
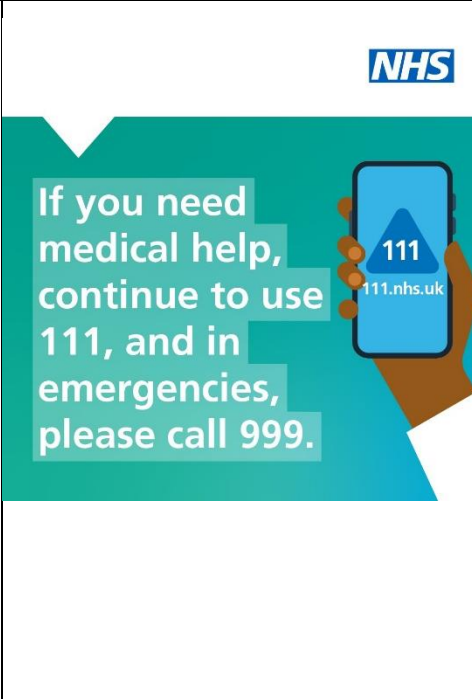




## Social media messaging for:


- BMA resident doctors industrial action – 7am, 25 July to 7am, 30 July**




Graphics, videos and animations are downloadable from our [online resource webpage](#).



	Message	Image	Video/animation
<p>1. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p>From 25 July to 30 July, NHS services may be affected due to strike action.</p> <p>If you need medical help, you should still contact the NHS.</p> <p>If you have an appointment, we will contact you if we need to change it.</p> <p>Only phone <b>999</b> if it is life-threatening. If you need other medical help, use <a href="#">NHS 111 online</a>.</p>		

<p>2. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p>From 25 July to 30 July, some NHS services may be affected due to strike action.</p> <p>Please continue to attend your hospital, GP, and dental appointments unless you are contacted and told otherwise.</p> <p>Only phone <b>999</b> if it is life-threatening. If you need other medical help, use <a href="#">NHS 111 online</a>.</p>	 <p>The image is a poster for NHS 111. It features the NHS logo in the top right corner. The background is a teal color with a white jagged shape on the left. A hand is holding a smartphone in the center, displaying the number 111 and the website 111.nhs.uk. The text on the poster reads: 'If you need medical help, continue to use 111, and in emergencies, please call 999.'</p>	
<p>3. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p>This week's strike will cause disruption—but NHS services will still be open.</p> <p>Dr Neil O'Brien, chief medical officer for North East and North Cumbria ICB explains how you can help, and what to do if you need medical care.</p> <p>#NHS #HereToHelp</p>	<p>[Video still]</p>	<p><a href="#">[Video downloadable from our online resource webpage.]</a></p>
<p>4. Schedule on socials across whole region</p>	<p>Dr Neil O'Brien, chief medical officer for North East and North Cumbria ICB, reminds people to expect disruption</p>	<p>[Video still]</p>	<p><a href="#">[Video downloadable from our online resource webpage.]</a></p>



<p>Wed 23 July to Wed 30 July</p>	<p>during the strike action and how to use NHS services effectively.</p> <p>#NHS #HereToHelp</p>		
<p>5. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p>Poorly tummy, itchy eyes or skin, cold, sore throat or aches and pains?</p> <p>Think pharmacy first!</p> <p>Pharmacists are part of your expert NHS healthcare team and can help give advice and treatment for a range of common illnesses.</p> <p>You don't need to make an appointment and can talk in confidence.</p> <p>Find pharmacy hours in the North East and North Cumbria here - <a href="https://www.nhs.uk/service-search/pharmacy/find-a-pharmacy">https://www.nhs.uk/service-search/pharmacy/find-a-pharmacy</a></p> <p>#NHS #HereToHelp</p>		 <p>[Animation downloadable from our <a href="#">online resource webpage.</a>]</p>



<p>6. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p>Urgent treatment centres are here to help you if you have an injury or illness that requires URGENT attention but is NOT life-threatening.</p> <p>They can diagnose and deal with many of the most common issues people go to A&amp;E for including:</p> <ul style="list-style-type: none"> <li>• broken bones and sprains</li> <li>• injuries, cuts and bruises</li> <li>• wound dressing</li> <li>• stomach pain</li> <li>• coughs, colds and breathing problems</li> <li>• vomiting and diarrhoea</li> <li>• skin infections and rashes</li> <li>• fever in children and adults</li> </ul> <p>Not sure which health service is best for your needs?</p> <p>Use <a href="#">NHS111</a> online 24/7 to get assessed and directed to the right place for you.</p> <p>#NHS #HereToHelp</p>	 <p>The image is a promotional poster for NHS Urgent Treatment Centres (UTCs). It features a teal background with the NHS logo in the top right corner. The main headline reads 'Strain or sprain?' in large white and teal letters, with a photograph of a foot wrapped in white bandages. Below this, a dark teal banner contains the text 'URGENT TREATMENT CENTRES: HERE TO HELP' in white, with 'HERE', 'TO', and 'HELP' each inside a white arrow pointing right. At the bottom, in white text, it says 'Need URGENT attention but NOT life-threatening? You need a UTC.'</p>	
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<p>7. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p>Poorly baby or child?</p> <p>Download the LITTLE ORANGE BOOK!</p> <p>A handy guide for babies, and under 5s, covering a wide range of illnesses in children from common minor concerns to more serious conditions.</p> <p>Download here:</p> <p><a href="https://northeastnorthcumbria.nhs.uk/here-to-help-you/looking-after-yourself/">https://northeastnorthcumbria.nhs.uk/here-to-help-you/looking-after-yourself/</a></p> <p>#NHS #HereToHelp</p>		 <p><a href="#">[Animation downloadable from our online resource webpage]</a></p>
<p>8. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p>From bumps to bugs, fever to rashes, the NHS Healthier Together app gives practical health advice, 24/7: what to look out for, what you can safely treat at home and when to get medical help.</p> <p>Download from the App Store or Google Play, or visit the Healthier Together website to find out more.</p> <p>Get Healthier Together for the helping hand your family needs -</p> <p><a href="https://www.nenc-healthiertogether.nhs.uk/">https://www.nenc-healthiertogether.nhs.uk/</a></p>		<p><a href="#">[Animation downloadable from our online resource webpage.]</a></p>

<p>9. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p>If you experience mental health problems, it can be frightening, and you may feel alone.</p> <p>A mental health crisis can mean different things to different people but often means that you no longer feel able to cope.</p> <p>If you, or someone you know, is having this, it's important to get help quickly.</p> <p>Call NHS 111 and select the mental health option.</p> <p>Available 24/7, you will speak to a mental health professional who can listen to you and help you find the right support.</p>	 <p>Need urgent mental health support?</p> <p><b>Call 111</b></p> <p>Select <b>Mental Health Option</b></p> <p>We're here for you 24/7.</p> <p>NHS HERE TO HELP</p>	
<p>10. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p>Feeling unwell?</p> <p>Choosing the right NHS service can help get you the best advice - and often more quickly too.</p> <ul style="list-style-type: none"> <li>• Think pharmacy first</li> <li>• <a href="#">NHS111</a> online for medical help and advice</li> <li>• Keep A&amp;E and 999 free for LIFE THREATENING EMERGENCIES ONLY</li> </ul> <p>Help keep A&amp;E and 999 for those who need it the most.</p>	 <p>Need medical help? <b>NHS</b></p> <p><b>NHS 111</b></p> <p>Online or on the phone. <b>HERE TO HELP</b></p>	



	<p>#NHS #HereToHelp</p> <p><a href="http://www.nhs.uk">www.nhs.uk</a></p>		
<p>11. Schedule on socials across whole region</p> <p>Wed 23 July to Wed 30 July</p>	<p><b>OUCH!</b></p> <p>Burning or stinging sensation when you wee? Need to wee frequently or urgently? Nowt much coming out?</p> <p>You may have a <b>Urinary Tract Infection</b></p> <p>Did you know across the North East and 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 #ByeByeUTI</p> <p><b>Available at participating pharmacies only:</b> <a href="https://www.psne.co.uk/">https://www.psne.co.uk/</a></p>		 <p><a href="#">[Animation downloadable from our online resource webpage.]</a></p>

<b>A&amp;E and 999 – only use these assets in times of high pressure.</b>			
12.	<p>You should <b>ONLY</b> 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> </ul>	 	



	<ul style="list-style-type: none"> <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> <p>British Sign Language (BSL) speakers can <u>make a BSL video call to 999</u>.</p> <p>Deaf people can use 18000 to contact 999 using text relay.</p> <p>If in doubt, contact <a href="#">NHS111</a> to get assessed and directed to the right place for you - including emergency care.</p> <p>#NHS #HereToHelp</p>		
<b>END</b>			