

# Help us keep residents safe this Winter

# What we know

After listening to residents, we know they are not always aware of the services that are available to them and their families if they are unwell.

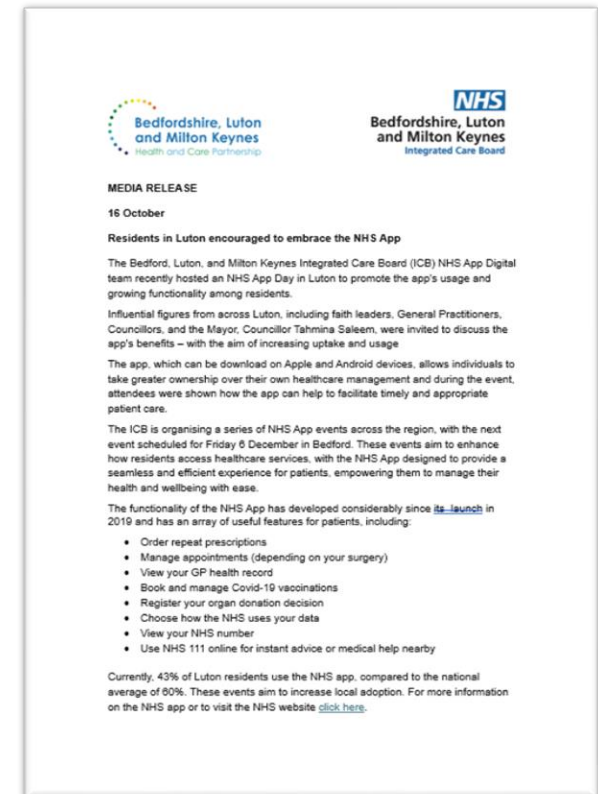
Taking this on board, we have created a weekly communication plan for Winter 2024/2025 with assets that are available for you to use on your own social media platforms to promote the health services accessible to your communities.

Alternatively, you can share the BLMK ICB social posts by following us on the below channels.



# How this helps you

The Winter plan includes a series of planned weekly activities including social media videos, social media posts, press releases, case studies and good news stories from across the system for you to utilise and share. This is a three-week plan, starting w/c 4 November 2024.



# Supporting you this winter

Over the next few slides, we have provided you with the first three weeks' worth of campaign activity.

**You will be able to download and use all the assets that you may need to promote services.**

This will be a rolling programme that will align with the requirements of our local communities and further weekly activity will be shared as the plan evolves.

Our next update will be sent to you on Wednesday 20<sup>th</sup> November.

**W/C 4 Nov**

For launch week, we are focusing on the importance of Winter vaccinations and how to stay well this winter.

## Press Release

- Calling for residents to prepare this winter by getting their Flu and Covid vaccinations (released on Friday 1 November as part of launch)

## Social Media

- Video from Dr Ian Reckless, Chief Medical Officer at Bedfordshire, Luton and Milton Keynes Integrated Care Board advising how important it is to have your Flu and Covid vaccinations
- Importance of Exercising through Winter
- Keeping Warm and Well this Winter

You can access the assets [here](#).



## W/C 11 Nov

This week we will look at pharmacy services and a reminder to parents to get their children's flu vaccinations

### Press Release

- What a good medicine cabinet looks like

### Social Media

- 2&3-year-old Flu vaccine reminder
- Pharmacy First – available for seven common conditions
- What to expect when seeing a pharmacist for a consultation
- Pharmacy video – content of a good medicine cabinet

You can access the assets [here](#).



## W/C 18 Nov

This week we will look at reminding eligible residents to book in for the RSV vaccination and social posts on who is eligible for Winter Vaccinations, as well as some advice on hot water bottle safety.

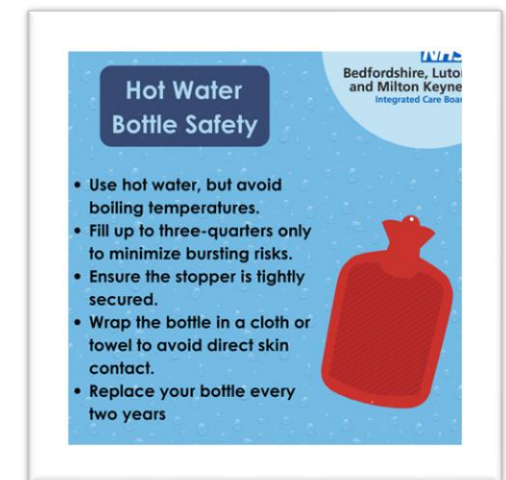
### Press Release

- Reminding eligible residents to get vaccinated for RSV

### Social Media

- National Care Week – assets available early Nov from National Self Care Week [here](#)
- Pharmacist video on who is eligible for vaccinations
- Hot Water bottle safety
- Dr Ian Reckless vaccination video

You can access the assets [here](#).



## **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](mailto:blmkicb.communications@nhs.net)

