness of the need to address the mental health needs of prisoners. The Department of Health (1999) has published a strategy for mental health services, which includes a commitment to improve the mental health of prisoners. The Department of Health (1999) has also published a strategy for mental health services, which includes a commitment to improve the mental health of prisoners.

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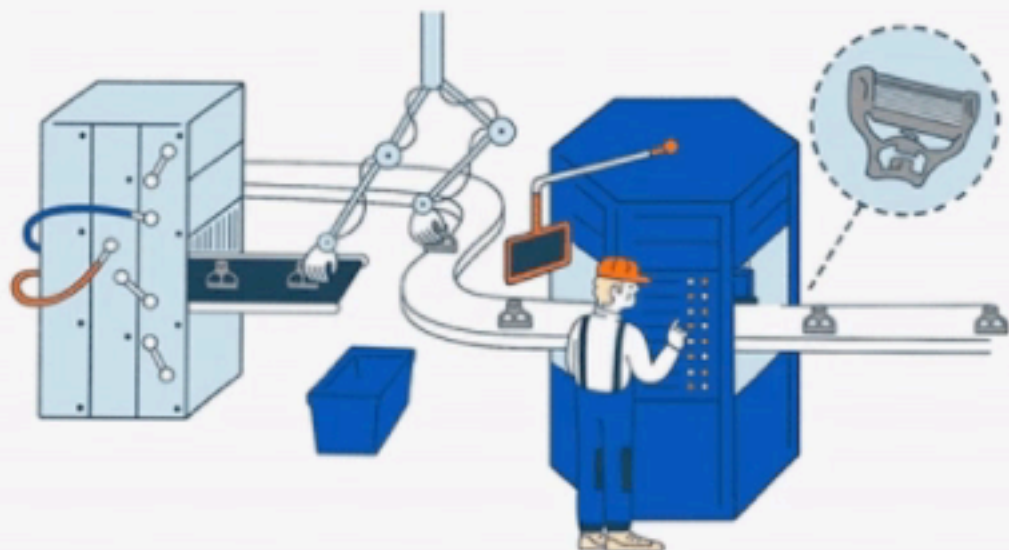
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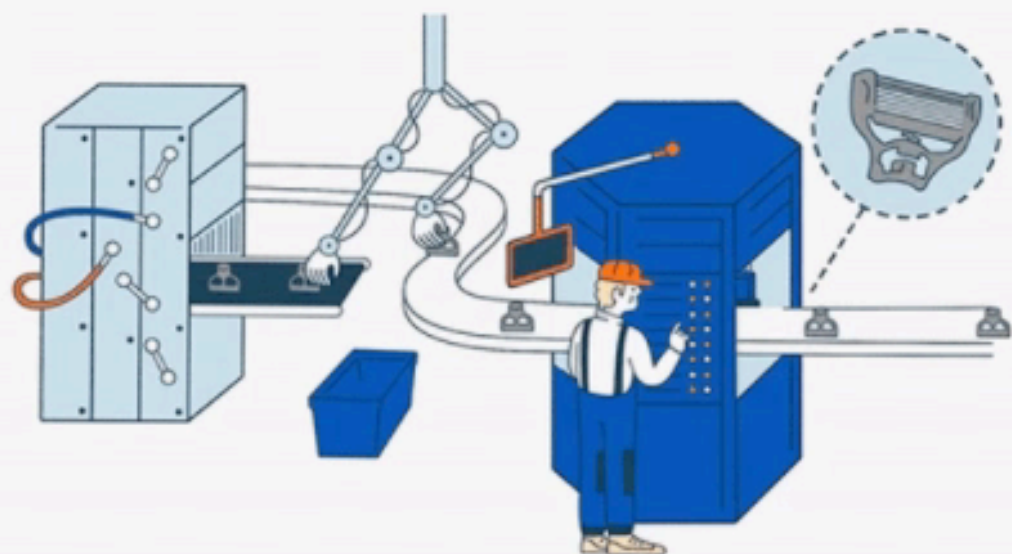
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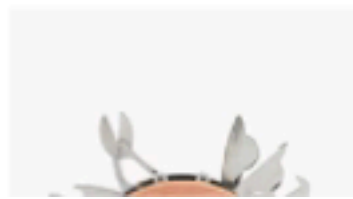
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THE GIFTWELL GUIDE

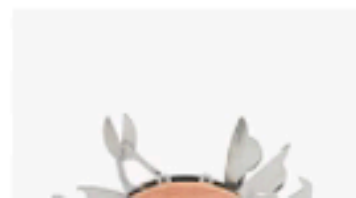
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the 1990s, the number of people in the UK who are aged 65 and over has increased by 1.5 million, and the number of people aged 75 and over has increased by 1.2 million (Office of National Statistics 1999).

There is a growing awareness of the need to address the needs of older people in the community. The Department of Health (1999) has published a strategy for older people, which sets out a vision for the future of older people's services. The strategy is based on the following principles:

- Older people should be able to live independently in their own homes for as long as possible.
- Older people should be able to access the services and support they need to live independently.
- Older people should be able to participate in the decisions that affect their lives.
- Older people should be able to live in a safe and secure environment.

The strategy also sets out a number of key objectives for the future of older people's services. These include:

- To ensure that older people have access to the services and support they need to live independently.
- To ensure that older people are able to participate in the decisions that affect their lives.
- To ensure that older people live in a safe and secure environment.

The strategy also sets out a number of key actions for the future of older people's services. These include:

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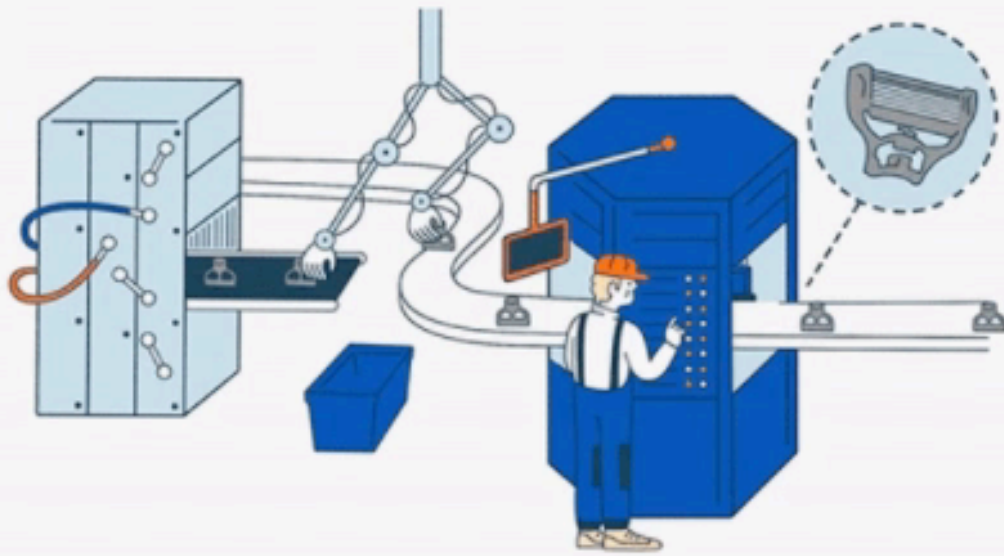
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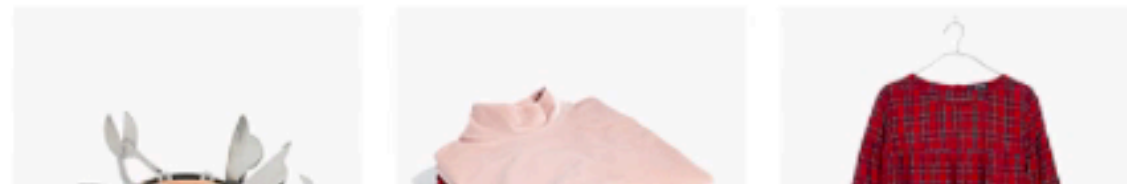
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Play with typography

- ▶ Increase the line height to make paragraphs more readable
 - A line height of 1.25-1.5 times more than the font size is a good estimate