

Communications toolkit

Get Set for Surgery website

(V2. 11/08/2025)

We are asking primary care, secondary care, and other stakeholder across the North East and North Cumbria, to help promote our Get Set for Surgery website.

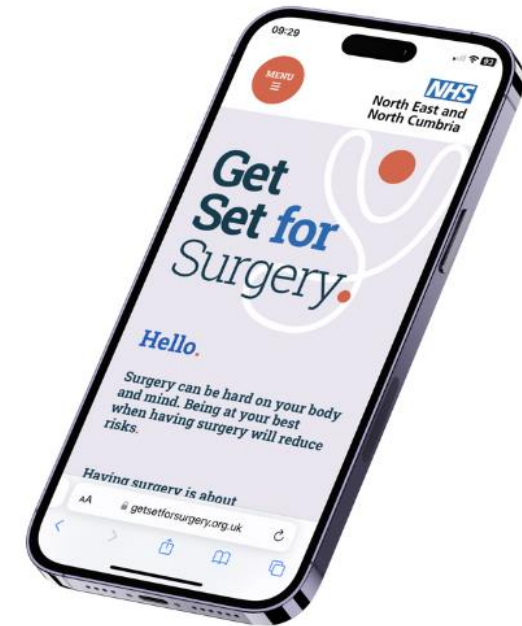
This website has been developed by the NHS North East and North Cumbria ICB to help support people to improve their health whilst they are waiting for their surgery or treatment.

It is primarily aimed at people who are waiting for surgery or treatment but are not eligible for the one-to-one support offered by the Waiting Well central hub. However, anyone waiting for surgery or treatment can use it.

The website covers:

- Information on the main health factors that affect surgery or treatment.
- Exercise videos to help people improve their core strength and movement.
- Case studies of how other patients have got ready for surgery or treatment.
- An online course to help people prepare for the surgery or treatment.
- Links to further information and advice

Your support in helping us to promote this website resource is very much appreciated.



For help or advice on using any of the assets in this [toolkit](#), please contact nencicb.comms@nhs.net

Key messages

1. There are things you can do to be in the best possible health, helping to ensure you can go ahead with your surgery, and have the best possible recovery.
2. Research shows that when people make simple and positive changes to improve their fitness, diet and mental health, they recover much more quickly from their surgery.
3. The Get Set for Surgery website gives lots of information about the key health factors that can affect your surgery.

Communication resources in this pack

Resources we have developed which you can use include:

- Social media assets which include graphics and animations, along with copy you can use in posts on your own social media channels.
- Copy to use on your website or patient newsletters.
- Printable A4 poster to display in your waiting area.
- Digital version the poster for your waiting area TV screen.

How you can help

You can help promote the **Get Set for Surgery** website by using the suite of campaign assets listed below, that you can use in your practice/trust, on your website, and social media channels, to raise awareness amongst your own patients.

Website/patient newsletter copy

Helping people get set for surgery

People in the North East and North Cumbria can now access online support to help them understand and find ways to get ready for their upcoming surgery or treatment.

The getsetforsurgery.org.uk website sets out the main health factors that can affect the outcome of surgery or treatment and provides information on how they can make health improvements in the time available.

The website is part of the NHS North East and North Cumbria Waiting Well programme, which supports patients to prepare physically and psychologically for their surgery while they are waiting.

There is lots of evidence to show that when patients are encouraged to improve their fitness, diet and other aspects of their health (including mental health) before their surgery, helps to minimise recovery time and improve outcomes. At the same time, it also reduces the length of stay in hospital, and the risk of the surgery being postponed or cancelled, which in turn helps reduce waiting times.

The website has been developed by the [NHS North East and North Cumbria Integrated Care Board](#).

END

Social media assets

All assets downloadable from our [online resource toolkit](#).

Social media copy

Are you waiting for surgery or treatment?

Did you know - recovering from surgery can be the equivalent of running a half marathon? This is your body's repair process working. You wouldn't run a marathon without training for it first, would you?

Find ways to improve your health, visit <https://getsetforsurgery.org.uk/>

Social media graphic



Alternatively you can download and use the main animation for this post.

If you're waiting for surgery or treatment, being in better health can mean a faster and better recovery, and a shorter hospital stay.

It can also reduce some of the risks of surgery.

Find ways to improve your health, visit <https://getsetforsurgery.org.uk/>



Alternatively you can download and use the **main** animation for this post.

When you're waiting for surgery or treatment, you may feel more worried than usual.

But there are things you can do to help improve your wellbeing and reduce anxiety.

Find ways to improve your health, visit <https://getsetforsurgery.org.uk/>



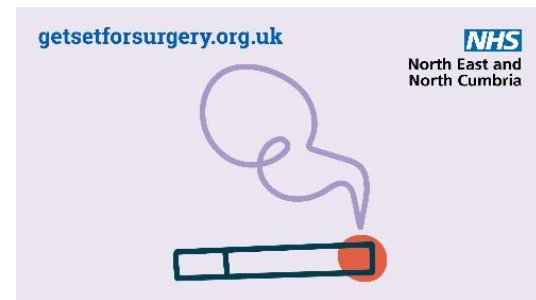
Alternatively you can download and use the **wellbeing** animation for this post.

Did you know?

Stopping smoking before surgery means your heart and lungs don't have to work so hard.

This makes it easier for your body during and after the surgery. It improves your chances of a smoother and faster recovery.

Find ways to improve your health, visit <https://getsetforsurgery.org.uk/>



Alternatively you can download and use the **smoking** animation for this post.

Are you waiting for surgery or treatment?

Alcohol is never good for your health. It can also cause your body to respond badly to surgery.

In the run up to surgery, too much alcohol can:

- reduce your body's ability to fight infection. This can make your hospital stay and recovery longer.
- weaken your heart. This makes it harder for oxygen to get around your body through the blood stream.
- make it harder for your liver to deal with medication and painkillers used during your surgery.

Find ways to improve your health, visit <https://getsetforsurgery.org.uk/>



Alternatively you can download and use the **alcohol** animation for this post.

Did you know?

Being over or underweight can increase the risk of issues when having your surgery.

Also, over-processed foods can increase, or cause inflammation and they don't have the micro-nutrients our bodies need.

Find ways to improve your health, visit <https://getsetforsurgery.org.uk/>



Alternatively you can download and use the **food** animation for this post.

Did you know?

Having uncontrolled diabetes is one of the main reasons for surgeries being delayed or even cancelled.

If you have diabetes and are waiting for planned surgery, speak to your diabetes healthcare team for advice and support.

Find ways to improve your health, visit <https://getsetforsurgery.org.uk/>



Alternatively you can download and use the **diabetes** animation for this post.

Your body has to work hard to recover from surgery.

Improving your fitness, even a little, lowers your risk of complications and can lead to a smoother recovery.

Find ways to prepare for your surgery at <https://getsetforsurgery.org.uk/>



Alternatively you can download and use the **exercise** animation for this post.

Waiting for surgery or treatment can be stressful and this might have a negative impact on your pain. That's why it's useful to manage your pain carefully in the lead up to your surgery. Lots of different things affect pain. These include:

- Problems with your body
- Past experiences and your fears about the pain
- Your stress levels
- Your relationships
- How well you're sleeping

Find ways to improve your health, visit <https://getsetforsurgery.org.uk/>



Alternatively you can download and use the **pain** animation for this post.

Plenty of sleep is very important after surgery. This gives your body a chance to recover. It is just as important to get enough sleep before your surgery too.

Find ways to prepare for your surgery at <https://getsetforsurgery.org.uk/>



Alternatively you can download and use the **sleep** animation for this post.

Additional assets

All assets downloadable from our [online resource toolkit](#).

Asset type	Asset image
Digital poster for TV screens	 <p>The digital poster features the 'Get Set for Surgery' logo in the top left, the NHS logo and 'North East and North Cumbria' text in the top right, and a stylized hand graphic in the background. The main text asks 'Are you waiting for surgery or treatment?' and includes a fact about surgery recovery being equivalent to a half marathon. It also provides a QR code and the website 'getsetforsurgery.org.uk'.</p>
Printable A4 poster	 <p>The printable A4 poster is a smaller version of the digital poster, containing the same branding, text, and QR code.</p>

Patient leaflet

