

Winter Campaign Toolkit

13 January 2025 – 31 January 2025



Happy New Year and welcome to 2025.



We hope you enjoyed the festive period, and you had the opportunity to relax and recharge.

We wanted to start 2025 by thanking you all for your support with our Winter Campaign and ask for your help in continuing to share our messages.

As we enter the peak period for seasonal infections, there is significant pressure on our hospitals, making it crucial to help residents choose the correct service to use if they feel unwell and to ensure everyone receives the right care at the right time.

As previously advised, following discussions with residents, we've learned that not everyone is familiar with how to access health and care services. We are asking for your help and support and for us to all work together to ensure residents understand which services to use when they feel unwell.

This pack provides some of the key messages we'll be sharing in the NHS over the next three weeks, and we'd welcome your support in sharing them on your social media channels, WhatsApp groups and through conversations you might be having with local people.

We have included links to our social media posts, so you are able to share the messages with us.

Please continue to use our hashtag **#BLMKWinter** when posting so that we can see where our messages are reaching.



Leaflets to support residents this winter

We have also created a number of leaflets to help inform residents on how to stay well this winter.

These include information on vaccinations, advice for parents on services available when their children are poorly, and the pharmacy first service and how pharmacies can prescribe antibiotics for seven symptoms.

Download the leaflets below.

- [Parent and families guide](#)
- [How to look after yourself through the Winter](#)

We will also be distributing these when we attend events.



Your guide to staying well this winter

The best way to avoid getting ill this winter is to get vaccinated.

Vaccines are important as they protect you and others from harmful diseases.

Stay protected: get your flu and COVID-19 vaccines

- Flu and COVID-19 can make you very sick.
- Getting vaccinated helps protect you and others.
- It's **quick, safe, and free** for those who need it.
- Ask your pharmacist, GP surgery, or visit nhs.uk to book your vaccines.

Protect yourself and others – get your vaccines today!

For more information scan the QR code or visit: nhs.uk/live-well/seasonal-health/keep-warm-keep-well



Scan me

How to look after yourself through the winter?

Eating fresh fruit and vegetables and getting fresh air and exercise will help you stay well through the winter. If you get a cold or the flu, rest, drink fluids, and use medicines from your pharmacy.

For more tips on staying safe in cold weather, scan the QR code or visit our website: blmkhealthandcarepartnership.org/winter-health



Scan me

Feeling unwell? Here's where to go for help

Your Local pharmacy



Your pharmacist can give expert advice and medicine for many common health problems.

Some pharmacists can prescribe antibiotics for minor illnesses like sore throats and chest infections. You don't need an appointment and there are rooms available where you can speak to the pharmacist privately.

NHS 111



NHS 111 is a free service that provides medical advice for non-emergency health concerns.

If you are not sure where to go or what care you need, **NHS 111** is available 24/7. You will get to speak to a trained adviser by phone or online at 111.nhs.uk and if needed a nurse or doctor will call you. NHS 111 can guide you to the right service, whether it's self-care, a GP surgery, or another healthcare provider.

Other ways to contact 111

- If you have a hearing problem, call 18001 111 using the Relay UK app or a telephone. This is available 24 hours a day: relayuk.bt.com/how-to-use-relay-uk.html
- British Sign Language – Use signvideo.co.uk/nhs111
- Other languages – Call 111 and ask for an interpreter.

Your GP practice

You can book an appointment with your GP surgery to get help for any other health issues. You can download the NHS App to access information about your health and order repeat prescriptions.



Hospital – in an Emergency



For life-threatening conditions like chest pain, trouble breathing, or heavy bleeding, go to **A&E** or call **999**.

Move it Monday

Get ready to shake off that January feeling with Move-It Monday!

We're looking for partner organisations in Bedfordshire, Luton and Milton Keynes to join us on Monday 20 January 2025 for our first Move-It Monday, a celebration of physical activity **in all its forms** to chase away those January blues.

With Christmas and the New Year just a distant memory by the middle of January, it's the ideal time to shake off the cold, gloomy mornings and get active.

We'll spend a whole day across our region working alongside community groups, churches, social clubs, charities and village halls to show local residents how to stay active and have fun while doing it.

Would your organisation or venue like to join in? It could be a regular physical activity you've already planned, or it could be a one-off that you want to run on 20 January. Just drop us a line to tell us what you have going on: blmkicb.communications@nhs.net



13 January

This week we focus on the importance of getting the flu vaccination and how it's essential in protecting the individual and those around them from the influenza virus. It reduces the risk of severe illness, hospitalisation, and complications, especially for vulnerable groups. We also look at NHS 111 and how the service provides fast, free, and reliable health advice 24/7, helping to guide you to the appropriate care and reducing unnecessary visits to A&E. We also look at pharmacy first and how local pharmacies can support our residents for minor health concerns, offering quicker access to treatment, reducing pressure on GPs and hospitals, and empowering individuals to manage their health. Together, these services ensure a robust and efficient healthcare system, delivering prompt and effective care for everyone.

- **13.01.2025** - [Get your flu vaccinations & NHS 111 help](#)
- **14.01.2025** - [NHS 111 services & Pharmacy First](#)
- **15.01.2025** – [NHS 111 assistance & Move it Monday reminder](#)
- **16.01.2025** – [NHS 111, get the help you need](#)
- **17.01.2025** – [NHS 111, will direct you to the correct place](#)



20 January

This week we look at Move it Monday. This event will see people moving on what is falsely advertised as the most depressing day of the year, Monday 20 January. We would love for you to get involved and use the hashtag #BLMKmoveitmonday when posting pictures on your social pages so we can see all the great activities going on across BLMK.

We will also post about the pharmacy first service and the seven conditions pharmacists can prescribe antibiotics without having to visit a doctor.

- **20.01.2025** - Move it Monday – *photos posted throughout the day*
- **21.01.2025** - [Pharmacy First for parents](#)
- **22.01.2025** - [Pharmacy First post](#) & [Pharmacy video - 7 symptoms](#)
- **23.01.2025** - [Pharmacy First for parents](#) & [Pharmacy First - Sore Throat](#)
- **24.01.2025** - [Pharmacy First post](#) & [Pharmacy First – UTI](#)



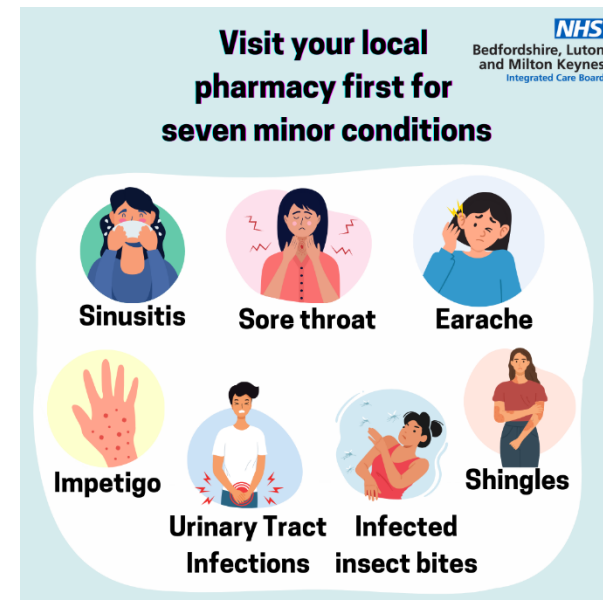
27 January

This week's social posts continues with the seven conditions of pharmacy first.

The social posts are the seven conditions individually posted to highlight the symptoms and remind residents where to go should they have one of these conditions.

We will post the Pharmacy First post every morning at 10am.

- **Daily post-** [Pharmacy first post](#)
- **27.01.2025** - [Pharmacy First Earache](#)
- **28.01.2025** - [Pharmacy First Impetigo](#)
- **29.01.2025** - [Pharmacy First Insect bite](#)
- **30.01.2025** - [Pharmacy First Shingles](#)
- **31.01.2025** - [Pharmacy First Sinusitis](#)



Think pharmacy first

Subject to age eligibility, including 18 years and over for shingles prescription medicine. Service available at majority of pharmacies.

See your
pharmacist
Help us
help you

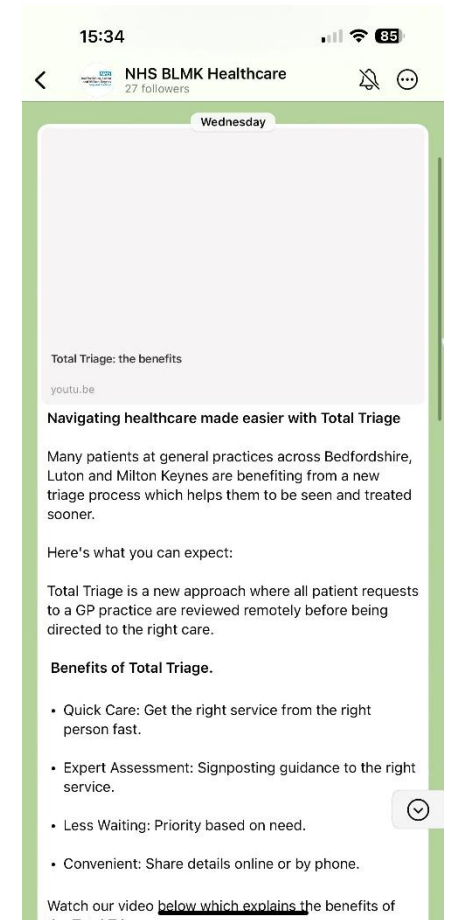


Join and share our WhatsApp service and stay up to date

This winter we have launched a new WhatsApp channel, which provides video and audio content to keep residents up to date through the winter.

It's easy to access – just go to updates on WhatsApp and type in BLMK Health and Care or [click here](#) to follow our channel.

It's a quick and easy way to stay up to date this winter. Please **do** share with your communities.



We will continue to send you information to share this Winter.

You can provide the below QR code to residents, service users, clients etc and this will take them directly through to seasonal health advice through Winter. The webpage can be translated in over 50 languages and formats using the accessibility software 'Recite' that is available to use on our website.

If you have any questions, or need any form of assistance, please do not hesitate to contact us at blmkicb.communications@nhs.net

Please remember to use the hashtag **#BLMKWinter** for any social posts or sharing from our social channels from now on.

You can also get WhatsApp messages by following us on [NHS BLMK Healthcare](#) for Winter messaging directly to your phone for you to share with your communities.



Follow us on social media



BLMKHealthCare



blmkhealthcare.bsky.social



NHS BLMK Healthcare



blmk.hcp



Bedfordshire, Luton and Milton Keynes Integrated Care Board



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