



Communications toolkit - Get to know where to go: Spring bank holidays

Introduction

The NHS is often busier during bank holiday periods and can come under increased pressure. With lots of bank holidays coming up during March, April and May, NHS Greater Manchester wants to ensure that residents are well prepared and know where to go to get the care they need. This will not only help to ease the strain on health services but also allow people to get help more quickly.

This toolkit aims to support communications during this busy period and includes sample copy for newsletters and social media covering a number of themes including:

- Promoting NHS 111
- Repeat prescriptions – order early if needed
- Changes to pharmacy opening times
- Preparing for common illnesses by stocking up on over-the-counter medicines
- Urgent care services – including helplines for dental, eyecare and mental health.

As the exam season is approaching, this toolkit also includes signposting to mental health support for both students and parents or carers of young people. This can be a stressful time for many people, so we are seeking reassure those feeling the pressure that this is completely normal and that they don't have to face it alone.



How you can get involved

- The quickest and easiest way to support the campaign is to look out for the campaign assets on our social media channels and share to your followers. Please note our new GM ICP Facebook page - <https://www.facebook.com/GreaterManchesterICP>
- Use the social media assets to schedule posts on your channels
- Promote the campaign using the suggested copy for newsletters
- Share this toolkit with partner organisations and stakeholder lists
- Share the NHS111 WhatsApp messages in community WhatsApp groups

Newsletter copy

Get to know where to go this Spring

Spring can be a busy time of year. With longer days, lots of bank holidays and better weather – even in Greater Manchester – there's lots to do. But bank holidays often mean that health services come under more pressure so it's important to be prepared. Get to know where to go and you can find the help you need quicker – and that means more time for bank holiday fun.

If you take regular medicines on repeat prescription, it's a good idea to check how much you have at home. If you need to order more, put your request in at least two weeks before you expect to run out of a particular medicine, to avoid any complications or delays. Every bank holiday, NHS 111 sees huge increases in people getting in touch because they've run out of a prescription medicine. By being prepared you can save yourself time and ensure NHS 111 is there for those who really need it.

Your local pharmacy can give expert advice on minor illnesses, including over the counter medicines. For some conditions they can now issue prescription medicine if needed – without a GP appointment. For more information, go to the [How Pharmacies Can Help page](#) on the NHS website. Many pharmacies will still open over the bank holiday but there are likely to be changes to opening hours. Head to the [Greater Manchester Bank Holiday Pharmacy Opening Hours page](#) on the NHS GM website more details.

If you have pain in your mouth, teeth or gums, call the Greater Manchester dental helpline (0333 332 3800), which is available from 8am to 10pm every



day, including weekends and bank holidays for those who need help urgently when their dental practice is closed, or do not have a regular dentist.

Greater Manchester's Urgent Eye Care Service can provide help quickly if you have a sudden change in vision, red or painful eyes or new flashes or floaters. The service is available throughout the week – including evenings and weekends. Go to www.primaryeyecare.co.uk/find-a-practice to find an optician that is part of the service. This is not a walk-in service so always call first.

For mental health crisis support there are free 24/7 helplines covering Greater Manchester. For Bolton, Manchester, Salford, Trafford and Wigan residents, call 0800 953 0285. For Bury, Heywood, Middleton and Rochdale, Oldham, Stockport, Tameside and Glossop the number is 0800 014 9995.

If you're not sure what to do, NHS 111 can help – go online at <https://111.nhs.uk/> or call 111.

Social media copy and assets

Included in the social media assets are; stand-alone graphics, gifs and animated videos. Some of our social assets are time sensitive and if planned in a timely way, will help to reduce NHS pressures that we see at this time of year.

Our recommendations of when to schedule these posts are as follows:


- Social asset- 2 weeks pharmacy. Schedule from 15th-20th March
- Social asset- Bank Holiday Notice (Pharmacy). Schedule from 15th-20th March
- Social asset- Don't be in pain, get prescriptions in early. Schedule from 15th-25th March
- Social asset- Don't be in pain over the bank holiday weekend. Schedule from 22nd March- 1st April
- Social asset- Exam pressures. Schedule from 8th April – 25th June

All other assets should be scheduled throughout March, April and May

All assets can be found via the [NHS Greater Manchester campaigns webpage](#). Please do not use the low-resolution positional images used in the table below, these are for reference only. Please contact the NHS GM campaigns team if you have any problems: gmhscp.gm-campaigns@nhs.net.





General social media assets and copy

Asset	Long copy (Facebook and Instagram)	Short copy (X)	Alt text
<p>Don't be in pain over the Bank Holiday</p> 	<p>Need help for a minor health concern over the #bankholidayweekend but unsure which pharmacy is open closest to you? Check your local pharmacy opening times and know where to go for advice when needed: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p> <p>Don't let pain get in the way of you enjoying the #bankholiday. Some pharmacies might have different opening hours so be sure to check in advance so you can relax and enjoy the long weekend.</p> <p>Find your local pharmacy opening times: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p>	<p>Need help for a minor health concern over the #bankholidayweekend but unsure which pharmacy is open closest to you? Check your local pharmacy opening times and know where to go for advice when needed: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p> <p>Don't let pain get in the way of you enjoying the #bankholiday. Some pharmacies might have different opening hours so be sure to check in advance so you can relax and enjoy the long weekend.</p> <p>Find your local pharmacy opening times: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p>	<p>Gif. Baby crying and a pharmacy building. Colourful arrows with text Get To Know Where To Go. Text reads don't be in pain over the bank holiday. Know which pharmacies are open and which pharmacies are closed. Logo: NHS Greater Manchester.</p>



Asset	Long copy (Facebook and Instagram)	Short copy (X)	Alt text
	<p>Remember, pharmacies need two weeks to get your repeat prescription ready so prepare ahead of the #bankholiday. Order early and make sure you have enough of any medication to last you through the weekend: www.nhs.uk/nhs-services/prescriptions/how-to-order-a-repeat-prescription</p>	<p>Get prepared ahead of the #bankholiday and make sure you have enough of any prescription medication you need to last you through the weekend.</p>	<p>Calendar with 2 weeks sign and bottle of medication next to it. Text reads your pharmacy needs two weeks to get our repeat prescription ready. Logo: NHS Greater Manchester. Logo: Get To Know Where To Go</p>
	<p>It's not long until the #bankholidayweekend</p> <p>Your pharmacy needs two weeks to get your repeat prescription ready, so order your prescriptions in plenty of time so you can enjoy the long weekend and remember, some pharmacies might have different opening hours: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p>	<p>It's not long until the #bankholidayweekend</p> <p>Order your prescriptions in plenty of time so you can enjoy the long weekend and remember, some pharmacies might have different opening hours: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p>	<p>Gif. Calendar with 2 weeks sign on it, bottles of medication and pharmacy building. Colourful arrows with text Get To Know Where To Go. Text reads your pharmacy needs two weeks to get your prescription ready especially on the run up to bank holidays. Don't be left without your medication – get your prescription in today!</p>



Asset	Long copy (Facebook and Instagram)	Short copy (X)	Alt text
<p>Bank Holiday Notice</p> <p>To avoid delays you need to make sure you get your prescriptions in now!</p>  <p>Don't be in pain over the Bank Holiday - please get your prescriptions in early to avoid delays</p> 	<p>Don't be left without your medication during the #bankholidayweekend. Pharmacies need two weeks to get your repeat prescriptions ready so prepare ahead of time and have one last thing to think about: www.nhs.uk/nhs-services/prescriptions/how-to-order-a-repeat-prescription</p> <p>Check your pharmacy bank holiday opening hours: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p> <p>Don't let being in pain ruin your #bankHoliday. Plan ahead and get your repeat prescriptions in on time to avoid delays so you can enjoy the long weekend.</p> <p>Remember, check your local pharmacy opening times and find one nearest to you: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p>	<p>Don't be left without your medication during the #bankholidayweekend. Pharmacies need two weeks to get your repeat prescription ready so prepare ahead of time and have one last thing to think about. Check your pharmacy bank holiday opening hours: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p> <p>Don't let being in pain ruin your #bankholiday. Plan ahead and get your repeat prescriptions in on time to avoid delays so you can enjoy the long weekend.</p> <p>Remember, check your local pharmacy opening times and find one nearest to you: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p>	<p>Two bottles of medication stood next to each other, Text reads Bank Holiday notice. To avoid delays, make sure you get your prescriptions in now. Logo: NHS Greater Manchester. Logo: Get To Know Where To Go</p> <p>Two bottles of medication stood next to each other, Text reads don't be in pain over the bank holiday, please get your prescriptions in early to avoid delays. Logo: NHS Greater Manchester. Logo: Get To Know Where To Go</p>




Asset	Long copy (Facebook and Instagram)	Short copy (X)	Alt text
	<p>We're heading into #hayfever season but don't let #allergies get in your way of enjoying springtime.</p> <p>Most allergies can usually be treated with antihistamine medication, available at pharmacies.</p> <p>Talk to a pharmacist for advice: www.nhs.uk/service-search/pharmacy/find-a-pharmacy #GTKWTG</p> <p>Do you suffer from symptoms of #hayfever? Remember, you can easily get hay fever medication from your local pharmacy without the need to see the GP.</p> <p>Visit your local pharmacist for advice and find out how you can ease your symptoms: www.nhs.uk/service-search/pharmacy/find-a-pharmacy #GTKWTG</p>	<p>We're heading into #hayfever season but don't let #allergies get in your way of enjoying springtime</p> <p>Most allergies can usually be treated with antihistamine medication, available at pharmacies.</p> <p>Talk to a pharmacist for advice: www.nhs.uk/service-search/pharmacy/find-a-pharmacy #GTKWTG</p> <p>Do you suffer from symptoms of #hayfever? Remember, you can easily get hay fever medication from your local pharmacy without the need to see the GP.</p> <p>Visit your local pharmacist for advice and find out how you can ease your symptoms: www.nhs.uk/service-search/pharmacy/find-a-pharmacy #GTKWTG</p>	<p>Woman blowing nose into a tissue. Text reads blocked nose, itchy eyes? Your pharmacy can help with that. Logo: NHS Greater Manchester, Logo Get To Know Where To Go.</p> <p>Gif. Woman blowing nose into a tissue, flowers and a pharmacy building. Text reads blocked nose, itchy eyes? Don't let allergies get in the way of enjoying sunshine and some fresh air. Colourful arrows with text Get To Know Where To Go. Logo: NHS Greater Manchester</p>



Asset	Long copy (Facebook and Instagram)	Short copy (X)	Alt text
<p>Urgent Eyecare Service animated video</p>	<p>Noticed sudden changes in your vision, new flashes or floaters or red or painful eyelids? Greater Manchester's Urgent Eyecare Service can provide urgent assessment and treatment.</p> <p>The service is available to anyone living in Greater Manchester, who's registered with a GP. Watch this video to find out more or visit www.primaryeyecare.co.uk #GTKWTG</p> <p>Do you know where to go if you start seeing flashes or new floaters across your eyes, have a sudden change in vision, or red or painful eyes or eyelids?</p> <p>If you live in Greater Manchester and are registered with a GP, speak to the Urgent Eyecare Service. Find out more by watching this video or visit www.primaryeyecare.co.uk #GTKWTG</p>	<p>Greater Manchester's Urgent Eye Care Service can help if you notice new flashes or floaters across your eyes, have a sudden change in vision, or get red or painful eyes or eyelids? Watch this video to find out more or visit www.primaryeyecare.co.uk #GTKWTG</p> <p>Do you know where to go if you start seeing flashes or new floaters across your eyes, have sudden changes in vision, or have painful eyes or eyelids? If you live in #GreaterMCR and are registered with a GP, speak to the Urgent Eye Care Service: www.primaryeyecare.co.uk #GTKWTG</p>	



Asset	Long copy (Facebook and Instagram)	Short copy (X)	Alt text
	<p>Pain in your mouth, teeth or gums? Contact your #dentist. Your GP won't be able to help you.</p> <p>If your dentist is closed, or you don't have a regular dentist, call the Greater Manchester Urgent Dental Care Service on 0333 3323800. More info: www.gmintegratedcare.org.uk/GTKWTG #GTKWTG</p>	<p>Pain in your mouth, teeth or gums? Contact your #dentist. Your GP won't be able to help you.</p> <p>If your dentist is closed, or you don't have a regular dentist, call the Greater Manchester Urgent Dental Care Service on 0333 3323800. More info: www.gmintegratedcare.org.uk/GTKWTG #GTKWTG</p>	<p>Tooth in a circle. Text reads Urgent dental care service. If you don't have a dentist, or your dentist is closed call 03333323800. Colourful arrows with text Get To Know Where To Go. Logo: NHS Greater Manchester</p>
<p>NHS 111 animated video</p>	<p>Feeling unwell but not sure where to go? Use NHS 111 to get assessed and directed to the right place. If you have a serious or life threatening injury always go straight to A&E.</p> <p>Call 111, visit www.111.nhs.uk or use the NHS App.</p> <p>For help in BSL: signvideo.co.uk/nhs111</p> <p>Hearing problem? Use text relay. Call 18001 111 using the Relay UK app or a text phone. #GTKWTG</p>	<p>Feeling unwell but not sure where to go? Use NHS 111 to get directed to the right place. If you have a serious or life threatening injury always go straight to A&E. For help in BSL: signvideo.co.uk/nhs111. Hearing problem? Use text relay. Call 18001 111 using the Relay UK app or a text phone.</p>	








Asset	Long copy (Facebook and Instagram)	Short copy (X)	Alt text
NHS 111 animated video	<p>It's important to choose the right service to make sure you get the best treatment as quickly as possible. If you have a serious or life threatening injury always go to A&E. Not sure which service is right for you? Call 111, visit www.111.nhs.uk or use the NHS App.</p> <p>For help in BSL: signvideo.co.uk/nhs111</p> <p>Hearing problem? Use text relay. Call 18001 111 using the Relay UK app or a text phone. #GTKWTG</p>	<p>Choose the right service to make sure you get the best treatment as quickly as possible. Call 111, visit www.111.nhs.uk or use the NHS App. Remember if its serious injury or life threatening always go to A&E.</p> <p>BSL: signvideo.co.uk/nhs111. Hearing problem? Call 18001 111 using the Relay UK app or a text phone. #GTKWTG</p>	

Exam pressures and mental health support social media copy and accompanying messaging

Asset	Long copy (Facebook and Instagram)	Short copy (X)	Alt text



<p>Is your child struggling in the lead up to exams?</p>   	<p>Is your child revising for #exams and feeling overwhelmed or stressed out?</p> <p>Online support is available for all students aged 10+ across Greater Manchester. Find support or chat to a mental health professional. Visit www.kooth.com or search www.gmintegratedcare.org.uk/GTKWTG #GTKWTG</p>	<p>Is your child revising for #exams and feeling overwhelmed?</p> <p>Online support is available for all students aged 10+ across Greater Manchester. Find support or chat to a mental health professional. Visit www.kooth.com or search www.gmintegratedcare.org.uk/GTKWTG #GTKWTG</p>	<p>A young person looking anxious with clock on wall. Text reads is your child struggling in the lead up to exams? Colourful arrows with text Get To Know Where To Go. Logo: NHS Greater Manchester</p>
<p>Is your child struggling...</p>  	<p>It's normal for young people to feel worried about exams, and the anxiety can affect not only young people, but also parents and carers too.</p> <p>Help your child cope with exam pressure. The NHS offers great tips for ways to ease the stress www.nhs.uk/mental-health/children-and-young-adults/advice-for-parents/help-your-child-beat-exam-stress/ or search: www.gmintegratedcare.org.uk/GTKWTG #GTKWTG</p>	<p>It's normal for young people to feel worried about exams, and the anxiety can affect not only young people, but also parents and carers too.</p> <p>Help your child cope with exam pressure. Visit www.nhs.uk/mental-health/children-and-young-adults/advice-for-parents/help-your-child-beat-exam-stress/ or search: www.gmintegratedcare.org.uk/GTKWTG #GTKWTG</p>	<p>Gif. A young person looking anxious with clock on wall. Text reads is your child struggling in the lead up to exams? As parents or carers, it can be difficult to know how to support your child with exam pressures. Search gmintegratedcare.org.uk/GTKWTG. Colourful arrows with text Get To Know Where To Go. Logo: NHS Greater Manchester.</p>



Asset	Long copy (Facebook and Instagram)	Short copy (X)	Alt text
	<p>Need urgent #mentalhealth advice and support, or concerned about yourself, a loved one, neighbour, friend or family member? Call our 24/7 mental health crisis helpline. It's free and open for anyone who lives in Bury, Oldham, Rochdale, Stockport, Tameside and Glossop.</p> <p>For more support search: www.gmintegratedcare.org.uk/GTKWTG</p> <p>#GTKWTG</p>	<p>Concerned about yourself, a loved one, neighbour, friend or family member? The 24/7 mental health crisis helpline is free for anyone who lives in Bury, Oldham, Rochdale, Stockport, Tameside and Glossop.</p> <p>For more info search: www.gmintegratedcare.org.uk/GTKWTG #GTKWTG</p>	<p>A sun and moon on a dark background, text reads day or night, we're here to help. Call our 24/7 crisis mental health helpline 08000149995.</p>
	<p>Need urgent #mentalhealth advice and support, or concerned about yourself, a loved one, neighbour, friend or family member? Call our 24/7 mental health crisis helpline. It's free and open for anyone who lives in Bolton, Manchester, Salford, Trafford and Wigan.</p> <p>For more support search: www.gmintegratedcare.org.uk/GTKWTG</p> <p>#GTKWTG</p>	<p>Concerned about yourself, a loved one, neighbour, friend or family member? The 24/7 mental health crisis helpline is free for anyone who lives in Bolton, Manchester, Salford, Trafford and Wigan. More info: www.gmintegratedcare.org.uk/GTKWTG</p> <p>#GTKWTG</p>	<p>A sun and moon on a dark background, text reads day or night, we're here to help. Call our 24/7 crisis mental health helpline 08009530285.</p>