**Winter Pressures**

Communications Toolkit

w/c 26 December & w/c 2 January

This toolkit is designed to support BSW wide communications in the dissemination of consistent key messages and assets across all of our shared audiences to maximise our reach and engagement with our target audiences.

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AIMS

As the system faces increasing pressure across all of its services this toolkit aims to provide clarity on the priority messages for the festive period and support with a consistent approach to communications across all system partners.

* Priority communications aims are: To help alleviate pressures specifically across **all** services
* Educate the public on using local health and care services appropriately (including self-care, pharmacy, 111 online, call 111, WIC (where applicable, MIU, UTC, A+E, 999)
* Ensure a balanced approach to communications across each of these services, notably moving away from a 111 only push.
* Position language around 111 to emphasis its online service e.g. leading with the online option and using “www” to demonstrate that it is online. Where we lead with 111, default thinking is that it is call which we need to move away from.
* Educate around childhood winter illnesses - what they are, how to identify them and what to do. Also action on how to prevent childhood illness (wash hands, immunise etc).
* Highlighting the appropriate handling of specific ailments that trigger inappropriate demand to 111 (dental, sore throat, last minute prescription requests)
* Highlighting the appropriate handling of specific ailments that trigger inappropriate demand to other services (note this strand is in progress whilst we await intel.
* Raise awareness of the role of pharmacies and the support they can offer, including:
* Ability of some pharmacies to prescribe for some ailments
* Festive period opening times: A number of pharmacies will be open to people in need of an emergency prescription, help with a minor condition or general healthcare advice on Christmas Day, Boxing Day and New Year’s Day, as well as on the substitute bank holidays on Tuesday 27 December and Monday 2 January
* Encouraging families to get loved ones home from hospital for Christmas as recovery for medically-fit patients is often best at home in a more comfortable and familiar setting.
* Providing lifts home from hospital
* Collecting prescriptions
* Ensuring the home is heated and they have staple food items

TIMINGS

This will run from w/c 26 December and also w/c 2 January

ASSETS - All Audiences

Assets available to download from the BSW Together Campaigns Page at

**www.bswtogether.org.uk/yourhealth/campaigns**



