

A toolkit to help community groups and Patient Participation Groups (PPGs) to share and promote health and care messages this winter.

Please help us share these health messages to protect everyone's health this winter

Summary

This winter is expected to be a challenging one with both Flu and COVID-19 in circulation, and the cost-of-living crisis impacting on resident's ability to stay warm.

The "Warm and Well" campaign was designed by partners working in the health and care system to address the physical and mental health challenges linked to keeping people well over the winter months.

The aim of the campaign is to give people the information and advice they need to stay warm and well this winter, look after their health and wellbeing, and help reduce the number of people that have to go to hospital.

A new online portal www.winterwellnorfolkwaveney.co.uk has been created where people will find key information and resources to help them stay well this winter.



Campaign messages and materials

It is important that we promote messages that are accurate, compassionate and that will keep people safe. The campaign materials provided in this toolkit have been developed locally for residents living in Norfolk and Waveney.

We have developed these materials with input from health and care professionals, as well as other system partners including the local authorities, district councils, and Healthwatch Norfolk.



How you can help promote the campaign

We have provided this menu of ideas for how you can help us to spread messages locally.

You don't have to do everything – just choose ones that you think will work best for your local area.

Share information digitally

- Social media (Facebook, Twitter)
- Intranet articles
- Email banners
- Newsletter articles

Put posters and information in key locations

- Surgery screens
- Pharmacies
- Notice Boards
- Post offices
- Social clubs and village halls
- Libraries
- Schools
- Local businesses
- Local care homes
- Local websites

Display information at meetings and events

This can help you target your information to very specific groups

- Mother and baby groups
- Lunch clubs
- Village fetes or festivals
- Special clinics at the GP practice

Tell your friends and family

When out and about or speaking to friends and family, you can help by sharing the simple messages below. Hearing information from someone you know often has more impact than anything else.

[Click here to access the Google drive with the communications material.](#)

If you cannot use this link, please email nwicb.communications@nhs.net and we would be glad to share the information via another way.

The communications toolkit contains:

- A4 posters
- Social media posts and graphics for Facebook/Instagram and Twitter
- PIP screen graphics
- Campaign logos
- Newsletter and website text
- Web and email banners



Key Messages to share this winter

- **Don't delay.** If you are feeling unwell, don't put off getting help. Your NHS is here to help you.
- **Be prepared:** have a flu jab, keep warm, get advice from a pharmacist at the first signs of illness.
- **Self-care:** Keep a well-stocked medicine cabinet to treat minor illnesses, ailments and injuries.
- **Your local pharmacy:** Your first point of call for confidential, expert advice and treatment.
- **Your GP:** See your GP if you have an illness or injury that won't go away.
- **GP online services:** Save yourself a trip or a phone call and book appointments/order repeats online.
- **NHS 111:** For urgent healthcare that doesn't need 999.