



# HELP US HELP YOU

**SELF CARE STAKEHOLDER TOOLKIT**

**WELSH GOVERNMENT**

# Marketing communications toolkit

## Purpose:

The following document introduces the latest Help Us, Help You campaign assets being shared by the Welsh Government, that helps explain how we can keep all keep well this winter through self-care and promotes community pharmacies for minor health concerns or ailments. You are invited and encouraged to share these assets via your own communication channels

## The current landscape:

The NHS is under huge pressure this winter but it is still here for you when you need it. Our task is to remind people of the simple changes they can make to look after their health this winter and subsequently help the NHS. Every change you make will help us help you.

## The key messages we're promoting are:

- Keep a basic first aid kit well stocked
- Use your local pharmacy for advice about minor health concerns like a sore throat, and get some over-the-counter medicines free of charge without seeing a GP.
- Plan ahead by ordering your repeat prescriptions at least seven days in advance.
- Make sure you get your COVID, flu or other vaccinations when they're offered to you.
- Wash your hands regularly to avoid catching germs.
- Check your symptoms online using the NHS 111 Wales website and get quick advice on what you should do next.
- GPs are now supporting the booster role out so service levels may be different.

## Assets available for you to share:

It's important that we raise awareness of the simple changes people can make to help us help you, so we have created the following assets, which you are welcome and encouraged to share on your own channels to aid people's understanding of how they can keep themselves well this winter. These are available bilingually and include:

- A suite of suggested social media posts that cover the key messages
- A series of GIFs that help you to promote specific messages including:
  - Vaccinations
  - Pharmacists
  - Basic first aid kit
  - Maintaining oral health
- A stand-alone gif explaining that GPs are now supporting the booster vaccination campaign
- Animated video offering advice on how people can look after their health this winter
- Animated video (variation of the above) that offers advice on how people can look after their health over the Christmas period or bank holidays
- Film with pharmacist, Carys Nathoo, explaining how local pharmacies can offer free advice and/or treatment

All assets can be accessed here:

**Published Assets ([assetbank-server.com](https://assetbank-server.com))**