

Social media messaging for:

- **Doctors in training industrial action – 27 June to 2 July**

Industrial Action			
	Message	Image	Video/animation
1.	<p>From 27 June to 2 July, NHS services may be affected due to strike action. Please continue to come forward for NHS care.</p> <p>You will be contacted if your appointment needs to be changed.</p> <p>If you need medical help, use NHS 111 online, and only in emergencies, please call 999.</p>	 	

<p>2.</p>	<p>From 27 June to 2 July, some NHS services may be affected due to strike action. Please continue to attend your hospital, GP, and dental appointments unless you are contacted and told otherwise.</p>		
<p>3.</p>	<p>This week's strike will cause disruption– but NHS services will still be open.</p> <p>Dr Neil O'Brien explains how you can help, and what to do if you need medical care.</p> <p>#NHS #HereToHelp</p>	<p>video</p>	

<p>4.</p>	<p>Dr Alex Kent, medical director for North East and North Cumbria ICB, reminds people to expect disruption during the strike action and how to use NHS services effectively.</p> <p>#NHS #HereToHelp</p>	<p>video</p>	
<p>5.</p>	<p>Poorly tummy, itchy eyes or skin, cold, sore throat or aches and pains?</p> <p>Think pharmacy first!</p> <p>Pharmacists are part of your expert NHS healthcare team and can help give advice and treatment for a range of common illnesses.</p> <p>You don't need to make an appointment and can talk in confidence.</p> <p>Find pharmacy hours in the North East and North Cumbria here - https://www.nhs.uk/service-search/pharmacy/find-a-pharmacy</p> <p>#NHS #HereToHelp</p>		

*Animation for paid for

6. Urgent treatment centres are here to help you if you have an injury or illness that requires URGENT attention but is NOT life-threatening.

They can diagnose and deal with many of the most common issues people go to A&E for including:

- broken bones and sprains
- injuries, cuts and bruises
- wound dressing
- stomach pain
- coughs, colds and breathing problems
- vomiting and diarrhoea
- skin infections and rashes
- fever in children and adults

Not sure which health service is best for your needs?

Use [NHS111](#) online 24/7 to get assessed and directed to the right place for you.

#NHS #HereToHelp



<p>7.</p>	<p>Poorly baby or child?</p> <p>Download the LITTLE ORANGE BOOK!</p> <p>A handy guide for babies, and under 5s, covering a wide range of illnesses in children from common minor concerns to more serious conditions.</p> <p>Download here:</p> <p>www.nenc-healthiertogether.nhs.uk</p> <p>#NHS #HereToHelp</p>	 <p>NHS</p> <p>Poorly baby or child?</p> <p>Download the Little Orange Book</p> <p>HERE TO HELP</p>	 <p>NHS</p> <p>Your free NHS guide to managing common child health concerns including:</p> <ul style="list-style-type: none"> • Nappy rash • Coughs • Teething troubles • Tummy bugs and more. <p>Your pharmacist can help</p>
<p>8.</p>	<p>From bumps to bugs, fever to rashes, the NHS Healthier Together app gives practical health advice, 24/7: what to look out for, what you can safely treat at home and when to get medical help.</p> <p>Download from the App Store or Google Play, or visit the Healthier Together website to find out more. Get Healthier Together for the helping hand your family needs - https://www.nenc-healthiertogether.nhs.uk/</p>	 <p>NHS</p> <p>Little one not well?</p> <p>Go to Healthier Together for NHS trusted advice</p> <p>HERE TO HELP</p>	<p>Healthier together animation</p>

9. Feeling unwell?

Choosing the right NHS service can help get you the best advice - and often more quickly too.

- Think pharmacy first
- [NHS111](#) online for medical help and advice
- Keep A&E and 999 free for LIFE THREATENING EMERGENCIES ONLY

Help keep A&E and 999 for those who need it the most.

#NHS #HereToHelp

www.nhs.uk



10. You should **ONLY** call 999 or go to A&E if you or someone else has a life-threatening emergency, such as:

- **signs of a heart attack**
chest pain, pressure, heaviness, tightness or squeezing across the chest
- **signs of a stroke**
face drooping on one side, cannot hold both arms up, difficulty speaking
- **sudden confusion**
cannot be sure of own name or age
- **suicide attempt**
by taking something or self-harming
- **severe difficulty breathing**
not being able to get words out, choking or gasping
- **choking**
on liquids or solids right now
- **heavy bleeding**
spraying, pouring or enough to make a puddle
- **severe injuries**
after a serious accident or assault
- **seizure (fit)**
shaking or jerking because of a fit, or unconscious (cannot be woken up)



	<ul style="list-style-type: none"> • sudden, rapid swelling of the lips, mouth, throat or tongue <p>If you need EMERGENCY care, call 999, or go to your nearest A&E.</p> <p>British Sign Language (BSL) speakers can <u>make a BSL video call to 999</u>.</p> <p>Deaf people can use 18000 to contact 999 using text relay.</p> <p>If in doubt, contact NHS111 to get assessed and directed to the right place for you - including emergency care.</p> <p>#NHS #HereToHelp</p>		
11.	<p>OUCH!</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 Urinary Tract Infection</p> <p>Did you know across the North East and North Cumbria community pharmacies can now provide immediate advice & treatment for UTIs for women aged 16-64.</p> <p>No appointment needed</p>		

	<p>Ask your local pharmacist today & say #ByeByeUTI</p> <p>Available at participating pharmacies only: https://www.psne.co.uk/</p>		
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