

# Winter Campaign tool kit

w/c 25<sup>th</sup> November

w/c 2<sup>nd</sup> December

w/c 9<sup>th</sup> December

# Continuing to support you this winter



Thank you to everyone that has supported with the Winter campaign so far.

Since launching on 1<sup>st</sup> November, we are excited to share that there has been over 450 downloads of the pack.

On reflection, we have learnt it would be beneficial to use a hashtag on our social media posts to manage the success and reach of our posts.

Can you please start using the hashtag **#BLMKWinter** when posting or sharing any of this content going forward.

This pack contains content to share on social media and other channels from 25 November to 16 December.

Our next update will be sent to you on **Wednesday 11<sup>th</sup> December**

**W/C 25 Nov**

This week we focus on Total Triage, with an overview of the service, what to expect and the benefits.

*(Total Triage is a new programme where patient requests for a GP appointment are screened remotely before being directed to the appropriate care. This reduces footfall in medical practices and ensures timely care from the right healthcare professional)*

## **Press Release**

- New triage system allows patients to see the right professional at the first time of asking

## **Social Media**

- Total Triage video on how the service works
- Total Triage video on what to expect from the service
- Total triage video on the benefits of the service.

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



## W/C 2 Dec

This week we focus on using the NHS 111 service and preventing falls this Winter

### Press Release

- Fall Proof – Preventing Falls this Winter

### Social Media

- What to expect when using the NHS 111 service
- Our trained team are waiting to take your call
- If you need Mental health support dial 2
- Chief Operating Officer message

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



## W/C 9 Dec

This week we look at how to keep warm and well this Winter, how to prevent falls, the importance of exercising during Winter.

### Press Release

- We are holding an NHS App day in Bedford on 6 Dec and will be writing a press release on Monday 9 Dec following the day. Please keep an eye on our website [Bedfordshire, Luton and Milton Keynes Integrated Care System](#)

### Social Media

- How to exercise this winter
- How to keep warm and well

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)

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

