

# Scotland's national winter health campaign



## Healthy Know How Campaign toolkit

December 2022





# Introduction

'Healthy Know How' is the winter health campaign from NHS 24 designed to support the appropriate use of NHS services and to encourage readiness ahead of the festive season.

## Key Campaign Messages

With a few simple steps you can look after yourself and your family this winter

- ✓ Check your repeat prescription, order only what you need, in plenty of time
- ✓ Keep medicines to treat common illnesses at home
- ✓ If you become unwell, NHS inform has useful symptom checkers to help you decide what to do next
- ✓ If you do need to talk to a healthcare professional it's important that you get the right care in the right place, which could be your local pharmacy, your GP or by calling 111



# TV Advertising

From November 26th there will be 30" and 20" ads on appearing on Linear TV, Sky Adsmart and VOD.

## 30" Ad



## 30" Ad



## Radio

Two 20" radio ads will be played across Scottish stations from 26th November onwards

**Inform**



**Prepare**



## Digital Display

A suite of digital display ads will be running to support the TV and Radio activity.



# OOH – Street hub 6 sheets and Adshel live

A suite of 6 sheets will be running to support the TV and Radio activity.

### Know how to plan ahead with child-friendly medicines at home




Here's a bit of healthy know how! You can help your family stay well this winter by having the right medicines at hand.

Visit [NHSinform.scot/winter](https://www.nhs.uk/healthier-scotland)





### Know how to ask your pharmacist for help and advice




Here's a bit of healthy know how! Your pharmacist can help you with repeat prescriptions and provide health advice and medicines for winter illnesses.

Visit [NHSinform.scot/winter](https://www.nhs.uk/healthier-scotland)





### Know how to stay on top of your repeat prescriptions



Here's a bit of healthy know how! You can help yourself stay well this winter by staying on top of your repeat prescriptions.

Visit [NHSinform.scot/winter](https://www.nhs.uk/healthier-scotland)



### Know how to help others with repeat prescriptions



Here's a bit of healthy know how! You can help someone you know stay well this winter by giving them a hand with their repeat prescriptions.

Visit [NHSinform.scot/winter](https://www.nhs.uk/healthier-scotland)





## PR & Social Media

PR and social media will be used to deliver campaign messages as well as broader winter health messages such as:

- Mental health issues including loneliness
- Musculoskeletal issues (shoulder pain, back ache), self-care advice and when to seek further help
- Weather related health – slips, trips and falls in bad weather
- Advice about medicines to have at home.
- Safe drinking/healthy eating
- Child health: appropriate medicines

We'll be using #HealthyKnowHow and would be grateful if you could too. Any retweets/shares of NHS 24's social media messaging would be much appreciated.

**We have a range of assets available to support any digital activity, including static images which can be use individually or as part of an insta story/ FB carousel. There are also short videos supporting each of the key messages.**

Social media assets are available via [www.nhsinform.scot/winter](http://www.nhsinform.scot/winter)  
For further help or support with social media assets please get in touch with [gillian.morrison@nhs24.scot.nhs.uk](mailto:gillian.morrison@nhs24.scot.nhs.uk)



# Social copy examples



**NHS 24**  **NHS 24**  @NHS24 · 22h ...  
 Official

Have you got health at the top of your festive 'to-do' list? Stay well this winter with a bit of [#HealthyKnowHow](#).

Know how to stay on top of your repeat prescriptions and how to treat common illnesses at home.


For more help and advice visit: [nhs24.info/winter](https://nhs24.info/winter)



**NHS 24**  **NHS 24**  @NHS24 · Nov 29 ...  
 Official

A bit of [#HealthyKnowHow](#) to keep your little ones well:

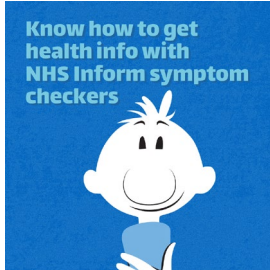
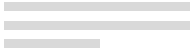
- ◆ Find health info online at [#NHSinform](#) symptom checkers
- ◆ Have child-friendly winter remedies at home
- ◆ Stay on top of repeat prescriptions
- ◆ Know how to get the right care in the right place

 [nhs24.info/winter](https://nhs24.info/winter)

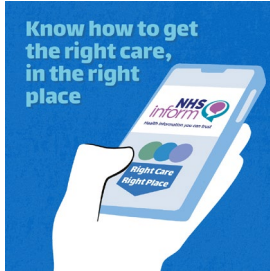
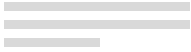


# Social carousel examples

NHS 24



NHS 24






# GP Posters


Posters are being distributed to GP Practices. The posters remind people to check their repeat prescription. We also distribute an empty belly poster electronically via the practice manager network. This can be filled in with any additional festive opening times.

## Know how to stay on top of your repeat prescriptions

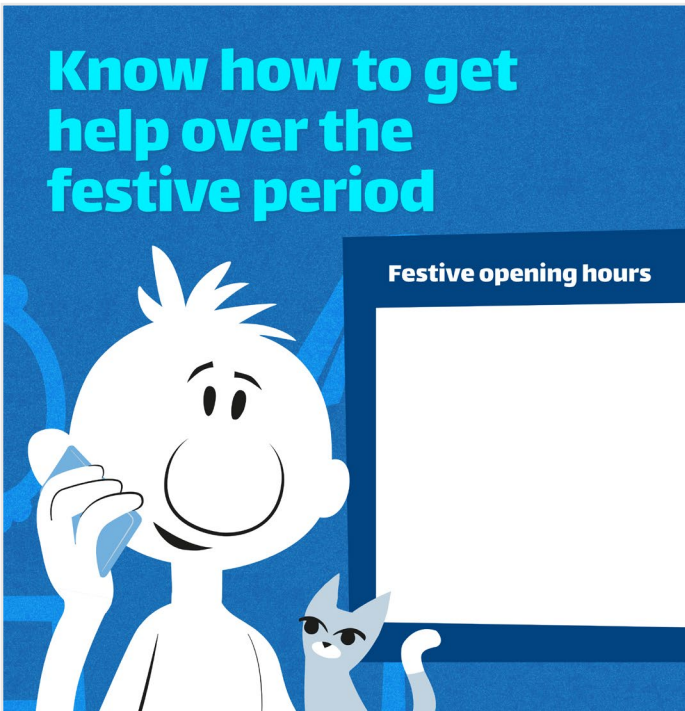


Here's a bit of healthy know how! You can help yourself stay well this winter by staying on top of your repeat prescriptions.

Visit [NHSinform.scot/winter](https://www.nhs.uk/healthier-scotland/scottish-government)




## Know how to get help over the festive period



**Festive opening hours**

Here's a bit of healthy know how! Check when the GP Practice is open, so you know when you can call us or when you need to contact **NHS 24** on **111**.

Visit [NHSinform.scot/winter](https://www.nhs.uk/healthier-scotland/scottish-government)



## Digital assets

To help increase public awareness of NHS inform as a useful source of health information, a range of digital resources have been created to support the campaign.

You are welcome to use across your own digital platforms and waiting rooms screens etc.

Campaign resources are available at:

[www.nhsinform.scot/winter](http://www.nhsinform.scot/winter)

Should you require another format please email

[HQCommunications@nhs24.scot.nhs.uk](mailto:HQCommunications@nhs24.scot.nhs.uk)

We will be happy to help.



# Internal Communications

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.

## **HELP YOURSELF STAY HEALTHY WITH A BIT OF HEALTHY KNOW HOW**

<insert organisation name> are supporting NHS Scotland's national winter health campaign to highlight the importance of including health as part of their festive preparations.

The 'Healthy Know How' campaign provides tips and advice on how to safely manage common ailments at home, without having to seek health advice unless it is urgent or an emergency. The campaign is fronted by Billy, with appearances from his son and pet cat Pumpkin and uses advertising, PR, and social media to remind people to prepare for their health this winter.

Healthy know how tips to keep well this winter include:

- Know how to stay on top of prescriptions. Order only what is needed and in plenty of time before the festive holidays.
- Know how to be prepared for common illnesses and ensure that medicines are to hand, at home.
- Know how to check symptoms if you do become unwell. NHS inform's symptom checkers can give you all the health advice you need online and help you to get the right care, in the right place.

...continued





NHS 24's Associate Clinical Director, Dr John McAnaw, said:

*(Feel free to attribute this quote to your spokesperson)*

*“Planning ahead can help ensure that coughs, colds, and minor ailments don’t become a big problem for you and your family over winter. Having some remedies in the house is a good idea and knowing where to get help if someone does become unwell is also important so it’s good to know your GP and pharmacy opening times over the holidays. There is lots of health information online at [www.nhsinform.scot](http://www.nhsinform.scot) including symptom-checkers so you can check symptoms and decide what to do next.”*

**<insert organisation name>** supports the Healthy Know How campaign in partnership with NHS 24 and NHS Scotland.

General advice and information on how to stay healthy this winter can be found at [www.nhsinform.scot/winter](http://www.nhsinform.scot/winter)

