

Communications toolkit

Here to help self care campaign

About this toolkit

This toolkit is for all NHS, local authority and voluntary organisation communications leads, GP practices and local community pharmacies.

Working together across the region, we have created some key messages and visuals to support our communications with the public, such as supporting them to stay well and safe, and access the right NHS service for their needs.

This toolkit and all resources will be adapted and updated with alerts issued when new assets become available. The full here to help winter toolkit can be accessed [here](#).

Social media plans

Enclosed in this toolkit are social media plans which include posts you can adapt, and instructions on how to access the relevant visuals.

The full social media toolkit and assets can be found here: [self care toolkit](#).

How you can help us

You can help us by:

- Posting and sharing content on your communication channels to help further promote the campaign across the region

- Getting in touch if you need any assets developed to meet your local needs.

Your support in sharing these messages is very much appreciated.

Please keep checking the toolkit as new content will be added regularly.

For further help or advice please contact either: Andrea Jones, andrea.jones2@nhs.net , Abbie Mulgrew, abbie.mulgrew@nhs.net or NECSU.comms@nhs.net.

Social media plan


Here to help self care messaging


This social media plan provides content you can include in your social media posts. Animations and images can be downloaded from our [toolkit here](#).

Please tag us in your social media posts:

Handles: Facebook – NorthEastandNorthCumbriaNHS, X (the new name for Twitter) – @NENC_NHS, Instagram – nenc_nhs

Hastags: #heretohelp

Self-care	
<p>1. Little orange book</p>	<p>Poorly baby or child this winter?</p> <p>Download the LITTLE ORANGE BOOK!</p> <p>It contains online advice for parents of under 5s on a wide range of illnesses in children from common minor concerns to more serious conditions.</p> <p>Find out more here: www.nenc-healthiertogether.nhs.uk</p> <p>#NHS #HereToHelp</p> 

<p>2. Healthier together</p>	<p>Little one not well?</p> <p>Visit the Healthier Together website www.nenc-healthiertogether.nhs.uk</p> <p>For online advice to help manage and improve the health and wellbeing of babies, children and young people.</p> <p>#NHS #HereToHelp</p>	 <p>The poster features a young girl with pigtails smiling and holding a teddy bear against a pink background. The NHS logo is in the top right. A purple banner across the middle reads 'Little one not well?'. Below it, a blue arrow points right with the text 'Go to Healthier Together for NHS trusted advice' and 'HERE TO HELP'.</p>
-------------------------------------	---	---