

Version 1. Monday 7 August

**Social media and messaging toolkit for:
Junior doctor industrial action 7am Friday 11 August – 7am Tuesday 15 August**

With planned industrial action starting this week on Friday 11 August, the North East and North Cumbria Integrated Care Board are running messages and advertising for the public, informing them about using services wisely, being prepared and staying safe during the planned industrial action by junior doctors.

Please can you help raise awareness with the public that some NHS services are likely to be affected and to help by using services wisely during this time. The full social media toolkit and assets can be found [here](#). You can help by:

- Using your website to help inform public
- Post and share content on your social media channels to help further promote the messages – see below

The following includes social media posts for the planned industrial action.

The toolkit (<https://northeastnorthcumbria.nhs.uk/here-to-help>) is for communication leads working in health and care across the region. It is not for the public.

This plan could be subject to updates. New versions will be posted on the toolkit which can be found [here](#).

Any questions or for copies of high resolution images, please contact:

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Industrial Action

Schedule from: Monday 7 August – Tuesday 15 August

	Message	Image	Schedule dates
1.	<p>Dr Neil O'Brien, executive 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>GP, and Executive Medical Director for the North East and North Cumbria Integrated Care Board.</p>	<p>Wednesday 9 August – Monday 14 August</p> <p>Video</p>
2.	<p>From 11 to 15 August, some 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>NHS</p> <p>You will be contacted if your appointment needs to be changed, please continue to come forward for the care you need.</p>	<p>Wednesday 9 August – Tuesday 15 August</p>

3.	<p>From 11 to 15 August, 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>	 	Wednesday 9 August – Tuesday 15 August
4.	<p>From 11 to 15 August, some NHS services may be affected due to strike action. You will be contacted if your appointment needs to be changed.</p> <p>Please continue to come forward for the care you need. Choosing the right NHS service can help get you the best advice - and often more quickly too.</p> <ul style="list-style-type: none"> • Think pharmacy first • NHS111 online for medical help and advice • Keep A&E and 999 free for LIFE THREATENING EMERGENCIES ONLY 	 	Wednesday 9 August – Tuesday 15 August

5. Poorly tummy, itchy eyes or skin, cold, sore throat or aches and pains?

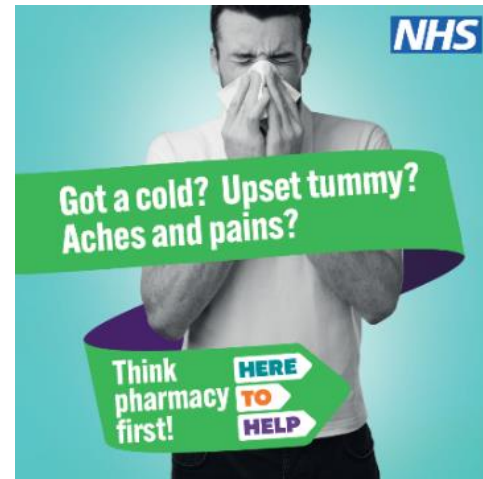
Think pharmacy first!

Pharmacists are part of your expert NHS healthcare team and can help give advice and treatment for a range of common illnesses.

You don't need to make an appointment and can talk in confidence.

#NHS #HereToHelp

www.nhs.uk



*Wednesday 9 August – Wednesday 16 August



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

They're open at least 12 hours a day every day.

Not sure which health service is best for your needs?



Use [NHS111](https://www.nhs.uk) online 24/7 to get assessed and directed to the right place for you.



www.nhs.uk

#NHS #HereToHelp



* Wednesday 9 August – Wednesday 16 August

<p>7.</p>	<p>During industrial action please remember to keep A&E and 999 free for LIFE THREATENING EMERGENCIES ONLY</p> <p>If you need medical help and it's not life threatening</p> <ul style="list-style-type: none"> • Think pharmacy first • NHS111 online to get assessed and directed to the right place for you <p>#NHS #HereToHelp</p> <p>www.nhs.uk</p>		<p>*Wednesday 9 August – Tuesday 15 August</p>
<p>8.</p>	<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 provide immediate advice and treatment for UTIs for women aged 16-64.</p> <p>No appointment needed</p> <p>Ask your local pharmacist today & say #Bye-ByeUTI</p>		<p>Wednesday 9 August – Wednesday 16 August</p>

	<p>Available at participating pharmacies only: https://www.psne.co.uk/</p>		
<p>9.</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 - www.nenc-healthiertogether.nhs.uk</p> <p>#NHS #HereToHelp</p>		<p>Wednesday 9 August – Wednesday 16 August</p>
<p>10.</p>	<p>Little one not well?</p> <p>To help manage and improve the health and wellbeing of babies, children and young people in the North East and North Cumbria</p> <p>Visit the Healthier Together website - www.nenc-healthiertogether.nhs.uk</p>		<p>Wednesday 9 August – Wednesday 16 August</p>