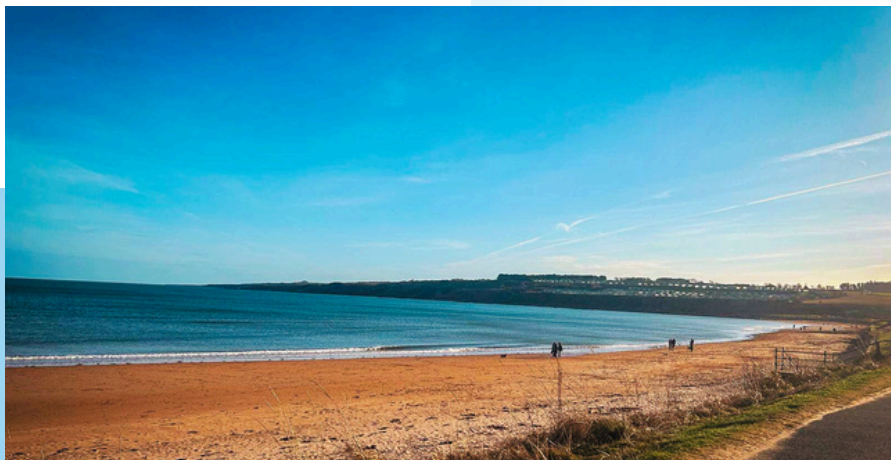




# Summer Health Campaign 2024



## Introduction

NHS 24 has launched its annual summer health campaign which encourages the public to be aware and prepare for summer-related health conditions.

We would appreciate your support in raising awareness of NHS 24's summer campaign. This toolkit contains resources and suggested copy to help promote summer health messaging on your own platforms.

- Useful links
- Key messages
- Social media assets and copy
- Additional summer assets
- Editorial copy

## Topics

- Medicine and first aid
- Prescribed medication and travel
- BBQ food preparation advice
- Avoiding bugs and germs outdoors
- Bumps, bruises and other accidents
- Bites and stings
- Heat exhaustion/heatstroke
- Sunburn

## Useful links

 NHS inform summer campaign page


[nhsinform.scot/summer](https://nhsinform.scot/summer)

 Scotland's Service Directory

[nhs24.info/servicedirectory](https://nhs24.info/servicedirectory)

 Symptom checkers

[nhs24.info/symptom-checkers](https://nhs24.info/symptom-checkers)

 NHS 24 Online app

[nhs24.info/NHS-24-Online](https://nhs24.info/NHS-24-Online)

## Key messages

- Visit NHS inform or download the NHS 24 Online app for quick, accurate, and trusted health advice.
- Keep some remedies at home to help with summer illnesses and injuries such as bites and stings, sunburn, or hay fever.
- Remember to take repeat prescription medicines when travelling away from home, even if it's only for one or two nights.



## Examples of social media text

### Generic

Need summer health advice? NHS 24 has the info you need.

Check out their summer health resource on NHS inform and get tips on topics such as insect bites, heat related conditions, or prescribed medicines and travel.

Visit [nhsinform.scot/summer](https://nhsinform.scot/summer) to find out more.



### Food poisoning

Tempted to fire up the bbq?

Having a meal alfresco with the loved ones can be a lot of fun but remember to follow food safety advice to avoid a dodgy tummy.

NHS 24 has lots of advice to keep you well this summer.

Check out [nhsinform.scot/summer](https://nhsinform.scot/summer) to find out more.



## Examples of social media text

### Jellyfish

Take care if you are exploring Scotland's beaches this summer. Stings from wildlife such as jellyfish, sea urchins, or weever fish can be painful.

Visit NHS 24's summer advice page for more guidance on what to do if you are stung – [nhsinform.scot/summer](https://nhsinform.scot/summer).



### Prescribed medicine

Heading off somewhere nice?

Don't get caught out, make sure you take your repeat prescription medicines when travelling away from home, even if it's only for one or two nights.

More NHS 24 summer health tips: [nhsinform.scot/summer](https://nhsinform.scot/summer).



## Examples of social media text

### Sunburn

☺☺ Nice weather does occasionally make an appearance in Scotland. Avoid sunburn and other heat-related health issues by following NHS 24's summer health tips.

Find out more about how to stay safe in the sun by visiting [nhsinform.scot/summer](https://nhsinform.scot/summer).



### Sunstroke

☺☺ Sun stroke is no joke. Make sure you and your loved ones stay healthy during any spells of hot weather by following NHS 24's summer health advice.

Visit [nhsinform.scot/summer](https://nhsinform.scot/summer) to find out more.



## Additional summer assets

We have a suite of materials available covering a wide variety of topics, including resources for tick bites, hay fever, and other summer-themed ailments.

Contact NHS 24's [Communications Team](#)

for more info on the resources available.





## Long form editorial

(insert organisation name) is supporting NHS 24's latest campaign which is encouraging people in Scotland to be 'summer ready' with their health.

NHS 24's summer health campaign provides information on common seasonal conditions, tips on how to treat minor ailments and injuries safely and effectively at home, and signposts appropriate services should further advice be required.

NHS 24 summer health tips include:

- Visit NHS inform or download the NHS 24 Online app for quick, accurate, and trusted health advice.
- Keep some remedies at home to help with summer illnesses and injuries such as bites and stings, sunburn, or hay fever.
- Remember to take repeat prescription medicines when travelling away from home, even if it's only for one or two nights.

NHS 24's Medical Director, Dr Ron Cook, (feel free to attribute this quote to your own spokesperson) explains why we should still be mindful of our health during summer,

"Summer's longer days and milder weather is a pleasant season for many of us to enjoy time outdoors. This is great for our physical and mental health, but it can also present an entirely different set of health issues compared to the colder months."

## Long form editorial - continued

NHS 24 is highlighting its digital resources to help people get the health advice they need fast. As well as the handy summer advice page on NHS inform, the NHS 24 Online app is free to download and has helpful symptom checkers which provide guidance for common conditions and illnesses.

Dr Cook continues,

“The big benefit of using digital resources like NHS inform or the NHS 24 Online app is that they are available at your convenience, 24 hours a day. With a couple of quick taps on your phone, tablet, or computer, you can access quality-assured NHS advice that will provide details on how to safely self-manage minor health concerns or how to access the most appropriate service for your needs.

“Whether you have had issues with sunburn or tick bites, or have had to contend with trips, slips, bumps, or bruises - NHS 24 has health info readily available to help you get the summer health advice you need.”

Explore NHS 24’s summer health tips by visiting: [nhsinform.scot/summer](https://nhsinform.scot/summer).

**ENDS//**

## Short form editorial

NHS 24, Scotland's provider of digital and telephone-based health services, has launched its new campaign to encourage the public to be 'summer ready' with their health.

The campaign covers common seasonal conditions and encourages safe self-management of minor health concerns.

NHS 24's summer health tips include:

- Visit NHS inform or download the NHS 24 Online app for quick, accurate, and trusted health advice.
- Keep some remedies at home to help with summer illnesses and injuries such as bites and stings, sunburn, or hay fever.
- Remember to take repeat prescription medicines when travelling away from home, even if it's only for one or two nights.

Explore NHS 24's summer health tips by visiting: [nhsinform.scot/summer](https://nhsinform.scot/summer).

**ENDS//**

## NHS 24 social media channels

Summer campaign content NHS 24's social media channels throughout the school summer holidays.

We would be grateful if you could share any content promoted by NHS 24 on your own social media channels, and please remember to tag us in any of your own posts!



[Facebook](#)



[YouTube](#)



[X \(Twitter\)](#)



[LinkedIn](#)



[Instagram](#)

## 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](mailto:hqcommunications@nhs24.scot.nhs.uk)

