

# Communications toolkit

## North East and North Cumbria (NENC) Regional UTI PGD Pilot #OUCH #BYE-BYE UTI

This Regional UTI PGD Pilot campaign toolkit is available for communications leads in health, local authority, and voluntary organisations to use.

### Social media toolkit

The toolkit below contains social media resources for a pilot scheme running across the region which allows community pharmacies to manage and treat uncomplicated lower Urinary Tract Infections (UTI) in women aged 16-64 in the North East and North Cumbria.

### Introduction and background

A UTI is an infection of any part of the urinary tract.

UTIs are the most common bacterial infection in humans, mainly presenting in women, with 40% of women expected to suffer from one during their lifetime.

Symptoms of a UTI include:

- Burning or stinging sensation on passing urine
- Needing to pass urine frequently or urgently
- Cloudy urine
- Passing excessive or large quantities of urine

More than 75,000 women in the North East and North Cumbria, aged between 16-64, presented at a GP practice with a UTI in the last six months.

UTIs consequently take up a large proportion of resources within the healthcare system, accounting for 2-4% of all GP appointments each year and 10% of extended access appointments are for the treatment of a UTI.

Approx. 15% (4.8 million) of women in the UK suffer from a UTI each year, therefore it is anticipated that high uptake of this service has the potential to significantly reduce demand on general practice, extended access, NHS 111 and urgent and emergency care centres.

The North East and North Cumbria is the 6th highest prescriber of antibiotics for UTIs in England, has the highest rate of admissions for UTIs (which is increasing, unlike the national picture), and is the 3rd highest for female community onset cases of E. coli bacteraemia.

### **Pilot Scheme**

The six-month pilot model in our region will allow female patients age 16-64, with an uncomplicated UTI, to self-present at participating community pharmacies. They can also be referred by their GP Practice through the Community Pharmacist Consultation Scheme for advice and or appropriate treatment from trained community pharmacists.

This service has been approved with the intention of:

- Reducing pressure on general practice, extended access, NHS 111 and urgent and emergency care services (with the aim of 50%+ less GP appointments related to UTIs)
- Providing faster access to treatment and advice where required, to reduce the risk of E.coli bacteraemia and hospital admissions
- Ensure a robust diagnosis, treatment, follow up and evaluation to ensure treatments are being prescribed appropriately

## **Communications approach**

Our campaign aims to

- Raise awareness with women aged 16-64 of the symptoms of uncomplicated UTIs
- Encourage women aged 16-64 with an uncomplicated UTI to go to a participating community pharmacy for timely consultation, advice and prescriptions rather than their general practice – therefore supporting the aims of the project to reduce GP appointments, antibiotic prescribing and hospital admissions.

The pilot will run from now until the end of December 2022.

## **Communication assets**

The campaign will use social media to support communications across the system alongside press releases and possible earned media coverage – animation /posters will be available in toolkit for GP practices and Pharmacies.

## **Key Messages:**

- 1 in 2 women experience a UTI in their lifetime
- More than 75,000 women in the North East and North Cumbria, aged 16-64, presented at a GP practice with a UTI in the last six months.
- Symptoms include burning sensation when weeing, needing to wee frequently or urgently or having cloudy wee
- No need for a GP appointment for a UTI - North East & North Cumbria community pharmacies can now provide immediate advice & appropriate treatment for UTIs – with no appointment required.

Online Toolkit  
Hashtag #OUCH #ByeByeUTI

	Social media messages	Graphic
1.	<p><b>OUCH!</b></p> <p>Burning or stinging sensation when you wee? Need to wee frequently or urgently? Nowt much coming out?</p> <p>You may have a <b>Urinary Tract Infection</b></p> <p>Did you know across the North East &amp; North Cumbria community pharmacies can now provide immediate advice &amp; treatment for UTIs for women aged 16-64.</p> <p>No appointment needed</p> <p>Ask your local pharmacist today &amp; say #Bye-ByeUTI</p> <p><b>Available at participating pharmacies only:</b> <a href="https://www.psne.co.uk/">https://www.psne.co.uk/</a></p>	<p><b>OUCH!</b></p> <p><b>Think you might have a UTI?</b></p> <p>Advice and treatment is now available from your local <b>PHARMACY</b></p> <p><b>#ByeByeUTI</b></p>

2. **OUCH!**

Are you feeling the burn down below?

You may have a **Urinary Tract Infection**

You're not alone, 1 in 2 women experience a UTI in their lifetime.

Community pharmacies in the North East & North Cumbria can now provide immediate advice and treatment for UTIs for women aged 16-64 with no appointment needed?

Ask your local pharmacist today & say #ByeByeUTI

**Available at participating pharmacies only:**  
<https://www.psne.co.uk/>

**OUCH!**

**Think you have a UTI?**

**PHARMACIES can now provide immediate advice and treatment. Ask today - no appointment required**

**#ByeByeUTI**

3. **OUCH!**

Do you have a burning sensation when weeing, need to wee frequently or urgently or have cloudy wee?

You may have a **Urinary Tract Infection!**

Pharmacists in the North East & North Cumbria can now provide immediate advice and appropriate treatment for UTIs for women aged 16-64 with no appointment needed!

Ask your local pharmacist today and say #ByeByeUTI

**Available at participating pharmacies only:**  
<https://www.psne.co.uk/>



**OUCH!**

**1 in 2 women may experience a UTI in their lifetime**

**Get advice and treatment at your local PHARMACY**

**#ByeByeUTI**

4.

**OUCH!**

Burning sensation when weeing?  
Need to wee urgently or frequently  
Cloudy wee or nowt much coming out?

Think you may have a Urinary Tract Infection?

Did you know you can now go to your local community pharmacy for advice and treatment for a UTI for women aged 16-64 with no appointment needed?

Ask you pharmacist today and say #ByeByeUTI

**Available at participating pharmacies only:**  
<https://www.psne.co.uk/>

**OUCH!**

**Think you  
might have a UTI?**

**Advice and treatment is  
now available from your  
local PHARMACY**

**#ByeByeUTI**



5.

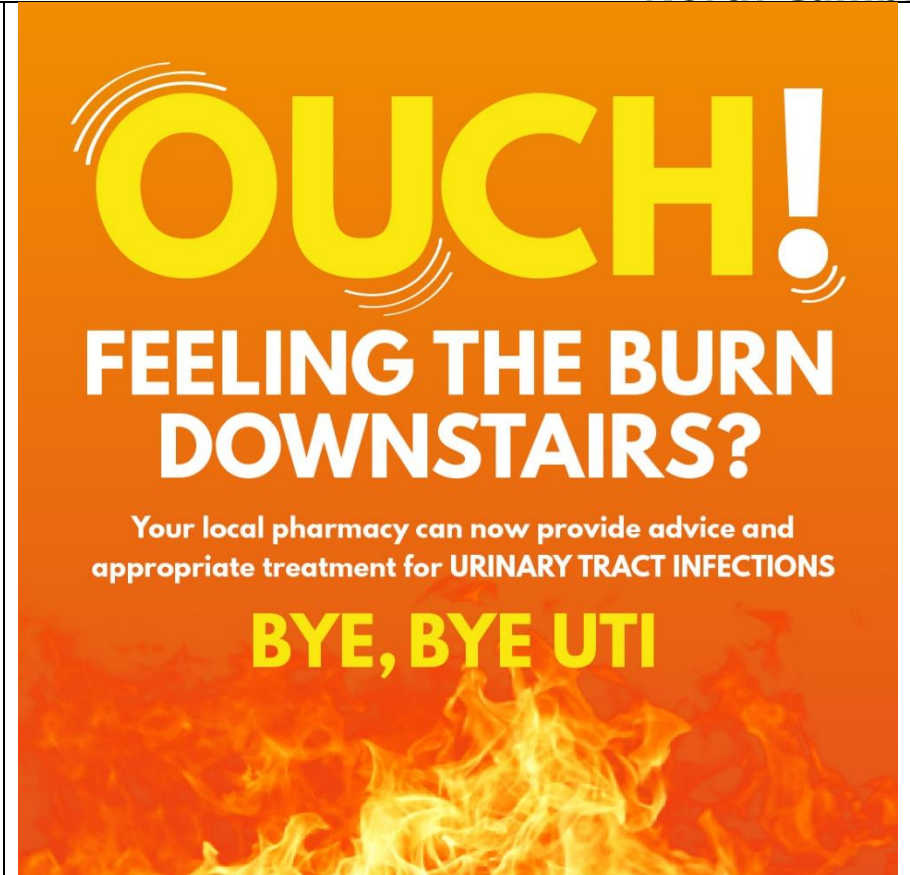
Feeling the burn downstairs?  
Think you might have a Urinary Tract Infection?  
There's now no need to book an appointment with your GP.  
Your local pharmacy can provide immediate advice & treatment for a UTI **for women aged 16-64** – with no appointment required.

If you have a:

- burning sensation when weeing
- need to wee urgently or frequently
- have cloudy wee or there's nowt much coming out

Speak to your pharmacist today and say #ByeByeUTI

**Available at participating pharmacies only:**  
<https://www.psne.co.uk/>





<p>6.</p>	<p><b>OUCH!</b></p> <p><b>Stings to pee?</b></p> <p>1 in 2 women may experience a Urinary Tract Infection in their lifetime</p> <p><b>If you are female, aged 16-64</b>, and have a</p> <ul style="list-style-type: none"><li>• burning sensation when weeing</li><li>• need to wee urgently or frequently</li><li>• have cloudy wee or nowt much coming out</li></ul> <p>Speak to your local pharmacist now for urgent advice &amp; treatment.</p> <p>No appointment needed, say #Bye-ByeUTI</p> <p><b>Available at participating pharmacies only:</b> <a href="https://www.psne.co.uk/">https://www.psne.co.uk/</a></p>	<p><b>OUCH!</b></p> <p><b>STINGS TO PEE?</b></p> <p>Your local pharmacy can now provide advice and appropriate treatment for <b>URINARY TRACT INFECTIONS</b></p> <p><b>BYE, BYE UTI</b></p>
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7. **OUCH!**

**Pee a bit prickly?**

Did you know in the North East & North Cumbria **women aged 16-64** can now go to a local community pharmacy for advice and treatment for a Urinary Tract Infection with no appointment needed?

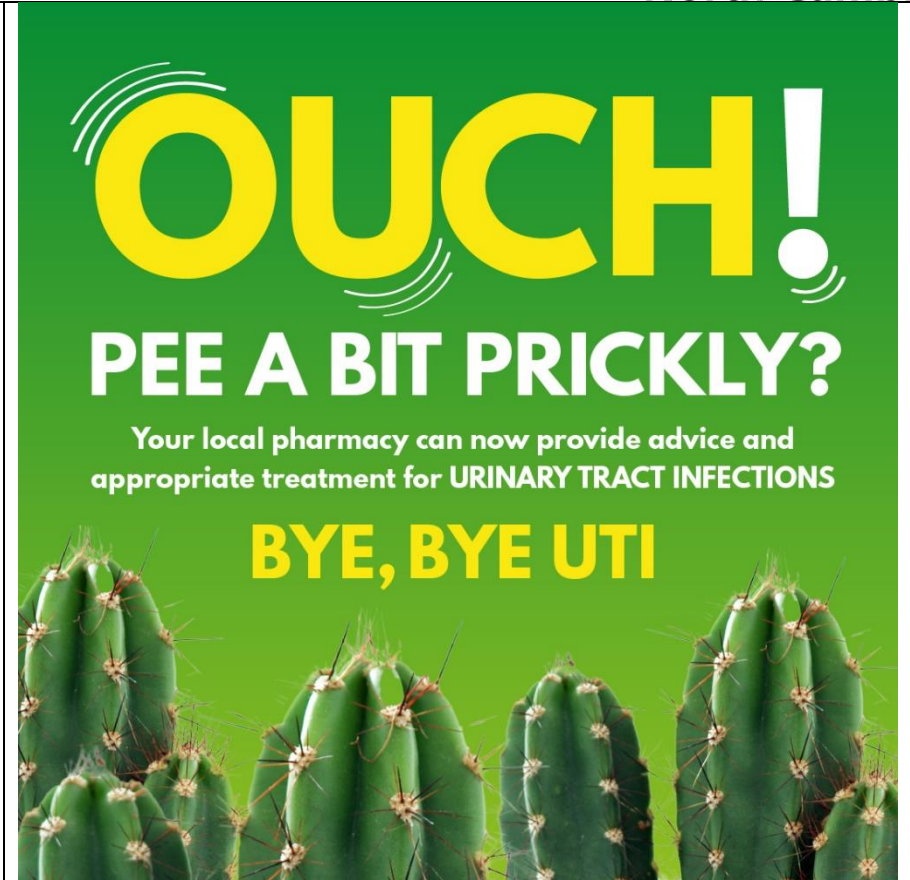
If you experience

- burning sensation when weeing
- need to wee urgently or frequently
- have cloudy wee or nowt much coming out

Speak to your local pharmacist now for urgent advice & treatment.

No appointment needed, say #Bye-ByeUTI

**Available at participating pharmacies only:**  
<https://www.psne.co.uk/>



8. Think you have a Urinary Tract Infection?

No need to book an appointment with your GP.

Your local pharmacy can now provide immediate advice & treatment for a UTI for women aged 16-64 – with no appointment required.

1 in 2 women experience a Urinary Tract Infection in their lifetime

If you have a:

- burning sensation when weeing
- need to wee urgently or frequently
- have cloudy wee or there's nowt much coming out

Speak to your pharmacist today and say #ByeByeUTI

**Available at participating pharmacies only:**  
<https://www.psne.co.uk/>






**OUCH!**

**Think you might have a UTI?**

Advice and treatment is now available from your local PHARMACY

**#ByeByeUTI**

Additional Assets

<p>Press Release</p>	 <p>Community pharmacies to offer u</p>
<p>Animation</p>	 <p>UTI - subtitles version.mp4</p>
<p>Web Banner</p>	
<p>Posters</p>  <p>UTI poster V2 6 June 2022.pdf</p>	



**North East &  
North Cumbria**