
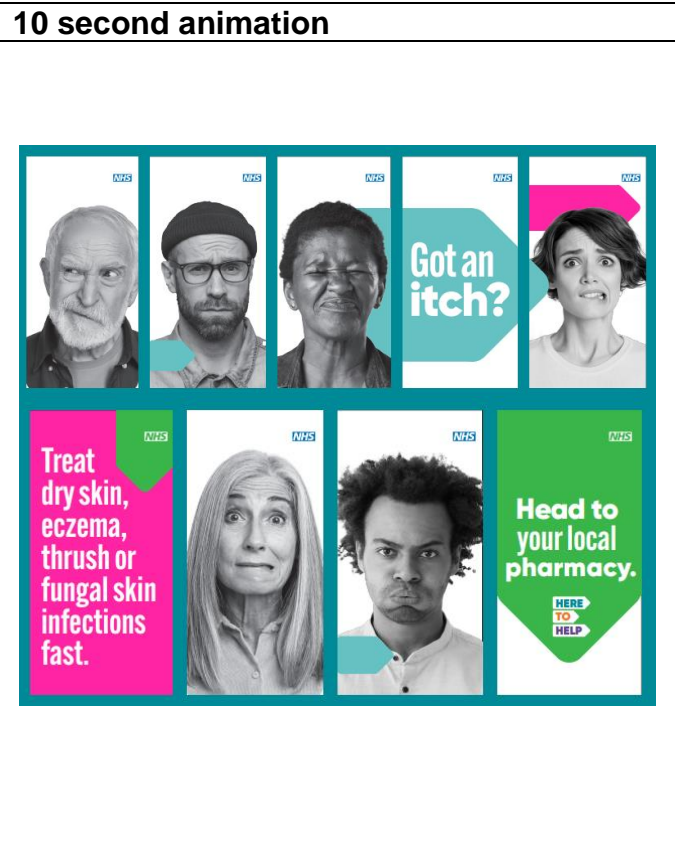


Social media online toolkit

This social media plan provides text you can include in your social media posts. Animations and images can be downloaded from the toolkit here [common conditions toolkit](#).

Hastags: #ThinkPharmacyFirst , #NotJustAPlaceToPickUpAPrescription

Handles: Facebook – NorthEastandNorthCumbriaNHS, X (the new name for Twitter) – @NENC_NHS, Instagram – nenc_nhs

	Social media message	Graphics	10 second animation
1	<p>Got an Itch?</p> <p>Dry skin, eczema, thrush, fungal skin infections</p> <p>Head straight to your local pharmacy...</p> <p>Pharmacists are qualified experts in healthcare and medicines and can give you advice and treatment for a range of common health concerns.</p> <p>Find out more here</p> <p>#NotJustAPlaceToPickUpAPrescription #Here to Help</p>		

2

Gut feeling?

Constipation, diarrhoea, haemorrhoids, period pain

Head straight to your local pharmacy...

Pharmacists are qualified experts in healthcare and medicines and can give you advice and treatment for a range of common health concerns.

Find out more [here](#)

#NotJustAPlaceToPickUpAPrescription
#HeretoHelp



3 **Little problems?**

Headlice, verruca, chicken pox, nappy rash



Head straight to your local pharmacy...



Pharmacists are qualified experts in healthcare and medicines and can give you advice and treatment for a range of common health concerns.

Find out more [here](#)

#NotJustAPlaceToPickUpAPrescription
#HeretoHelp



<p>4</p>	<p>Did you know, you can now see your local pharmacists for seven common health conditions without the need for a GP appointment!</p> <p>Find out more from Ewan Maule, Director of Medicines and Pharmacy for the North East and North Cumbria Integrated Care Board.</p> <p>#NotJustAPlaceToPickUpAPrescription #HeretoHelp</p>		 <p>Ewan Maule 7 common conditions video</p>
<p>5</p>	<p>Did you know, you can get blood pressure checks from your local pharmacy!</p> <p>Find out more from Ewan Maule, Director of Medicines and Pharmacy for the North East and North Cumbria Integrated Care Board.</p> <p>#NotJustAPlaceToPickUpAPrescription #HeretoHelp</p>		 <p>Ewan Maule Director of medicines and pharmacy North East and North Cumbria Integrated Care Board</p> <p>in keeping our communities healthy and well,</p> <p>Ewan Maule blood pressure video</p>

<p>6</p>	<p>Did you know, local pharmacies now offer an over-the-counter oral contraception service!</p> <p>Find out more from Ewan Maule, Director of Medicines and Pharmacy for the North East and North Cumbria Integrated Care Board.</p> <p>#NotJustAPlaceToPickUpAPrescription #HeretoHelp</p>		 <p>Ewan Maule Director of medicines and pharmacy North East and North Cumbria Integrated Care</p> <p>and the role of community pharmacies expanded,</p> <p>Ewan Maule contraception video</p>
<p>7</p>	<p>Did you know, local pharmacies offer advice and treatment for urinary tract infections (UTIs) to women aged 16- 64 without the need for a GP appointment?</p> <p>Find out more from Ewan Maule, Director of Medicines and Pharmacy for the North East and North Cumbria Integrated Care Board.</p> <p>#NotJustAPlaceToPickUpAPrescription #HeretoHelp</p>		 <p>Ewan Maule Director of medicines and pharmacy North East and North Cumbria Integrated Care Board</p> <p>in keeping our communities healthy and well,</p> <p>Ewan Maule UTI video</p>