



NHS 24 Public Health Campaign 2024



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NHS 24's public health campaign is designed to support and educate the public on the appropriate use of NHS services and to encourage health preparedness ahead of the festive holidays.

The messages are important for everyone in Scotland but especially people who may be particularly vulnerable to winter illnesses, including those with existing medical conditions, the elderly, and parents with young children.

NHS 24 welcomes your support in sharing the campaign and has produced various assets to help you share these important messages with your audience. These include:

- Useful links
- Key messages
- Campaign assets
- Social media assets and copy
- Editorial copy



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Useful links:

You may find the following links useful for promoting winter health messaging:

- NHS inform winter campaign page:
www.nhsinform.scot/winter
- NHS inform symptom checkers:
<https://nhs24.info/symptom-checkers>
- Scotland's Service Directory:
<https://nhs24.info/servicedirectory>
- NHS 24 Online app:
<https://nhs24.info/NHS-24-Online>

Key messages:

- If you become unwell, NHS inform and the NHS 24 Online app have useful symptom checkers to help you decide what to do next.
- Check your repeat prescription, order only what you need, in plenty of time.
- Keep some medicines to treat common illnesses at home.
- Be aware that your GP practice and local pharmacy will have amended opening hours over the festive holidays.



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NHS 24 social media channels:

NHS 24's social media channels will feature winter health content throughout the season. We would be grateful if you could share our assets on your own social media channels – remember to tag NHS 24 in your posts!

NHS 24 social media channels: [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#), [YouTube](#), and [Bluesky](#) (NEW!)

- winter vaccines
- accessing prescribed medicines
- over-the-counter medicines for common illnesses
- self-management of winter illness such as colds, coughs, flu, and fevers, as well as other ailments that can be safely managed at home. Including headaches, vomiting, and abdominal pain

- mental wellbeing (including information on anxiety, depression, and seasonal affective disorder)
- encouragement to check on vulnerable individuals such as relatives or neighbours
- keeping warm
- weather preparedness
- preventing falls

Hashtags:

#BePreparedForWinter #WinterHealth
#WinterHealthAdvice #WinterHealthCampaign #NHS24
#NHSinform #NHSScotland #RightCareRightPlace

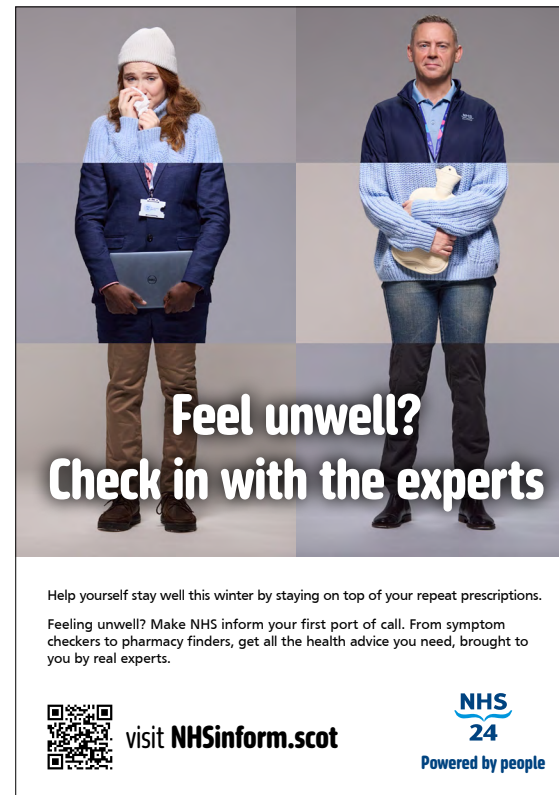


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Assets:

A suite of materials is available to help promote the campaign some of which can be downloaded from the distribution email or by contacting [NHS 24's Communications Team](#).



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Social media text examples:

VIDEO (ALL ADULTS VERSION – AVAILABLE IN 1:1, 9:16 AND 16:9)



“Need advice for winter illnesses such as coughs or colds? Get the advice you need quickly and easily with NHS 24’s digital services. From symptom checkers to pharmacy finders, you’ll get all the right answers from the experts at NHS 24. Visit www.nhsinform.scot/winter to find out more.”

VIDEO (PARENT UNDER 55 VERSION – AVAILABLE IN 1:1, 9:16 AND 16:9)



“Help keep your little ones well this winter. Ensure you have child-friendly remedies at home and if your child relies on a repeat prescription check you have enough for over the festive hols. If you need more, order only what you need and in plenty of time. For more winter health advice – www.nhsinform.scot/winter

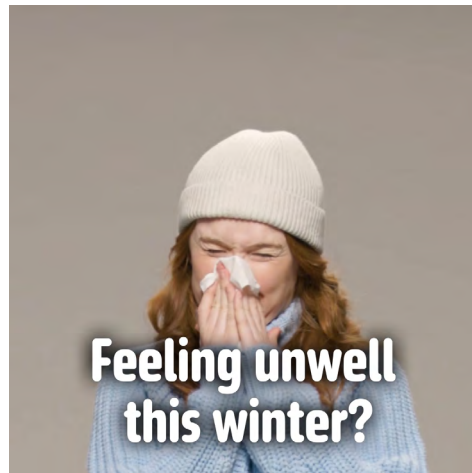


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Social media text examples:

VIDEO (YOUNG ADULTS VERSION – AVAILABLE IN 1:1, 9:16 AND 16:9)



“Feeling unwell? Get the advice you need quickly and easily with NHS 24’s digital services. From symptom checkers to pharmacy finders, you’ll get all the right answers from the experts at NHS 24. Visit www.nhsinform.scot/winter to find out more.”

IMAGE (WINTER ILLNESSES – AVAILABLE IN 1:1 AND 9:16)



“Need advice for winter illnesses such as coughs or colds? Get the advice you need quickly and easily with NHS 24’s digital services. From symptom checkers to pharmacy finders, you’ll get all the right answers from the experts at NHS 24. Visit www.nhsinform.scot/winter to find out more.”



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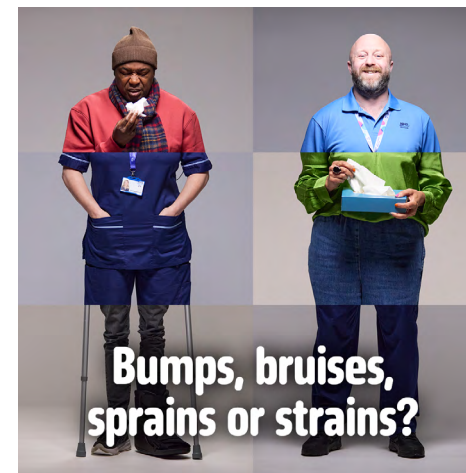
Social media text examples:

IMAGE (RASH - AVAILABLE IN 1:1 AND 9:16)



"Red, itchy, spotty? Rashes are irritating but they are rarely anything to worry about. Get the advice you need quickly and easily with NHS 24's digital services. From symptom checkers to pharmacy finders, you'll get all the right answers from the experts at NHS 24. Visit www.nhsinform.scot/winter to find out more."

IMAGE (STRAINS AND SPRAINS - AVAILABLE IN 1:1 AND 9:16)



"If you need advice for minor injuries like bumps, bruises, sprains or strains. Get the advice you need quickly and easily with NHS 24's digital services. From symptom checkers to pharmacy finders, you'll get all the right answers from the experts at NHS 24. Visit www.nhsinform.scot/winter to find out more."



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Social media text examples:

IMAGE (SICKNESS AND DIARRHOEA – AVAILABLE IN 1:1 AND 9:16)



“Struggling with sickness or diarrhoea? Get the advice you need quickly and easily with NHS 24’s digital services. From symptom checkers to pharmacy finders, you’ll get all the right answers from the experts at NHS 24. Visit www.nhsinform.scot/winter to find out more”

IMAGE (HEADACHE – AVAILABLE IN 1:1 AND 9:16)



“Need info on how to help a headache? Get the advice you need quickly and easily with NHS 24’s digital services. From symptom checkers to pharmacy finders, you’ll get all the right answers from the experts at NHS 24. Visit www.nhsinform.scot/winter to find out more”

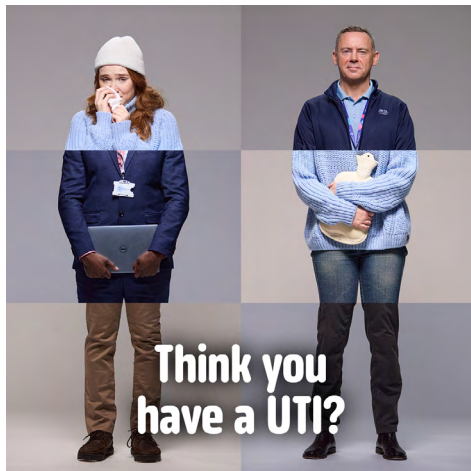


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Social media text examples:

IMAGE (UTI – AVAILABLE IN 1:1 AND 9:16)



“Pain when you pee? If your pee is cloudy or smelly it might be a UTI. Get the advice you need quickly and easily with NHS 24’s digital services. From symptom checkers to pharmacy finders, you’ll get all the right answers from the experts at NHS 24. Visit www.nhsinform.scot/winter to find out more”



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Editorial:

The following copy has been drafted to support any internal communications you may wish to share – feel free to adapt to your tone of voice.

Long form editorial:

Be health prepared this winter. [\[Insert organisation name\]](#) is supporting NHS 24 to promote winter health messaging and the appropriate use of NHS services throughout the colder months. Emphasising the importance of being prepared for common illnesses at home, the campaign also encourages the public to check that they have enough prescribed medication to last throughout any festive holidays and highlights the benefits of using NHS 24's digital services like NHS inform and the NHS 24 Online app for quick and accurate health advice.

NHS 24's health preparedness tips this winter include:

- If you become unwell, NHS inform and the NHS 24 Online app have useful symptom checkers to help you decide what to do next.
- Check your repeat prescription, order only what you need, in plenty of time.
- Keep some medicines to treat common illnesses at home.
- Be aware that your GP practice and local pharmacy will have amended opening hours over the festive holidays.

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Long form editorial (continued):

Dr Ron Cook, NHS 24's Medical Director, says the digital services use the same clinical advice people get if they call NHS 24 and offer a great first option when people are unwell and are not sure if they need to seek further help:

"Approximately a quarter of people who call the 111 service are given self-care advice which means, with a little bit of preparation, they could have saved themselves a lot of time and looked after symptoms safely and effectively at home. The best thing to do if you become unwell is make NHS inform your first port of call. The symptom checkers will get you the right clinically assured health advice on a wide range of conditions including coughs, rashes, stomach bugs, or back pain. Checking your symptoms this way will tell you how best to manage and what to do next if you need further help."

NHS 24 has published a winter health page on NHS inform, which is a handy resource to signpost the public to relevant advice for seasonal illnesses and conditions.

Dr Ron Cook continues,

"I would also advise people to be prepared for common illnesses by having over-the-counter medicines such as painkillers, cold and flu relief, and remedies for upset tummies available at home. We want as many people as possible, including both patients and our staff, to enjoy this special time of year. If people can look after the common winter illnesses that can be safely cared for at home, it means the 111 service can help those who need it most."

NHS 24's advice and information on how to stay healthy this winter can be found at www.nhsinform.scot/winter



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Short form editorial:

NHS 24, Scotland's provider of digital health and phone-based health and care services, is promoting winter health messaging and the appropriate use of NHS services during the colder months. Emphasising the importance of being prepared for common illnesses at home, the campaign also encourages the public to check that they have enough prescribed medication to last throughout any festive holidays and highlights the benefits of using NHS 24's digital services like NHS inform and the NHS 24 Online app for quick and accurate health advice.

Find out more about NHS 24's winter health messaging
www.nhsinform.scot/winter



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Contact:

For any questions or assistance,
please contact NHS 24's Communications Team at
NHS24.hqcommunications@nhs24.scot.nhs.uk



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