

## Social media plan

### Here to help spring 2024 messaging

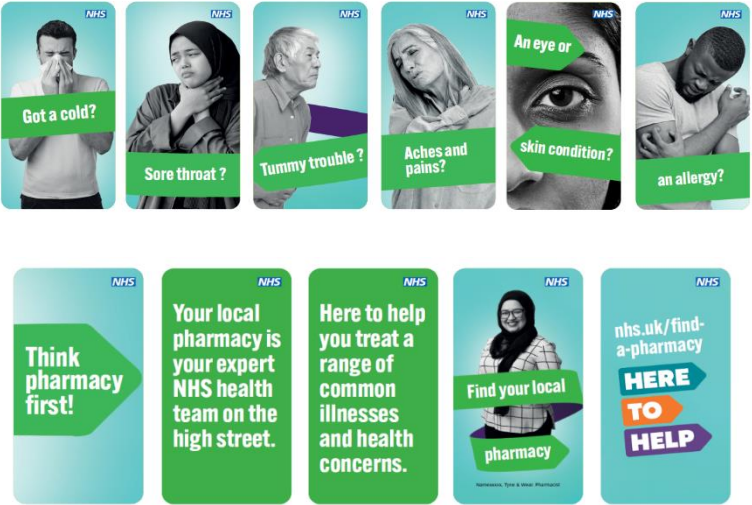
This social media plan provides content you can include in your social media posts. Animations and images can be downloaded from our toolkit here [spring toolkit](#).

**Please tag us in your social media posts:**

**Handles:** **Facebook** – NorthEastandNorthCumbriaNHS, **X** (the new name for Twitter) – @NENC\_NHS, **Instagram** – nenc\_nhs

**Hastags:** #heretohelp

Pharmacy	
<p><b>1. Think pharmacy first</b></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"> <li>• GP</li> <li>• NHS 111 online for medical help and advice</li> <li>• Keep A&amp;E free for EMERGENCIES ONLY</li> </ul>
 <p>The graphic is a purple and teal arrow-shaped banner pointing right. At the top left, it says 'Need medical help?' next to the NHS logo. The main text in large white font reads 'Think pharmacy, GP &amp; NHS 111 first.' At the bottom right, there is a small box with the text 'HERE TO HELP' and arrows pointing right.</p>	

	<p>Help reduce pressure on A&amp;E and other services - so they can help those who need it most.</p> <p>Click <a href="#">here</a> to find available pharmacies and opening hours.</p>	
<p><b>2. Think pharmacy first</b></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 <a href="#">here</a> to find available pharmacies and opening hours.</p> <p>If in doubt, contact <a href="#">NHS111</a> online 24 hours a day, 7 days a week for advice.</p>	 <p>The animation consists of two rows of six frames each. The top row shows people with various ailments: a man coughing ('Got a cold?'), a woman with a sore throat ('Sore throat?'), an elderly man with tummy trouble ('Tummy trouble?'), a woman with aches and pains ('Aches and pains?'), a close-up of an eye ('An eye or skin condition?'), and a man with an allergy ('an allergy?'). The bottom row contains promotional messages: 'Think pharmacy first!', 'Your local pharmacy is your expert NHS health team on the high street.', 'Here to help you treat a range of common illnesses and health concerns.', 'Find your local pharmacy', and 'nhs.uk/find-a-pharmacy HERE TO HELP'.</p> <p>30 second animation</p>

<p><b>3. General message</b></p>	<p>More than just a place to pick up a prescription!</p> <p>Your local pharmacy teams are NHS experts in healthcare and can help you with advice and treatment for a range of common concerns including:</p> <ul style="list-style-type: none"> <li>• hayfever/allergies</li> <li>• tummy troubles</li> <li>• itchy eyes or skin</li> <li>• coughs</li> <li>• colds</li> <li>• sore throat</li> <li>• aches and pains and many more.....</li> </ul> <p>Find your nearest NHS community pharmacy <a href="#">here</a> #NHS #HeretoHelp</p>	<p>30 second animation</p>
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<p><b>4. UTI message</b></p>	<p><b>OUCH!</b></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 &amp; North Cumbria community pharmacies can now provide immediate advice &amp; 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: <a href="https://www.psne.co.uk/">https://www.psne.co.uk/</a></p>	<p>30 second animation</p>
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**5. UTI  
message**

**OUCH!**

Do you have a burning sensation when weeing, need to wee frequently or urgently or have cloudy wee?

You may have a Urinary Tract Infection!

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!

Ask your local pharmacist today and say  
#ByeByeUTI

#HeretoHelp

Available at participating pharmacies only:  
<https://www.psne.co.uk/>



## 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



<b>NHS111</b>		
<b>10. NHS111</b>	<p>Get to the help you need ... when you need it!</p> <p>When it's not life threatening but still urgent or</p> <ul style="list-style-type: none"><li>• You think you might need to go to a hospital or urgent treatment centre but you're not sure</li><li>• You need urgent advice and your GP surgery is closed.</li></ul> <p>NHS111 is here is to help 24 hours a day,7 days a week online or by phone.</p> <p>#HeretoHelp</p>	
<b>UTC</b>		

<p>11.</p>	<p>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!</p> <p>Urgent treatment centres can treat many conditions including:</p> <ul style="list-style-type: none"> <li>• sprains and strains</li> <li>• cuts and grazes</li> <li>• suspected broken limbs</li> <li>• coughs and cold</li> <li>• ear and throat infections</li> </ul> <p>If you're still not sure where to go or what to do, <b>contact NHS111 online</b> - or by phone - <b>24 hours a day, 7 days a week</b> - they can help assess and direct you to the right place to go.</p> <p>NHS, we're here to help</p>	 
<p><b>Mental Health</b></p>		


<p><b>12. Tees Esk and Wear Valley</b></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:  <a href="https://www.tewv.nhs.uk/support">https://www.tewv.nhs.uk/support</a></p> <p>#NHS #HereToHelp</p>	
<p><b>13. Cumbria Northumberland Tyne and Wear</b></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:  <a href="https://www.cntw.nhs.uk/need-help-now/">https://www.cntw.nhs.uk/need-help-now/</a></p> <p>#NHS #HereToHelp</p>	



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

<p><b>14. A&amp;E</b></p> <p><b>Only for use in times of high pressure</b></p>	<p>Please ONLY call 999 or go to A&amp;E if you or someone else has a life-threatening emergency, such as:</p> <ul style="list-style-type: none"> <li>• <b>signs of a heart attack</b> chest pain, pressure, heaviness, tightness or squeezing across the chest</li> <li>• <b>signs of a stroke</b> face dropping on one side, cannot hold both arms up, difficulty speaking</li> <li>• <b>sudden confusion</b> cannot be sure of own name or age</li> <li>• <b>suicide attempt</b> by taking something or self -harming</li> <li>• <b>severe difficulty breathing</b> not being able to get words out, choking or gasping</li> <li>• <b>choking</b> on liquids or solids right now</li> <li>• <b>heavy bleeding</b> spraying, pouring or enough to make a puddle</li> <li>• <b>severe injuries</b> after a serious accident or assault</li> <li>• <b>seizure (fit)</b> shaking or jerking because of a fit, or unconscious (cannot be woken up)</li> <li>• <b>sudden, rapid swelling</b> of the lips, mouth, throat or tongue</li> </ul> <p>If you need EMERGENCY care, call 999, or go to your nearest A&amp;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><b>15. A&amp;E is very busy</b></p> <p><b>Only for use in times of high pressure</b></p>	<p>A&amp;E departments are extremely busy</p> <p>Unless your condition is life threatening, please do not go to A&amp;E.</p> <p><b>Think pharmacy, GP or NHS111 first!</b></p> <p>Too many people who come to A&amp;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>	

<p><b>16: A&amp;E and 999 are busy</b></p> <p><b>Only for use in times of high pressure</b></p>	<p>A&amp;E and 999 are extremely busy</p> <p>Unless your condition is life threatening, please do not go to A&amp;E.</p> <p><b>Think pharmacy, GP or NHS 111 first!</b></p> <p>Too many people who come to A&amp;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>	<p>The poster features a red background with a yellow and green ambulance in the center. At the top right is the NHS logo. A white banner at the top reads 'Keep A&amp;E and 999 FREE for serious emergencies only'. Below the ambulance, a red arrow points to the right with the text 'Think pharmacy, GP and NHS 111 online first'. To the right of the arrow are three white boxes with red text: 'HERE', 'TO', and 'HELP' stacked vertically.</p>
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<p>17.</p>	<p><b>Important notice all Accident &amp; Emergency departments are extremely busy!</b></p> <p>Please remember A&amp;E is for genuine life-threatening emergencies only!</p> <p>If you do go to A&amp;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"> <li>• pharmacy first</li> <li>• GP practice</li> <li>• 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</li> </ul> <p>#HereToHelp</p>	 <p>The poster features the NHS logo in the top right corner. The main text reads 'A&amp;E is very busy!' in large white letters on a red background. Below this, on a dark blue background, it says 'Think pharmacy, GP, &amp; NHS 111 first.' To the right of this text is a graphic of three overlapping arrows pointing right, labeled 'HERE', 'TO', and 'HELP'.</p>
<p><b>Self-care</b></p>		

<p><b>18. Little orange book</b></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: <a href="http://www.nenc-healthiertogether.nhs.uk">www.nenc-healthiertogether.nhs.uk</a></p> <p>#NHS #HereToHelp</p>	
<p><b>19. Healthier together</b></p>	<p>Little one not well?</p> <p>Visit the Healthier Together website <a href="http://www.nenc-healthiertogether.nhs.uk">www.nenc-healthiertogether.nhs.uk</a></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><b>Smoking</b></p>		



<p><b>23. Quit smoking</b></p>	<p>If you smoke, quitting is an important part of looking after your health this spring.</p> <p>Quitting reduces the risks from flu, pneumonia and COVID-19, as well as COPD, heart attack and stroke!</p> <p><b>We're here to help</b> this spring.</p> <p>Visit <a href="http://www.freshquit.co.uk">www.freshquit.co.uk</a> for support to quit</p>	 <p>The poster features the NHS logo at the top right. The main text reads 'DON'T WAIT! YOU CAN QUIT smoking this spring.' with 'QUIT' in large white letters and 'smoking this spring.' in smaller white and yellow letters. At the bottom, it says 'We're HERE TO HELP' with 'HERE TO HELP' in a stylized arrow graphic.</p>
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