

Student health



campaign information pack

2025

Introduction

NHS 24 has launched its latest health advice aimed at students beginning their studies at college or university.

We would appreciate your support in raising awareness of this campaign. This toolkit contains resources and suggested copy to help promote student health messaging on your own platforms.

This pack includes:

- Useful links
- Key messages
- Social media assets and suggested copy
- Information on supplementary resources
- Editorial copy

Useful links

NHS inform student health page
nhsinform.scot/studenthealth

Scotland's Service Directory
nhs24.info/servicedirectory

Symptom checkers
nhs24.info/symptom-checkers

NHS Pharmacy First Scotland
nhs24.info/PharmacyFirst

NHS 24 mental health services
nhs24.info/mental-health-services

Key messages

- Register with a local GP and dentist if you are moving away from home to study.
- Check that all your vaccinations are up to date.
- Find your nearest NHS services by using Scotland's Service Directory.
- Reach out if you need mental health support.
- Visit NHS inform for quick, accurate, and trusted health advice.

Social media assets

A suite of graphics is available in various sizes for your own use. These can be used on social media or to supplement your own internal communications.

All can be downloaded from the distribution email, but if you need them sent via a different format please get in touch.

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



Suggested social media copy



GP dentist registration

Just moved for uni or college?

Don't forget to register with a local GP and dentist. It's your first step to staying healthy while studying in Scotland.

Find your nearest practice: <https://nhs24.info/servicedirectory>



Mental health

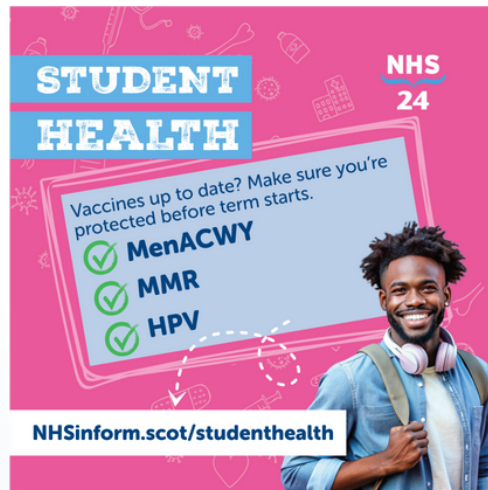
Feeling overwhelmed? You're not alone.

Starting college or uni can be exciting, but also stressful.

Whether it's anxiety, low mood, or just needing someone to talk to, support is here for you.

Find out more: <https://www.nhsinform.scot/studenthealth>

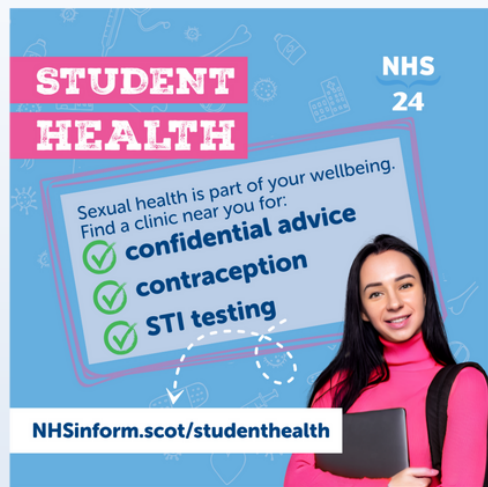
Suggested social media copy



Vaccination

Protect yourself and others around you from illnesses like meningitis and measles. Check what vaccines you have had and whether you need to arrange more before term starts.

Find out more: <https://www.nhsinform.scot/studenthealth>



Sexual health

New term, new connections?

Sexual health services in Scotland are free, confidential, and inclusive. Get advice, contraception, and STI testing.

Find your nearest clinic: <https://nhs24.info/servicedirectory>

Supplementary resources

Leaflets about NHS 24 services are available in different languages and formats. Visit nhs24.scot to find out more.



Assets suitable for display on digital screens are available to download from the distribution email.



Long form editorial

Supporting student health and wellbeing

Heading off to university or college is a big step, and while it's an exciting time, there can be a lot to remember. To help students stay on top of their health and wellbeing NHS 24 has launched its latest health campaign aimed to support them during their studies.

NHS 24's student health advice includes:

- Prioritise finding a new GP or dentist if moving away from home: Don't wait until you feel ill or are in pain. Find your nearest practice using [Scotland's Service Directory](#).
- Check vaccinations are up to date: Meeting new people and living in shared spaces can increase the risk of transmission of diseases like meningitis, measles, and HPV. Visit [NHS inform's vaccines for students page](#) to get advice on how to check on your vaccination status and how to make appointments.
- Know where to get mental health support if you need it: Feeling homesick, anxious, or just not quite yourself, remember there's always support available. Explore different mental health tools and services, whether that be on campus or through the NHS, by visiting [NHS inform's student health page](#).
- Don't forget about sexual health: Be mindful of sexual health when making new connections. Sexual health services in Scotland are free, confidential, and inclusive and can give advice on contraception and STI testing. Find your nearest clinic using [Scotland's Service Directory](#).

Long form editorial - continued

"New home, new people, new routines - there can be lot of things to learn when you start at college or uni," says Dr John McAnaw, Associate Clinical Director at NHS 24. "We want students to know where to turn if they need help with their health. If someone is feeling unwell, needs advice, or isn't sure where to turn, NHS inform is a great place to start"

All information on NHS inform is carefully reviewed and published by NHS experts, meaning all advice is accurate, up to date, and reliable. The site is packed with trusted advice, symptoms checkers, and local service info, all tailored for people living in Scotland.

Dr McAnaw continues,

"NHS inform is available 24/7, so health information can be accessed anytime, anywhere. It's a fantastic resource for students looking to get quick and easy information on how to stay well while at college or university."

- For comprehensive and trusted advice aimed specifically at students, visit nhsinform.scot/studenthealth.

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Short form editorial

Stay well during your studies

NHS 24, Scotland's provider of digital and telephone-based health and care services, is promoting health tips to help students starting college or university.

Covering topics such as registering for a GP or dentist, vaccination eligibility, access to health and care services, and mental health support, the student health resource on the health information site NHS inform is free and easy to access in one quick click.

Get the student health advice you need fast. Visit nhsinform.scot/studenthealth.

//ENDS

Contact

We are grateful for your support. If you have any questions or need help please contact NHS 24's Communications Team on NHS24.hqcommunications@nhs24.scot.nhs.uk

