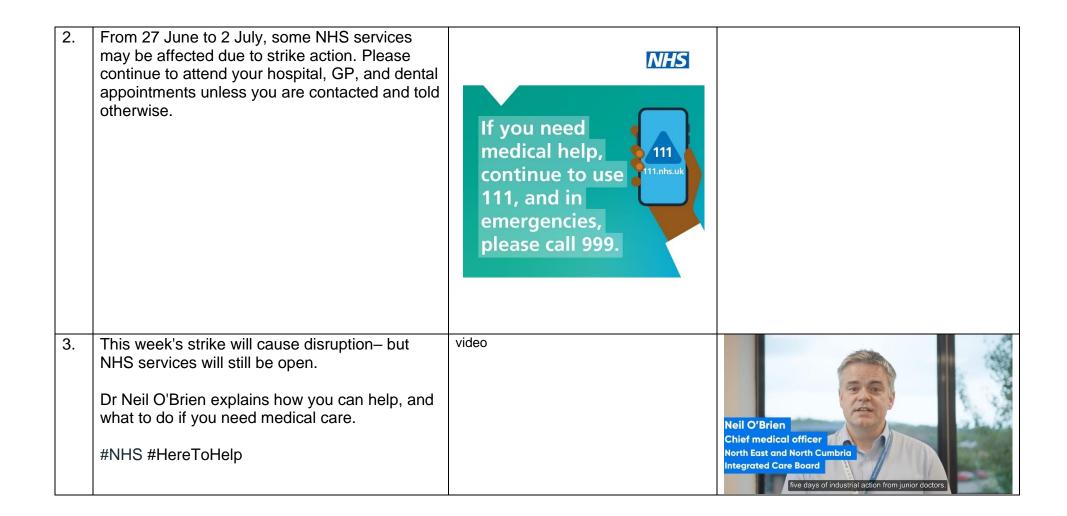


Social media messaging for:

Doctors in training industrial action – 27 June to 2 July

	Industrial Action		
	Message	Image	Video/animation
1.	From 27 June to 2 July, NHS services may be affected due to strike action. Please continue to come forward for NHS care.	NHS	
	You will be contacted if your appointment needs to be changed.	You will be contacted if your appointment	
	If you need medical help, use NHS 111 online, and only in emergencies, please call 999.	needs to be changed, please continue to come forward for the care you need.	



4. Dr Alex Kent, medical director for North East and North Cumbria ICB, reminds people to expect disruption during the strike action and how to use NHS services effectively.

#NHS #HereToHelp

video



5. Poorly tummy, itchy eyes or skin, cold, sore throat or aches and pains?

Think pharmacy first!

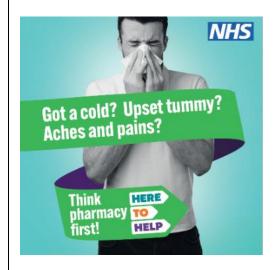
Pharmacists are part of your expert NHS healthcare team and can help give advice and treatment for a range of common illnesses.

You don't need to make an appointment and can talk in confidence.

Find pharmacy hours in the North East and North Cumbria here - https://www.nhs.uk/service-

search/pharmacy/find-a-pharmacy

#NHS #HereToHelp





*Animation for paid for

6. Urgent treatment centres are here to help you if you have an injury or illness that requires URGENT attention but is NOT life-threatening.

They can diagnose and deal with many of the most common issues people go to A&E for including:

- · broken bones and sprains
- · injuries, cuts and bruises
- wound dressing
- stomach pain
- coughs, colds and breathing problems
- · vomiting and diarrhoea
- skin infections and rashes
- · fever in children and adults

Not sure which health service is best for your needs?

Use NHS111 online 24/7 to get assessed and directed to the right place for you.

#NHS #HereToHelp



7. Poorly baby or child?

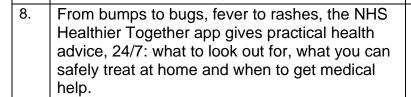
Download the LITTLE ORANGE BOOK!

A handy guide for babies, and under 5s, covering a wide range of illnesses in children from common minor concerns to more serious conditions.

Download here:

www.nenc-healthiertogether.nhs.uk

#NHS #HereToHelp



Download from the App Store or Google Play, or visit the Healthier Together website to find out more. Get Healthier Together for the helping hand your family needs - https://www.nenc-healthiertogether.nhs.uk/





Healthier together animation



9. Feeling unwell?

Choosing the right NHS service can help get you the best advice - and often more quickly too.

- Think pharmacy first
- NHS111 online for medical help and advice
- Keep A&E and 999 free for LIFE THREATENING EMERGENCIES ONLY

Help keep A&E and 999 for those who need it the most.

#NHS #HereToHelp

www.nhs.uk





- 10. You should **ONLY** call 999 or go to A&E if you or someone else has a life-threatening emergency, such as:
 - signs of a heart attack chest pain, pressure, heaviness, tightness or squeezing across the chest
 - signs of a stroke face dropping 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

If you need EMERGENCY care, call 999, or go to your nearest A&E.

British Sign Language (BSL) speakers can make a BSL video call to 999.

Deaf people can use 18000 to contact 999 using text relay.

If in doubt, contact <u>NHS111</u> to get assessed and directed to the right place for you - including emergency care.

#NHS #HereToHelp

11. **OUCH!**

Burning or stinging sensation when you wee? Need to wee frequently or urgently? Nowt much coming out?

You may have a Urinary Tract Infection

Did you know across the North East and North Cumbria community pharmacies can now provide immediate advice & treatment for UTIs for women aged 16-64.

No appointment needed





Ask your local pharmacist today & say #ByeByeUTI	
Available at participating pharmacies only: https://www.psne.co.uk/	