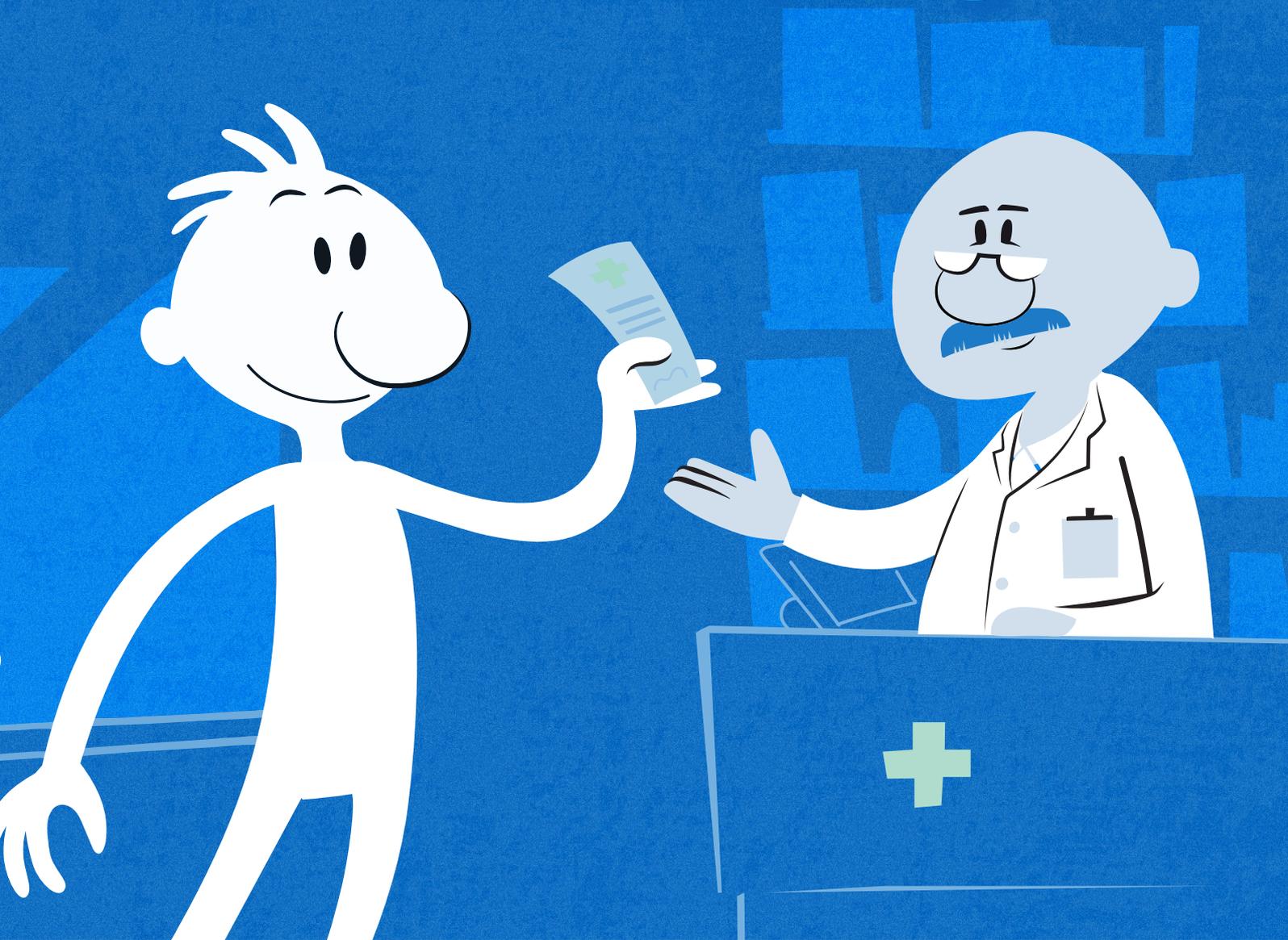


# Scotland's national winter health campaign



## Healthy Know How Campaign toolkit

December 2023



# Introduction

Winter is a busy period for public services and the NHS is no exception. To support services and enable people to get the help they need quickly and easily, NHS 24's 'Healthy Know How' campaign encourages people to be prepared for common winter ailments ahead of the festive season.

The campaign reminds people who rely on repeat prescriptions to check they have enough to last over the holidays and to reorder in plenty of time. People are also reminded that GP opening times will be affected by the festive holidays and to make sure they have cold and flu remedies in, just in case.

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:

- ✓ Key messages
- ✓ Useful links
- ✓ Advertising
- ✓ Social media
- ✓ Editorial copy



# Key Campaign Messages

Healthy Know How campaign tips to keep you and your loved ones healthy this winter include:

- If you or someone you care for, relies on prescribed medicines check you have enough to last through the Christmas and New Year holidays. Order what you need and collect it in plenty of time before any holiday closures.
- Make sure you have some over-the-counter remedies for common illnesses to help prepare for winter.
- Visit [NHSinform.scot](https://www.nhs.uk/inform-scot) or download the [NHS 24 Online](#) app to access online symptom checkers and find information on health and care services close to you.

# Useful links

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

**NHS inform winter campaign page:**

[www.nhsinform.scot/winter](http://www.nhsinform.scot/winter)

**NHS 24 Online app:**

<https://nhs24.info/NHS-24-Online>

**NHS inform symptom checkers:**

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

**Scotland's Service Directory:**

<https://nhs24.info/servicedirectory>

# PR & Social Media

We are grateful for your assistance in sharing any of our campaign messages on your own social media platforms. NHS 24 has accounts on the following channels:

## Facebook

<https://www.facebook.com/NHS24>

## X / Twitter

<https://www.twitter.com/nhs24>

## Instagram

<https://www.instagram.com/nhs24.scot/>

## LinkedIn

<https://www.linkedin.com/company/nhs-24/>

## YouTube

[https://www.youtube.com/@NHS\\_24/featured](https://www.youtube.com/@NHS_24/featured)

### You can use the following hashtags

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



# PR & Social Media

PR and social media will be used to deliver campaign messages on these platforms as well as broader winter health messages such as:

- 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

We have a range of assets available to support any digital activity, including static images and short videos in various sizes/formats.

For further help or support with social media assets please get in touch with [gillian.morrison@nhs24.scot.nhs.uk](mailto:gillian.morrison@nhs24.scot.nhs.uk) or [lisa.dransfield@nhs24.scot.nhs.uk](mailto:lisa.dransfield@nhs24.scot.nhs.uk)

# Social copy examples



NHS 24 @NHS24 · 22h  
Official



Have you got health at the top of your festive 'to-do' list? Stay well this winter with a bit of [#HealthyKnowHow](#).

Know how to stay on top of your repeat prescriptions and how to treat common illnesses at home.

For more help and advice visit: [nhs24.info/winter](https://nhs24.info/winter)



NHS 24 @NHS24 · Nov 29  
Official



A bit of [#HealthyKnowHow](#) to keep your little ones well:

- ◆ Find health info online at [#NHSinform](#) symptom checkers
- ◆ Have child-friendly winter remedies at home
- ◆ Stay on top of repeat prescriptions
- ◆ Know how to get the right care in the right place

❄️ [nhs24.info/winter](https://nhs24.info/winter)

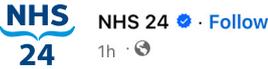


# Social carousel examples

**NHS 24** NHS 24 · Follow  
1h · 🌐

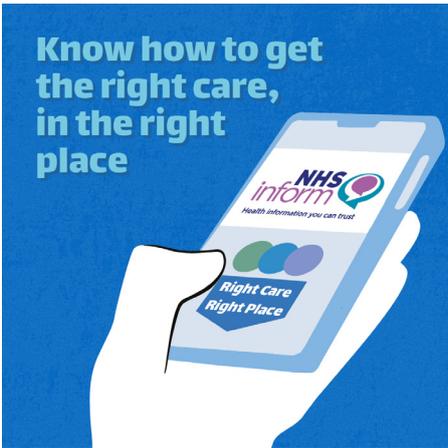
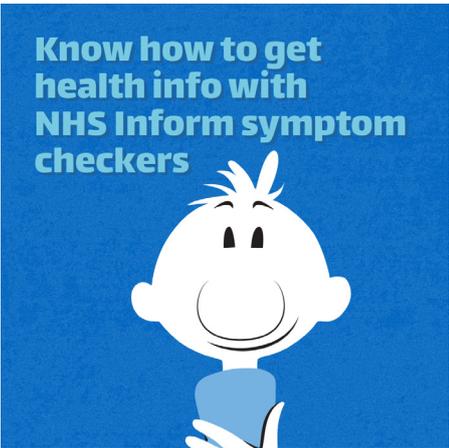
Here's a bit of #HealthyKnowHow! You can help yourself stay well this winter by downloading NHS 24 Online. The app is free and available for both iOS and Android devices – [nhsinform.scot](https://nhsinform.scot)





Stay on top of your repeat prescriptions this winter. Check what you have left, and order only what you need, and collect it in plenty of time before the festive holidays.

If you're unsure of the best way to order, check your GP practice website. Every surgery has its own process, this could be over the phone, or it could be online. For everything else winter health [nhsinform.scot/winter](https://nhsinform.scot/winter)



## Editorial copy

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.

### **STAY HEALTHY THIS WINTER WITH A BIT OF HEALTHY KNOW HOW**

<insert organisation name> are supporting NHS Scotland's national winter health campaign to highlight the importance of including health as part of their festive preparations.

The 'Healthy Know How' campaign encourages the people of Scotland to prepare for winter by providing tips on how to safely manage common ailments at home and where to access further health advice if required. The campaign is fronted by Billy, with appearances from his son Willy, pet cat Pumpkin and next door neighbour Molly, and uses advertising, PR, and social media to provide friendly winter health information.

Healthy know how tips to keep well this winter include:

- Know how to stay on top of prescriptions. Order only what you need and pick them up in plenty of time before the festive holidays.
- Know how to be prepared for common illnesses and ensure that you have some over-the-counter remedies available at home.
- Know how to check symptoms if you do become unwell. NHS inform's symptom checkers and the NHS 24 Online app can give you all the health advice you need online and help you to get the right care, in the right place.



NHS 24's Associate Clinical Director, Dr John McAnaw, said:  
(Feel free to attribute this quote to your spokesperson)

*"No-one wants to be unwell, but it is especially unwelcome in the run up to Christmas as everyone is just so busy. The Healthy Know How campaign highlights how you can prepare for winter illnesses and how you can get the quickly and easily access further health advice if you need it.*

*"Make sure you keep an eye on you and your loved one's prescriptions to ensure there is enough medicines to last over the any festive holidays. If you need more, please order in plenty of time to ensure your GP surgery and pharmacy have time to process the request, and don't forget to pick them up before the holidays. It's also a good idea to keep some over-the-counter remedies at home to deal with common winter illnesses. Your pharmacist can advise on the most appropriate medicines to have in the house for your family.*

*"If you are unfortunate enough to become ill, you can access health information by downloading the NHS 24 Online app or visiting NHS inform. These resources provide accurate and trusted advice on how to safely self-manage your symptoms, or guidance on where to seek further help if required.*

*"By following the advice from the Healthy Know How campaign, you can make sure you and your loved ones remain fit and well over the busy winter period and free up NHS resources for those who are really in need."*

**<insert organisation name>** supports the Healthy Know How campaign in partnership with NHS 24 and NHS Scotland.

General advice and information on how to stay healthy this winter can be found at [www.nhsinform.scot/winter](http://www.nhsinform.scot/winter)



# Winter 2023-24 Campaign

Creative advertising the Healthy Know How campaign will begin on 27 November 2023 and continue until end of January 2024. This includes:

## TV Advertising

### 30" Ad



### 20" Ad



# Radio



# Digital Display

## Common Illnesses

**Help yourself stay well with a bit of healthy know how**



 Healthier Scotland  
Scottish Government

 NHS 24

**Know how to treat common illnesses at home**



 Healthier Scotland  
Scottish Government

 NHS 24

**Visit NHS inform**



 Healthier Scotland  
Scottish Government

 NHS 24



# Outdoor

## 6 Sheets

**Know how to stay well with the NHS 24 Online App**



Here's a bit of healthy know how!  
You can help yourself stay well this winter by downloading the NHS 24 Online App.

Visit [NHSinform.scot](https://www.nhs.uk/healthier-scotland)




**Know how to stay on top of your repeat prescriptions**

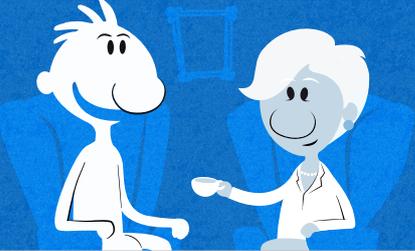


Here's a bit of healthy know how!  
You can help yourself stay well this winter by staying on top of your repeat prescriptions.

Visit [NHSinform.scot](https://www.nhs.uk/healthier-scotland)




**Know how to help others with repeat prescriptions**



Here's a bit of healthy know how!  
You can help someone you know stay well this winter by giving them a hand with their repeat prescriptions.

Visit [NHSinform.scot](https://www.nhs.uk/healthier-scotland)




**Know how to ease sprains, strains and backache**



Here's a bit of healthy know how!  
You can help yourself and your family stay well by knowing the best thing to do when backaches, sprains and strains happen.

Visit [NHSinform.scot](https://www.nhs.uk/healthier-scotland)





# GP and pharmacy posters

Posters are being distributed to GP Practices. The posters remind people to check their repeat prescription. We also distribute an empty belly poster electronically via the practice manager network. This can be filled in with any additional festive opening times.

## GP Posters

**Know how to stay on top of your repeat prescriptions**

Here's a bit of healthy know how! You can help yourself stay well this winter by staying on top of your repeat prescriptions.

Visit [NHSinform.scot/winter](https://www.nhs.uk/healthier-scotland)

Healthier Scotland  
Scottish Government

NHS 24

## Pharmacy Poster

**Know how to get help over the festive period**

**Festive opening hours**

Your nearest pharmacy:

Pharmacy opening hours:

Here's a bit of healthy know how! Your pharmacist can help you with repeat prescriptions, provide health advice and medicines for winter illnesses.

Visit [NHSinform.scot/winter](https://www.nhs.uk/healthier-scotland)

Healthier Scotland  
Scottish Government

NHS 24

**Know how to get help over the festive period**

**Festive opening hours**

Here's a bit of healthy know how! Check when the GP Practice is open, so you know when you can call us or when you need to contact **NHS 24** on **111**.

Visit [NHSinform.scot/winter](https://www.nhs.uk/healthier-scotland)

Healthier Scotland  
Scottish Government

NHS 24



## Contact

We are grateful for your support in promoting the Healthy Know How campaign. If you have any questions or need help, please contact [hqcommunications@nhs24.scot.nhs.uk](mailto:hqcommunications@nhs24.scot.nhs.uk)