

Social media plan

Here to help winter 2024 messaging


This social media plan provides content you can include in your social media posts. Animations and images can be downloaded from our toolkit here [winter toolkit](#).

Please tag us in your social media posts:

Handles: Facebook – NorthEastandNorthCumbriaNHS, X – @NENC_NHS, Instagram – nenc_nhs

Hastags: #heretohelp

Pharmacy	
<p>1. Think pharmacy first</p>	<p>Feeling ill?</p> <p>There are a number of NHS services available to you to provide the best health care for your needs.</p> <p>Choosing the right NHS service will help get you the best advice, and often more quickly too.</p> <p>Think pharmacy first</p> <ul style="list-style-type: none"> • GP • NHS 111 online for medical help and advice • Keep A&E free for EMERGENCIES ONLY
 <p>The graphic is a purple and teal arrow pointing right. At the top left, it says 'Need medical help?' with the NHS logo. The main text inside the arrow reads 'Think pharmacy, GP & NHS 111 first.' in white. At the bottom right, there is a small icon that says 'HERE TO HELP' with an arrow pointing right.</p>	

	<p>Help reduce pressure on A&E and other services - so they can help those who need it most.</p> <p>Click here to find available pharmacies and opening hours.</p>	
<p>2. Think pharmacy first</p>	<p>Your local pharmacy teams are experts in healthcare and can help with advice and treatment for a range of common conditions like coughs, colds, sore throats, upset stomachs and general aches and pains – no appointment needed.</p> <p>Click here to find available pharmacies and opening hours.</p> <p>If in doubt, contact NHS111 online 24 hours a day, 7 days a week for advice.</p>	 <p>30 second animation</p>

3. General message

More than just a place to pick up a prescription!

Your local pharmacy teams are NHS experts in healthcare and can help you with advice and treatment for a range of common concerns including:


- hayfever/allergies
- tummy troubles
- itchy eyes or skin
- coughs
- colds
- sore throat
- aches and pains and many more.....

Find your nearest NHS community pharmacy [here](#)
#NHS #HeretoHelp



30 second animation

<p>4. UTI message</p>	<p>OUCH!</p> <p>Burning or stinging sensation when you wee? Need to wee frequently or urgently? Now't much coming out?</p> <p>You may have a Urinary Tract Infection.</p> <p>Did you know across the North East & North Cumbria community pharmacies can now provide immediate advice & treatment for UTIs for women aged 16-64.</p> <p>No appointment needed.</p> <p>Ask your local pharmacist today and say #Bye-ByeUTI</p> <p>#HeretoHelp</p> <p>Available at participating pharmacies only: https://www.psne.co.uk/</p>	<p>30 second animation</p>
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<p>5. UTI message</p>	<p>OUCH!</p> <p>Do you have a burning sensation when weeing, need to wee frequently or urgently or have cloudy wee?</p> <p>You may have a Urinary Tract Infection!</p> <p>Pharmacists in the North East & North Cumbria can now provide immediate advice and appropriate treatment for UTIs for women aged 16-64 with no appointment needed!</p> <p>Ask your local pharmacist today and say #ByeByeUTI</p> <p>#HeretoHelp</p> <p>Available at participating pharmacies only: https://www.psne.co.uk/</p>	 <p>The poster features a woman holding her stomach in pain. It includes the NHS logo, the text 'OUCH! Burning or stinging when you wee? Need to wee all the time?', and a green arrow pointing right with the text 'Get immediate advice and treatment at your local pharmacy. BYE-BYE UTI!' and 'HERE TO HELP'.</p>
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Minor ailments

6. Got an itch? message

Got an Itch?

Dry skin, eczema, thrush, fungal skin infections

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](#).

#HeretoHelp

#NotJustAPlaceToPickUpAPrescription



Static



Animation

7. Gut feeling? message

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 your nearest NHS community pharmacy [here](#)

#HeretoHelp

#NotJustAPlaceToPickUpAPrescription



Static



Animation

8. Little one not well? message

Little one not well?

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 for your little ones.

Find your nearest NHS community pharmacy [here](#)

#HeretoHelp

#NotJustAPlaceToPickUpAPrescription



Static



Animation

NHS111

10. NHS111

Get to the help you need ... when you need it!

When it's not life threatening but still urgent
or

- You think you might need to go to a hospital or urgent treatment centre but you're not sure
- You need urgent advice and your GP surgery is closed.

NHS111 is here is to help 24 hours a day,7 days a week online or by phone.

#HeretoHelp



UTC

11.

If you have a minor injury or illness that needs medical attention – but is not life threatening - you can get help at your nearest urgent treatment centre!

Urgent treatment centres can treat many conditions including:



- sprains and strains
- cuts and grazes
- suspected broken limbs
- coughs and cold
- ear and throat infections

If you're still not sure where to go or what to do, **contact NHS111 online** - or by phone - **24 hours a day, 7 days a week** - they can help assess and direct you to the right place to go.

NHS, we're here to help




Mental Health

<p>12. Tees Esk and Wear Valley</p>	<p>If you are struggling with your mental wellbeing, you should seek help as soon as you can.</p> <p>There are lots of ways to support yourself or a loved one – from self-care to talking therapies to urgent crisis support.</p> <p>Find out what mental health support is available to you: https://www.tewv.nhs.uk/support</p> <p>#NHS #HereToHelp</p>	 <p>The poster features a superhero in a blue suit sitting on a ledge, looking thoughtful. The text reads: 'Even a SUPERHERO can have a bad day'. Below this, it says 'If you are struggling with your mental wellbeing, help is available'. In the top right corner is the NHS logo, and in the bottom right corner is a 'HERE TO HELP' logo.</p>
<p>13. Cumbria Northumberland Tyne and Wear</p>	<p>If you are struggling with your mental wellbeing, you should seek help as soon as you can.</p> <p>There are lots of ways to support yourself or a loved one – from self-care to talking therapies to urgent crisis support.</p> <p>Find out what mental health support is available to you: https://www.cntw.nhs.uk/need-help-now/</p> <p>#NHS #HereToHelp</p>	 <p>The poster features a superhero in a blue suit sitting on a ledge, looking thoughtful. The text reads: 'Even a SUPERHERO can have a bad day'. Below this, it says 'If you are struggling with your mental wellbeing, help is available'. In the top right corner is the NHS logo, and in the bottom right corner is a 'HERE TO HELP' logo.</p>

A&E and 999 – only use these assets in times of high pressure!

<p>14. A&E</p> <p>Only for use in times of high pressure</p>	<p>Please ONLY call 999 or go to A&E if you or someone else has a life-threatening emergency, such as:</p> <ul style="list-style-type: none"> • signs of a heart attack chest pain, pressure, heaviness, tightness or squeezing across the chest • signs of a stroke face drooping 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 <p>If you need EMERGENCY care, call 999, or go to your nearest A&E.</p>	
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	<p>British Sign Language (BSL) speakers can make a BSL video call to 999.</p> <p>Deaf people can use 18000 to contact 999 using text relay.</p> <p>If in doubt, contact NHS111, online or by phone, to get assessed and directed to the right place for you - including emergency care.</p> <p>#HereToHelp</p>	
<p>15. A&E is very busy</p> <p>Only for use in times of high pressure</p>	<p>A&E departments are extremely busy</p> <p>Unless your condition is life threatening, please do not go to A&E.</p> <p>Think pharmacy, GP or NHS111 first!</p> <p>Too many people who come to A&E don't need to be there. Their illnesses and injuries can be dealt with quicker by an alternative service freeing up emergency services for those who really need them.</p> <p>If in doubt, contact NHS111 online or by phone, to get assessed and directed to the right place for you - including emergency care.</p> <p>#HereToHelp</p>	

16: A&E and 999 are busy

Only for use in times of high pressure

A&E and 999 are extremely busy

Unless your condition is life threatening, please do not go to A&E.


Think pharmacy, GP or NHS 111 first!



Too many people who come to A&E don't need to be there. Their illnesses and injuries can be dealt with quicker by an alternative service freeing up emergency services for those who really need them.


If in doubt, contact NHS111 online or by phone, to get assessed and directed to the right place for you - including emergency care.

#HereToHelp



<p>17.</p>	<p>Important notice all Accident & Emergency departments are extremely busy!</p> <p>Please remember A&E is for genuine life-threatening emergencies only!</p> <p>If you do go to A&E and your medical need is not life-threatening you will experience significant delays.</p> <p>Getting the right care, in the right place, can be quicker and closer to home...</p> <p>Think:</p> <ul style="list-style-type: none">• pharmacy first• GP practice• or contact NHS111 online - or by phone - 24 hours a day, 7 days a week - they can help assess and direct you to the right place to go <p>#HereToHelp</p>	 <p>The image is a vertical NHS poster. At the top right is the NHS logo. Below it, the text 'A&E is very busy!' is written in large, bold, white letters on a red background. At the bottom, a dark blue arrow points to the right, containing the text 'Think pharmacy, GP, & NHS 111 first.' in white, and 'HERE TO HELP' in smaller white letters.</p>
<p>Self-care</p>		

<p>18. Little orange book</p>	<p>Poorly baby or child?</p> <p>Download the LITTLE ORANGE BOOK!</p> <p>It contains online advice for parents of under 5s on a wide range of illnesses in children from common minor concerns to more serious conditions.</p> <p>Find out more here: www.nenc-healthiertogether.nhs.uk</p> <p>#NHS #HereToHelp</p>	 <p>The poster features a grey teddy bear on an orange background. At the top right is the NHS logo. A purple banner across the middle reads 'Poorly baby or child?'. Below the bear, another purple banner says 'Download the Little Orange Book' next to a graphic of three arrows pointing right, labeled 'HERE', 'TO', and 'HELP'.</p>
<p>19. Healthier together</p>	<p>Little one not well?</p> <p>Visit the Healthier Together website www.nenc-healthiertogether.nhs.uk</p> <p>For online advice to help manage and improve the health and wellbeing of babies, children and young people.</p> <p>#NHS #HereToHelp</p>	 <p>The poster features a smiling young girl with pigtails holding a small teddy bear on a pink background. At the top right is the NHS logo. A purple banner across the middle reads 'Little one not well?'. Below the girl, another purple banner says 'Go to Healthier Together for NHS trusted advice' next to a graphic of three arrows pointing right, labeled 'HERE', 'TO', and 'HELP'.</p>
<p>Smoking</p>		

<p>23. Quit smoking</p>	<p>If you smoke, quitting is an important part of looking after your health this winter.</p> <p>Quitting reduces the risks from flu, pneumonia and COVID-19, as well as COPD, heart attack and stroke!</p> <p>We're here to help this winter.</p> <p>Visit www.freshquit.co.uk for support to quit</p>		
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