

Healthy Know How

Easter campaign 2023



#HealthyKnowHow

Introduction

'Healthy Know How' is the seasonal health campaign delivered by NHS 24 on behalf of NHS Scotland. It is designed to support the appropriate use of NHS services and to encourage readiness ahead of the Easter holidays.

This campaign is targeted at all adults in Scotland.

Useful links

NHS inform spring campaign page

 nhsinform.scot/spring

Scotland's Service Directory

 nhs24.info/servicedirectory

Symptom checkers

 nhs24.info/symptom-checkers

Key messages

Healthy Know How tips to keep well during the Easter holidays include:

- Check your repeat prescription, order only what you need, in plenty of time
- Keep some medicines to treat common illnesses at home
- If you become unwell, NHS inform has useful symptom checkers to help you decide what to do next
- Be aware that your GP practice and local pharmacy may have amended opening hours over the Easter weekend

Creative - Healthy Know How

'Healthy Know How,' has been the campaign's creative since 2021. It features the main character Billy, his son Willy and pet cat Pumpkin. This year's campaign also introduces the character of Molly, with an emphasis on supporting those who may need additional support over holiday closures.



Channels

Paid-for activity (TV, radio and digital) will run for two weeks from Wednesday 22 March. In-house activity will also begin on Wednesday 22 March and continue throughout the Easter period into mid-April.

NHS 24 will also use its own channels ([Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#)), PR, updates via NHS 24's stakeholder newsletter and internal communications to NHS 24's own staff.



Campaign assets

There is a suite of materials available for your own use. These can be downloaded at the bottom of the page. If you need these sent via a different format, please get in touch and we are happy to help.

We would also be grateful if you could share any content promoted on NHS 24's own social media channels.



campaign imagery



poster



social animations

Examples of social media text



Have some #HealthyKnowHow.

If you have a repeat prescription, check what medications you have to ensure you have enough to cover the Easter holiday weekend. If you need more, order only what you need and in plenty of time.

For more spring health advice - www.nhsinform.scot/spring



Be prepared for seasonal illness this Easter. Have some #HealthyKnowHow. Keep some over-the-counter remedies at home to deal with common illnesses such as colds, flu and tummy bugs.

For more spring health tips visit www.nhsinform.scot/spring



Tummy bug? Cough? UTI?

NHS inform's symptom checkers have advice on these illnesses as well as lots of other common conditions.

Stay well over the Easter holidays and get the advice you need fast -

<https://nhs24.info/symptom-checker>



Be aware your GP practice and pharmacy may have amended opening hours over the Easter holiday weekend.

Scotland's Service Directory on NHS inform has details of health and wellbeing services in Scotland including GP practices, pharmacies, dental services and support groups.

<https://nhs24.info/servicedirectory>

Editorial

Swing into spring with some 'Healthy Know How'

Say hello again to Billy and all the rest of the 'Healthy Know How' gang.

(Insert organisation name) is supporting NHS 24's spring campaign Healthy Know How. The health campaign is launching at the end of March to support the appropriate use of NHS services and to encourage readiness ahead of the Easter holidays.

Healthy Know How uses TV, radio and digital advertising as well as PR and social activity to promote health tips and advice to the public over the holiday period.

Healthy Know How tips include:

- Check your repeat prescription, order only what you need, in plenty of time
- Keep some medicines to treat common illnesses at home
- If you become unwell, NHS inform has useful symptom checkers to help you decide what to do next
- Be aware that your GP practice and local pharmacy may have amended opening hours over the Easter weekend

NHS 24's Head of Pharmacy and Associate Clinical Director, Dr John McAnaw, said:

(feel free to attribute this quote to your own spokesperson)

"As we transition into spring and the weather improves, it can be easy to forget that seasonal illnesses such as colds, flus, and sickness bugs are still around. By being prepared with some Healthy Know How, you can help ensure that common ailments such as these don't become a bigger problem over the Easter holidays..."

Editorial continued.

“One way to plan ahead is to check you have some over-the-counter remedies available such as pain relief, antihistamines, and anti-diarrhoeals to deal with any illnesses that might pop up out the blue. As the kids are off school, it’s also a good idea to have a basic first aid kit with plasters, antiseptic and bandages in the house in case of any injuries or mishaps.

“If you are on prescribed medication, check how much medication you already have and ensure you have enough to last over the bank holiday weekend. If you require additional supplies, be aware that GP practices and pharmacies need time to process requests, so you should allow time for that.

“Although many GP practices and pharmacies will have amended opening hours over the Easter weekend, remember that NHS inform has lots of helpful advice that can help you deal with any symptoms of minor illness, or point you in the right direction to get the right care in the right place if you need it.

“By following these simple steps we can all do our bit to ensure that ourselves and our families are happy and healthy over the Easter holidays”

Find out more about NHS 24’s spring health campaign by visiting nhsinform.scot/spring.

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Contact

We are grateful for your support. If you have any questions or need help please contact NHS 24's Communications Team on hqcommunications@nhs24.scot.nhs.uk

