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**Version 1. Monday 29 April 2024**

**Social media and messaging toolkit for:**

**May bank holidays 6 and 27 May**

With two bank holidays in May, we are working together across the region to ensure consistent messaging to the public about using health and care services as part of the here to help campaign.

The following includes social media posts for the bank holidays. All assets are also available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) toolkit page and are supported by paid for social media advertising, outdoor and programmatic advertising.

The toolkit (<https://northeastnorthcumbria.nhs.uk/here-to-help>) is for communication leads working in health and care across the region. It is not for the public.

Information regarding opening hours for pharmacies on bank holidays (only) will be published on the NENC ICB website [here](https://northeastnorthcumbria.nhs.uk/news/posts/may-bank-holiday-pharmacy-opening-hours/).

Social media posts will direct to this site for those days only. For all other dates we will link to [Find a pharmacy - NHS (www.nhs.uk)](https://www.nhs.uk/service-search/pharmacy/find-a-pharmacy)

This plan could be subject to updates. New versions will be posted on the toolkit which can be found [here](https://northeastnorthcumbria.nhs.uk/here-to-help/may-bank-holiday/) and you will be informed via email or basecamp if there are new versions available.

Any questions please contact

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|  | **May Bank Holiday 6 May 2024** | | |
|  | **Schedule from: Tuesday 30 April to Monday 6 May 2024 and**  **Monday 20 May to Monday 27 May 2024** | | |
|  | **Suggested message** | **Static - visual purposes only** | **Animation/video – where available** |
| 1. | Be prepared this bank holiday by keeping a well-stocked medicine cabinet at home.  Paracetamol, plasters, indigestion remedy, allergy relief and anti-diarrhoeal medicine are a good place to start!  Your local pharmacist can give you more advice.  Find pharmacy bank holiday opening hours in the North East and North Cumbria [here](https://northeastnorthcumbria.nhs.uk/news/posts/may-bank-holiday-pharmacy-opening-hours/)  #NHS #HereToHelp |  |  |
| 2. | Poorly tummy, itchy eyes or skin, cold, sore throat or aches and pains over the bank holiday weekend?  Think pharmacy first!  Pharmacists are part of your expert NHS healthcare team and can help give advice and treatment for a range of common illnesses.  You don’t need to make an appointment and can talk in confidence.  Find pharmacy bank holiday opening hours in the North East and North Cumbria [here](https://northeastnorthcumbria.nhs.uk/news/posts/may-bank-holiday-pharmacy-opening-hours/)  #NHS #HereToHelp  [www.nhs.uk](http://www.nhs.uk) |  |  |
| 3. | Feeling unwell this bank holiday?  Choosing the right NHS service can help get you the best advice - and often more quickly too.   * Think pharmacy first * [NHS111](https://111.nhs.uk/) online for medical help and advice * Keep A&E and 999 free for LIFE THREATENING EMERGENCIES ONLY   Help reduce pressure on A&E and 999 so they can help those who need it most.  Find pharmacy bank holiday opening hours in the North East and North Cumbria [here](https://northeastnorthcumbria.nhs.uk/news/posts/may-bank-holiday-pharmacy-opening-hours/)  #NHS #HereToHelp  [www.nhs.uk](http://www.nhs.uk) |  |  |
| 4. | This bank holiday please remember to keep **A&E and 999** free for **LIFE THREATENING EMERGENCIES ONLY**  If you need medical help and it’s not life threatening   * Think pharmacy first * [NHS111](https://111.nhs.uk/) online to get assessed and directed to the right place for you   #NHS #HereToHelp  [www.nhs.uk](http://www.nhs.uk) |  |  |
| 5. | Urgent treatment centres are here to help you if you have an injury or illness that requires URGENT attention but is NOT life-threatening.  They can diagnose and deal with many of the most common issues people go to A&E for including:   * broken bones and sprains * injuries, cuts and bruises * wound dressing * stomach pain * coughs, colds and breathing problems * vomiting and diarrhoea * skin infections and rashes * fever in children and adults   They’re open at least 12 hours a day every day.  Not sure which health service is best for your needs?  Use [NHS111](https://111.nhs.uk/) online 24/7 to get assessed and directed to the right place for you.  [www.nhs.uk](http://www.nhs.uk)  #NHS #HereToHelp |  |  |
| 6. | This bank holiday  You should **ONLY** call 999 or go to A&E if you or someone else has a life-threatening emergency, such as:   * **signs of a heart attack** chest pain, pressure, heaviness, tightness or squeezing across the chest * **signs of a stroke** face dropping on one side, cannot hold both arms up, difficulty speaking * **sudden confusion**  cannot be sure of own name or age * **suicide attempt** by taking something or self-harming * **severe difficulty breathing** not being able to get words out, choking or gasping * **choking** on liquids or solids right now * **heavy bleeding** spraying, pouring or enough to make a puddle * **severe injuries** after a serious accident or assault * **seizure (fit)** shaking or jerking because of a fit, or unconscious (cannot be woken up) * **sudden, rapid swelling** of the lips, mouth, throat or tongue   If you need EMERGENCY care, call 999, or go to your nearest A&E.  British Sign Language (BSL) speakers can [make a BSL video call to 999](https://999bsl.co.uk/).  Deaf people can use 18000 to contact 999 using text relay.  If in doubt, contact [NHS111](https://111.nhs.uk/) to get assessed and directed to the right place for you - including emergency care.  #NHS #HereToHelp |  |  |
| 7. | Poorly baby or child?  Download the LITTLE ORANGE BOOK!  A handy guide for babies, and under 5s, covering a wide range of illnesses in children from common minor concerns to more serious conditions.  Download here:  [www.nenc-healthiertogether.nhs.uk](http://www.nenc-healthiertogether.nhs.uk)  #NHS #HereToHelp |  |  |
| 8. | Little one not well?  To help manage and improve the health and wellbeing of babies, children and young people in the North East and North Cumbria  Visit the Healthier Together website  [www.nenc-healthiertogether.nhs.uk](http://www.nenc-healthiertogether.nhs.uk) |  |  |