



Communications toolkit:

Get to know where to go – stay healthy and well throughout the festive season.

Introduction

The festive season is here, so as part of our ongoing Get To Know Where To Go campaign, we've developed further messaging to encourage everyone to know their local pharmacy opening times, be prepared for common illnesses with over-the-counter medicines and know the appropriate urgent care services including emergency hotlines – be that dental, eyecare or mental wellbeing.

This toolkit contains useful resources including social media graphics, along with accompanying messages. You can access it all [on the campaigns page of the Greater Manchester Integrated Care Partnership website](#) or [using this Google Drive link](#).

How you can get involved

- Use the social media assets to schedule posts on your channels.
- Promote the campaign using the suggested copy, for your internal newsletters and sharing with your GP practices.
- Share this toolkit with partner organisations and with stakeholder lists.

For more information, please visit www.gmintegratedcare.org.uk/GTKWTG.



Newsletter copy

Get To Know Where To Go – stay healthy and well throughout the festive season.

With so much going on in the run up to the Christmas and New Year period, it's easy to forget the smaller things like making sure your medicine cabinet is well stocked, you've ordered your repeat prescriptions at the pharmacy in good time, and you know your local pharmacy opening hours. We're urging everyone to not leave it too late ahead of the upcoming bank holidays.

The NHS 111 phone service sees a huge increase in people getting in touch about repeat prescriptions at this time of year. By re-stocking medicine cabinets and planning ahead, people can ensure they make the most of the festivities and are well-prepared for the busy period.

Unfortunately, getting poorly over the festive season happens and it can be difficult to know where to go for advice during this time, so it's important to remember that our NHS services are still open to help you. Whether it's advice for coughs and colds, tummy troubles, dental or eyecare - your NHS is there for you.

Some people also find this time of year to be extra challenging when it comes to their mental health and may need help and support. If you or someone you know is living with loneliness, experiencing social isolation, or dealing with a bereavement help is always available. Don't let things get on top of you this Christmas - help us to help you and your family stay healthy and well whilst enjoying all the festive celebrations.

For more information, please visit www.gmintegratedcare.org.uk/GTKWTG.



GP Practice copy

Get To Know Where To Go – stay healthy and well throughout the festive season.

As part of our seasonal campaign, helping families and vulnerable people to stay healthy this winter, we've developed further assets to support everyone to find the right treatment and care throughout the festive period, along with urging people to not leave it too late ahead of the upcoming bank holidays. By re-stocking medicine cabinets, getting repeat prescriptions in on time and knowing local pharmacy opening hours, people can ensure they make the most of the festivities and are well-prepared for the busy period.

Falling ill over the festive season happens and it can be difficult to know where to go for advice during this time, so it's important to remind people that our NHS services are still open. Whether it's advice for coughs and colds, tummy troubles, dental or eyecare help – the NHS is there to help.

Some people also find this time of year to be extra challenging when it comes to their mental health and may need help and support. Help is available to those living with loneliness, experiencing social isolation, or dealing with a bereavement.

This toolkit contains useful resources including signposting to services, social media graphics along with accompanying messages.

You can access it all [on the campaigns page of the Greater Manchester Integrated Care Partnership website](#) or [using this Google Drive link](#). We'd appreciate it if you could post these important messages on your social media channels and share the assets with your groups and networks.

For more information, please visit www.gmintegratedcare.org.uk/GTKWTG.



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Social media assets: To be used from 21 December – 2 January.



All assets can be found on the following download links: [The campaigns page of the Greater Manchester Integrated Care Partnership website](#) or [Google Drive](#). Please **do not** use the low-resolution positional images used in the table below, these are for reference only.

Please contact the NHS GM campaigns team if you have any problems downloading from the links provided – gmhscp.gm-campaigns@nhs.net.

Asset	Long copy (Facebook and Instagram)	Short copy 280 characters (X)	Alt text
	<p>Need help for a minor health concern on Christmas Day, Boxing Day or New Year's Day? Some pharmacies are open. Check their opening times and find one near you: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p> <p>Find a pharmacy that's open near you on Christmas Day, Boxing Day and New Year's Day 🎅 www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p>	<p>If you have a minor health concern over the Christmas and New Year period, there are many pharmacies open in your area. For details go to www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p> <p>Not sure which pharmacy is open near you over the Christmas period? 🎅 View your local pharmacy opening times: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p>	<p>Cartoon of a white, paper pharmacy bag sitting on some snow. A stack of arrows pointing in different directions contains the words get to know where to go. Text :pharmacy opening times, Christmas and New Year. Logo: NHS Greater Manchester</p>
	<p>Remember - getting advice from a local pharmacist is the best first step for a minor health concern over the Christmas and New Year period 🎅 Find a pharmacy that's open near you: https://www.nhs.uk/service-search/pharmacy/find-a-pharmacy #GTKWTG</p> <p>Don't let illness spoil your festivities! Pharmacies can help with minor health concerns. Some are even open on Christmas Day, Boxing Day and New Year's Day.</p>	<p>Remember - getting advice from a local pharmacist is the best first step for a minor health concern over the Christmas and New Year period 🎅 For opening times go to www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p> <p>Falling ill over the festive period can be a nightmare, but some pharmacies are open to help you. Find your local pharmacy opening times: www.gmintegratedcare.org.uk/bankholidaypharmacy #GTKWTG</p>	<p>Cartoon of a white, paper pharmacy bag next to Christmas tree baubles. A stack of arrows pointing in different directions contains the words get to know where to go. Text: Looking for a pharmacy . .</p>



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	<p>Find a pharmacy that's open near you: https://www.nhs.uk/service-search/pharmacy/find-a-pharmacy #GTKWTG</p> <p>Your usual GP practice may be closed over the festive period. If you need to see a GP, call your practice and listen to the recorded message. Alternatively call NHS 111 and ask about out-of-hours GP opening hours in your area.</p> <p>If you have a hearing problem, use text relay. Call 18001 111 using the Relay UK app or a text phone. #GTKWTG #NHS111</p>	<p>If you need to see a GP during the festive period, call your practice and listen to the recorded message, or call NHS 111 and ask about out-of-hours GP opening hours in your area. Hearing problem? Use text relay. Call 18001 111 using the Relay UK app or a text phone #GTKWTG</p>	<p>. get to know where to go. Logo NHS Greater Manchester.</p> <p>Cartoon of a GP practice building next to a mobile phone. Text: need to see a GP over Christmas?. Get to know where to go. Logo: NHS Greater Manchester.</p>
	<p>You dentist may be closed over the festive period. 🦷 If you urgently need to see a dentist or you don't have a regular dentist, call the Greater Manchester Urgent Dental Care Service on 0333 332 3800. Following an assessment, you will be offered a same-day or next-day appointment, given advice or directed to other services. #GTKWTG</p>	<p>You dentist may be closed over the festive period 🦷 If you urgently need to see a dentist or you don't have a regular dentist, call the Greater Manchester Urgent Dental Care Service on 0333 332 3800 #GTKWTG</p>	<p>Cartoon of a tooth. A row of arrows contains the words get to know here to go. Text:urgent dental care service, if you don't have a dentist or your dentist is closed call 03333323800. Logo: NHS Greater Manchester.</p>





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Asset	Long copy (Facebook and Instagram)	Short copy 280 characters (X)	Alt text
	<p>If you have sudden changes in your vision, or red or painful eyes or eyelids over the festive period you might not know where to go if your optician is closed. Don't worry. If you live in Greater Manchester and are registered with a GP, you can book an assessment with the Urgent Eye Care Service 📞</p> <p>👉 www.primaryeyecare.co.uk #GTKWTG</p>	<p>If you have sudden changes in your vision, or red or painful eyes or eyelids over the festive period you might not know where to go. If you live in Greater Manchester and are registered with a GP, book an assessment with the Urgent Eye Care Service 📞</p> <p>👉 www.primaryeyecare.co.uk</p>	<p>Cartoon of person with a red eye which is closed in pain standing outside an optician's building. A row of arrows contains the words get to know where to go. Text:Urgent eyecare service. Logo: NHS Grater Manchester.</p>
	<p>Falling ill during Christmas and New Year isn't fun, but it happens. Get 24/7 expert advice 📞 Visit www.111.nhs.uk or call 111. For help in BSL visit signvideo.co.uk/nhs111 If you have a hearing problem, use text relay. Call 18001 111 using the Relay UK app or a text phone. #GTKWTG #NHS111</p>	<p>Falling ill during Christmas and New Year isn't fun, but it happens. Get 24/7 expert advice 📞 Visit www.111.nhs.uk or call 111. For help in BSL signvideo.co.uk/nhs111 If you have a hearing problem, use text relay. Call 18001 111 using the Relay UK app or a text phone.</p>	<p>Cartoon of a crying baby and person with a thermometer in their mouth. A stack of arrows pointing in different directions contains the words get to know where to go. Text:from barking cough to feeling off. Logo: NHS Greater Manchester.</p>





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Asset	Long copy (Facebook and Instagram)	Short copy 280 characters (X)	Alt text
	<p>Having young children can sometimes feel like the winter bugs are non-stop, so it's important to know what to do if your child feels poorly this Christmas 🧒👶</p> <p>Check out our handy 3-step guide to keep your family healthy, safe and well 📄 www.gmintegratedcare.org.uk/3-steps-to-keep-healthy #GTKWTG</p>	<p>Having young children can sometimes feel like the winter bugs are non-stop, so it's important to know what to do if your child feels poorly this Christmas 🧒👶</p> <p>Check out our handy 3-step guide to keep your family healthy, safe and well 📄 www.gmintegratedcare.org.uk/3-steps-to-keep-healthy #GTKWTG</p>	<p>Cartoon of a teddy bear sitting in front of a green medicine box. A stack of arrows pointing in different directions contains the words get to know where to go. Text :3 steps to keep healthy this winter. For you and your little ones. Logo: NHS Greater Manchester.</p>
	<p>The festive season is a perfect time to celebrate with family and friends, but it's easy to get carried away whilst having fun. Please drink responsibly.</p> <p>If you or someone you know struggles with #alcohol, help is available. Find local support today 📄 www.nhs.uk/nhs-services/find-alcohol-addiction-support-services #GTKWTG</p>	<p>The festive season is a perfect time to celebrate with family and friends but remember, it's easy to get carried away whilst having fun. Please drink responsibly.</p> <p>If you or someone you know struggles with #alcohol, help is available 📄 www.nhs.uk/nhs-services/find-alcohol-addiction-support-services #GTKWTG</p>	<p>Cartoon of a bottle of mulled wine next to a wine glass. A stack of arrows contains the words get to know where to go. Text: Christmas drinks. Eat before or while drinking. Swerve the salty snacks, alternate each alcoholic drink with a non alcoholic one. Know your limits. Logo: NHS Greater Manchester.</p>




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 <p>Don't deal with grief alone Call our Bereavement Service T: 0161 983 0902</p>	<p>Coping with grief during Christmas and New Year can be extremely hard and can feel overwhelming. Greater Manchester Bereavement Service can help you find the support you may need. Call 0161 983 0902 or visit www.greater-manchester-bereavement-service.org.uk #GTKWTG</p>	<p>Coping with grief during Christmas and New Year can be extremely hard and can feel overwhelming. Greater Manchester Bereavement Service can help you find support. Call 0161 983 0902 or visit www.greater-manchester-bereavement-service.org.uk #GTKWTG</p>	<p>A brown and a green leaf blowing in the wind. A row of arrows pointing in different directions contains the words get to know where to go. Text: don't deal with grief alone. Call our Bereavement Service 0161 983 0902. Logo: NHS Greater Manchester.</p>
 <p>Day or night, we're here to help Call our 24/7 crisis mental health helpline T: 0800 953 0285</p> <p>Day or night, we're here to help Call our 24/7 crisis mental health helpline T: 0800 014 9995</p>	<p>If you're struggling, the 24/7 crisis mental health helpline is here for you. It's free to call and open for anyone who lives in Bolton, Manchester, Salford, Trafford and Wigan. Call 0800 953 0285. For more information go to www.gmintegratedcare.org.uk/GTKWTG. #GTKWTG</p> <p>If you're struggling, the 24/7 crisis mental health helpline is here for you. It's free to call and open for anyone who lives in Bury, Oldham, Rochdale, Stockport, Tameside and Glossop. Call 0800 014 9995. For more information go to www.gmintegratedcare.org.uk/GTKWTG. #GTKWTG</p>	<p>If you're struggling, the 24/7 crisis mental health helpline is here for you. It's free to call and open for anyone who lives in Bolton, Manchester, Salford, Trafford and Wigan. Call 0800 953 0285. For more information go to www.gmintegratedcare.org.uk/GTKWTG. #GTKWTG</p> <p>If you're struggling, the 24/7 crisis mental health helpline is here for you. It's free to call and open for anyone who lives in Bury, Oldham, Rochdale, Stockport, Tameside and Glossop. Call 0800 014 9995. For more information go to www.gmintegratedcare.org.uk/GTKWTG. #GTKWTG</p>	<p>The sun behind a cloud, the moon and a snowflake. A row of arrows contains the words get to know where to go. Text : day or night, we're here to help. Call our 24/7 crisis mental health helpline 08009530285. Logo: NHS Greater Manchester.</p> <p>The sun behind a cloud, the moon and a snowflake. A row of arrows</p>



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			<p>contains the words get to know where to go. Text : day or night, we're here to help. Call our 24/7 crisis mental health helpline 08000149995. Logo: NHS Greater Manchester.</p>
	<p>Christmas and New Year can be challenging for people who are lonely especially those who are elderly or vulnerable.</p> <p>@age_uk has lots of advice to help if you or someone you know is lonely this festive season. Visit www.ageuk.org.uk/information-advice/health-wellbeing/loneliness #GTKWTG</p>	<p>Christmas and New Year can be a challenging time for people living with loneliness or experiencing social isolation, especially those who are elderly or vulnerable.</p> <p>@age_uk has lots of support this festive season. Visit www.ageuk.org.uk/information-advice/health-wellbeing/loneliness #GTKWTG</p>	<p>A cartoon speech bubble. A stack of arrows pointing in different directions contains the word get to know where to go. Text: conversation feeling a bit one way? Get to know where to go. Logo: NHS Greater Manchester.</p>