



# NHS 24

Spring Public Health Campaign 2025



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# NHS 24 Spring Public Health Campaign 2025

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 Easter and spring public holidays.

The messages are important for everyone in Scotland but especially people who may be particularly vulnerable to seasonal 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



## Useful links:

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

- NHS inform spring campaign page:  
[www.nhsinform.scot/spring](http://www.nhsinform.scot/spring)
- NHS inform symptom checkers:  
<https://nhs24.info/symptom-checkers>
- Scotland's Service Directory:  
[https://nhs24.info/servicedirectory\\_](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 Easter weekend and any spring holidays in May.



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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!



[Facebook](#)



[YouTube](#)



[X \(Twitter\)](#)



[LinkedIn](#)



[Instagram](#)



[Bluesky](#)



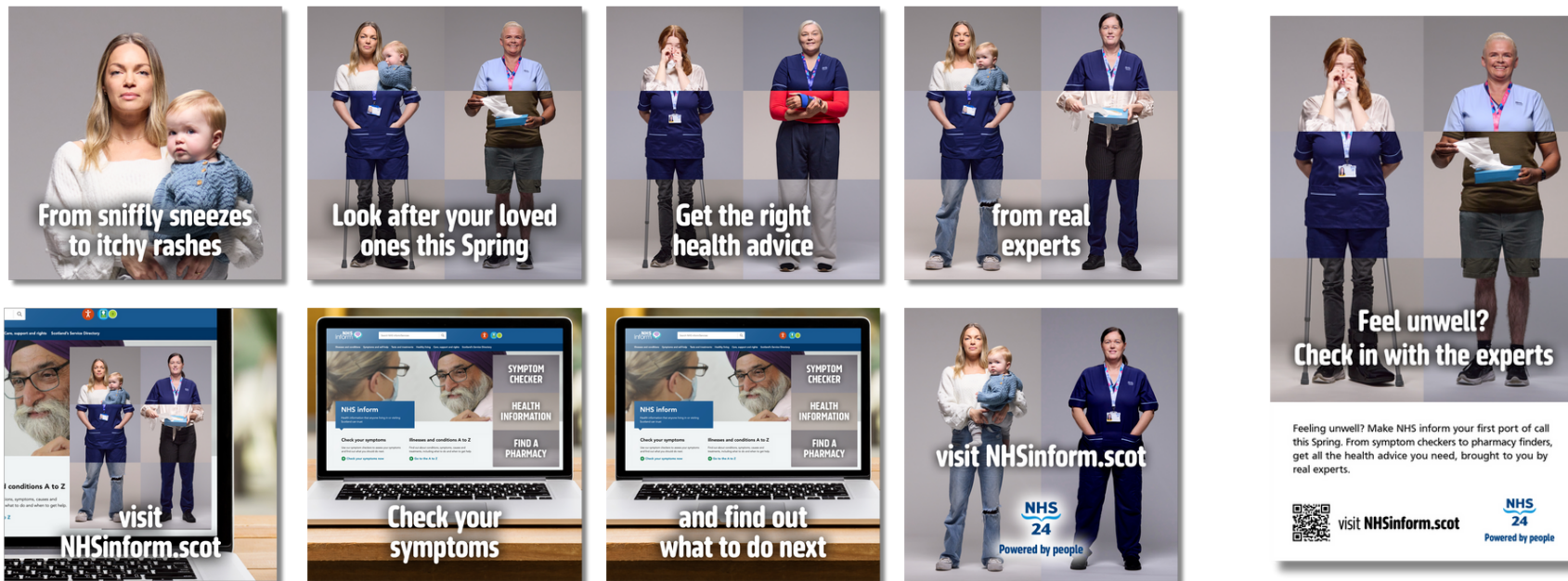
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## Campaign assets

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](#).

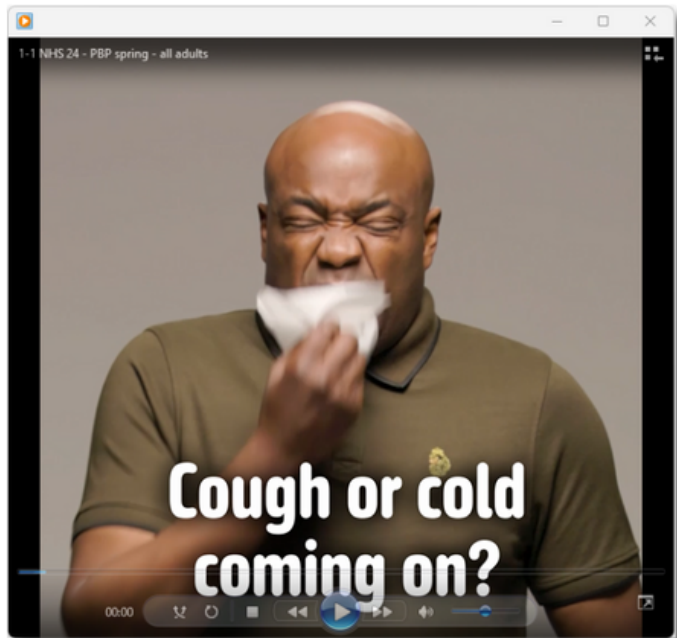


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## Social media text examples

"Need advice for spring 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/spring](https://www.nhsinform.scot/spring) to find out more."



video [all adults version: available in 1-1, 9-16, & 16-9]

## Social media text examples

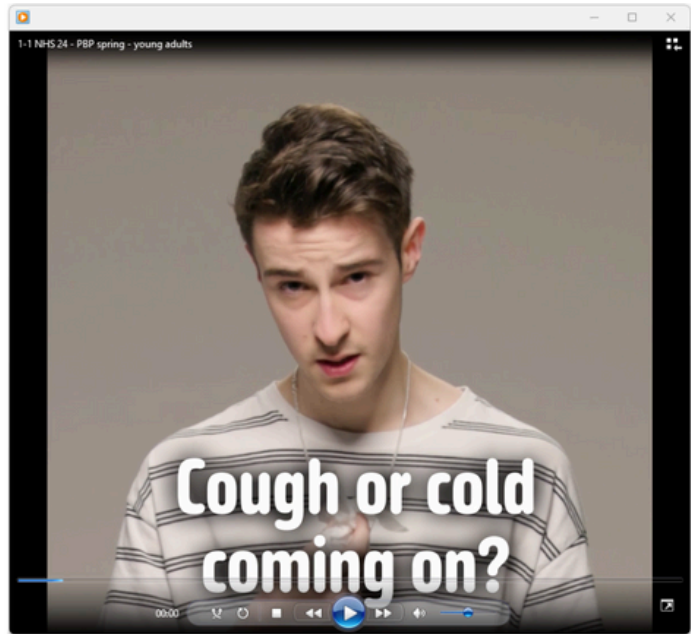
"Help keep your little ones well this spring. Have child-friendly remedies at home and if your child relies on a repeat prescription check you have enough for over the Easter hols. If you need more, order only what you need and in plenty of time. For more spring health advice – [www.nhsinform.scot/spring](http://www.nhsinform.scot/spring)."



video [parents under 5s version: available in 1-1, 9-16, & 16-9]

## Social media text examples

"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/spring](http://www.nhsinform.scot/spring) to find out more."



video [young adults version: available in 1-1, 9-16, & 16-9]



## 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

NHS 24 has launched the spring phase of its public health campaign 'Powered by People' which promotes NHS inform - a clinically approved online resource for health and care information.

Dr Siama Latif, NHS 24's associate medical director, highlights the convenience of digital resources:

"NHS inform is an online health resource offering a wealth of information specific to patients in Scotland. The great thing about NHS inform is it is easy and convenient to use. Instead of having to call the NHS 24's 111 service for minor health issues, you can quickly find the information you need online, anytime, and anywhere. This not only saves you time but also helps free up the phone lines for those who need urgent care."

The Easter weekend is always busy for NHS 24, as patients often turn to 111 when other services, such as GPs or pharmacies, are closed for the public holidays.

Dr Latif continues:

"Our advice these Easter holidays is to be aware and be prepared.

...copy continues overleaf



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## Long-form editorial [continued]:

"Be aware that many GPs and pharmacies are likely to have amended opening hours over the Easter weekend. If you rely on prescription medicine, review how much you have now. If you are likely to need more over the holiday weekend - order it now and remember to pick it up well in advance of any GP or pharmacy closures.

"You should also be prepared to deal with common illnesses. Viruses such as colds, flu, and sickness bugs still circulate in spring, so make sure you have remedies and painkillers available at home to help with symptoms."

With more people spending time outdoors due to the longer days and milder weather, NHS 24 tends to see an increase in minor injury calls at this time of year. As a result, their spring campaign also advises the public to check what is in their first aid kit. Supplies such as plasters, bandages, and antiseptic wipes should be readily available to treat small cuts, scrapes, burns, and sprains.

Dr Latif concludes:

"Remember, NHS inform should be your number one source for reliable, NHS-approved advice. Support our NHS services and access the right care in the right place this spring by choosing NHS inform."

- View NHS 24's spring health advice by visiting the [NHS inform campaign page](#).



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## Short-form editorial

NHS 24 has launched its spring public health campaign 'Powered by People' to remind patients in Scotland to prioritise their health during the Easter holiday weekend and into the spring season.

Promoting NHS inform, Scotland's clinically approved online resource for health and care information, the campaign also reminds the public to check that they have enough prescription medication to last over the Easter weekend and any May public holidays, while giving health tips to deal with minor illnesses and injuries.

- Check out [NHS 24's spring health tips](#).



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## Contact:

For questions or assistance,  
please contact NHS 24's communications team  
[NHS24.hqcommunications@nhs24.scot.nhs.uk](mailto:NHS24.hqcommunications@nhs24.scot.nhs.uk)



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