

Winter Campaign Toolkit

16 December 2024 – 10 January 2025



Continuing to support you this winter

Thank you to everyone who has supported our Winter campaign so far.

From speaking to residents, we know that not everybody knows how to access health and care services. As we hit the festive period, its more important than ever that we work together to help residents know what services to access when they feel unwell.

This pack provides some of the key messages we'll be sharing in the NHS over the next four 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 social media in this post, to make it easy for you to access. You'll also find press releases, and videos which you can share.

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

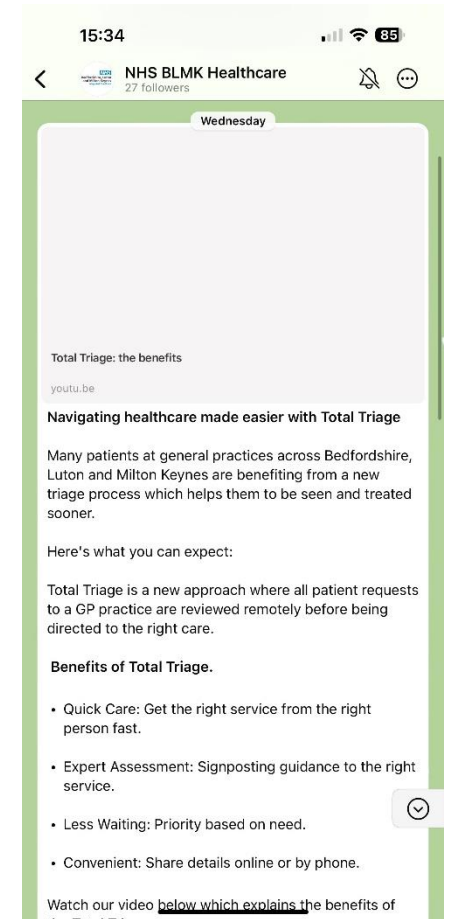
Due to Christmas and New Year, this toolkit covers a 4 week period. We'll share our next update on **Wednesday 8 January**. Until then, however you're spending the holidays – we wish you a happy and peaceful time.

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.



16 December is... NHS App week

This week we focus on the benefits of using the NHS App. We also provide advice for parents on winter illnesses and pharmacy opening times across the festive period. Below are links to press releases and social media posts which we would really like you to share on your platforms using the hashtag #BLMKWinter

Press Releases

- [Advice for parents on common childhood winter illnesses](#)
- [Pharmacy Opening times across the festive period](#)

Social Media

- [Pharmacy First for parents](#)
- [Pharmacy opening times over festive period](#)
- [Get the NHS App today](#)
- [How to order repeat prescriptions on the NHS app](#)
- [View your medical records](#)
- [Keeping well in winter with respiratory conditions](#)



Do more with the NHS App!



-  Order repeat prescriptions
-  Book appointments
-  View your records

And much more...



23 December is... mental health support

This week, we will focus on mental health and the support available. This includes Recovery Lounges, NHS 111 (option 2) and helplines. There are also links to warm, welcoming spaces where people can go to combat socialise isolation. In the run up to Christmas, we will also be promoting services provided by pharmacies and encouraging people to collect their medication ahead of the festive period.

Press Releases

We will no be issuing a press release this week

Social Media

- [Mental Health Support](#)
- [NHS 111 Mental Health Service](#)
- [Stay warm with warm, welcoming spaces](#)
- [pharmacy opening times over the festive period.](#)



30 December – is mental health support and kick starting 2025

This week we focus on local mental health support, Recovery Lounge (formally Crisis Cafe) and sensible advice on New Years celebrations and kickstarting a healthier lifestyle for 2025.

Press Releases

- [Kick start healthier lifestyle in 2025](#)

Social Media

- [Where to find Mental Health Support](#)
- [Recovery Lounges](#)
- [Sensible advice on New Years Eve](#)
- [Kick Start 2025](#)



6 January is cost of living support and Pharmacy First

This week we look at how you can access support if you are worried about the cost of living or debt. This includes how to access foodbanks and debt advice with signposting to the citizen advice bureau. We will also continue to promote pharmacy first and the services people can access out of hospital to treat minor illnesses.

Press Releases

- [Cost of living support](#)

Social Media

- [Foodbanks in your area](#)
- [Struggling with debt – advice](#)
- [Pharmacy First – 7 symptoms](#)
- [Pharmacy First – Sore throat](#)



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.

