



Help Us Help You Accessing NHS Services: Primary Care toolkit

HELPWCH NI | HELP US
I'CH HELPU CHI | HELP YOU



This toolkit contains assets for your social media channels communicating the best way to access different primary care services in Wales.

What we want to achieve:

The way we access NHS services in Wales has changed in recent years. We want to provide clear, simple information about which services have changed and how they can be accessed, to empower people across Wales to make the best decisions when it comes to accessing the NHS.

We've created digital assets for you to share on your channels to help communicate these messages to your audience.

All assets are animated videos and are available in both English and Welsh. Each has been created in a square 1:1 ratio for use on your social media channels and online.

You will find information about the assets available, suggested social copy, and links to the assets in the table within this toolkit. Some assets have multiple suggestions for social media copy – please select the copy that is most relevant to you and your channels.

Campaign:

Help Us Help You – Primary Care

Marketing objective:

Help people in Wales understand what they can do to get the right care, in the right place, first time.

Target audience:

1. General public
2. Parents of young children
3. Under-represented groups

Asset type:

1:1 videos

Key messages:

1. Better health starts with you.
2. There are many ways to access the NHS in Wales.
3. Changing the way you access the NHS means that you are more likely to get the right care, in the right way, first time.
4. From pharmacists to high street opticians, and mental health helplines to online consultations, there are many ways to access the NHS in Wales.
5. So it's easier to get care, help and advice with new or existing conditions, even without leaving your home or workplace.

Call to Action:

www.llyw.cymru/HelpuNiHelpuChi
www.gov.wales/HelpUsHelpYou

Channels:

Social media channels, to include Facebook, Twitter and Instagram.

Asset	Type of content	Social post copy English	Link
Virtual Consultations	1 x 1 video	<p>Generic tweet</p> <p>An appointment with a health professional might take place over the phone, online or in-person. A virtual consultation could mean that you get advice quicker and without travelling.</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p>	<p>GP Tweet</p> <p>Your GP appointment might take place over the phone, online or in-person. A virtual consultation could mean that you get advice quicker and without travelling.</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p> <p>Optometry Tweet</p> <p>Your eye health appointment might take place over the phone, online or in-person. A virtual consultation could mean that you get advice quicker and without travelling.</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p>
Common Ailments Scheme	1 x 1 video	<p>Generic</p> <p>If you've got a minor ailment, start with your pharmacist. Get quick, convenient healthcare advice and possible free treatment – often without an appointment.</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p> <p>Condition specific</p> <p>Hay fever Suffering from hay fever? Start with your pharmacist. Get quick, convenient healthcare advice and free treatment – often without an appointment.</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p>	<p>Childhood conditions</p> <p>Is your child teething or suffering from nappy rash? Start with your pharmacist. Get quick, convenient healthcare advice and possible free treatment – often without an appointment.</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p> <p>Skin conditions</p> <p>Need advice on acne, dermatitis or another skin condition? Start with your pharmacist. Get quick, convenient healthcare advice and possible free treatment – often without an appointment.</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p>

Asset	Type of content	Social post copy English	Link
Acute eye care	1 x 1 video	<p>Generic</p> <p>Got an eye health problem? Start with your Optometrist at your local opticians. Get quick, convenient eye health advice and free treatment.</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p>	<p>Specific</p> <p>Suffering from red eye, eye pain, floaters, flashes or a sudden vision change? Start with your Optometrist at your local optician. Get quick, convenient eye health advice and free treatment.</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p>
Short-sightedness (Myopia)	1 x 1 video	<p>Parents, did you know cases of short-sightedness (myopia) have doubled in 10-16 year olds over the last 60 years? ☹️</p> <p>Prevent your child's chances of myopia by helping them spend more time outdoors ☺️</p> <p>Better health starts with you. gov.wales/HelpUsHelpYou #HelpUsHelpYou</p>	
Dental care	1 x 1 video	<p>Tweet 1</p> <p>If you have good oral health, your dentist may only invite you for a check-up once a year now. This will help them focus on people who most need them – those in pain or with poor oral health.</p> <p>Better health starts with you. #helpushelpyou</p>	<p>Tweet 2 – from a dentist</p> <p>If you have good oral health, we may only invite you for an annual check-up. This allows us to focus on the people that need us most – those in pain or with poor oral health.</p> <p>Better health starts with you. #helpushelpyou</p>
Top tips for healthy teeth and mouth	1x1 GIF	<p>Keeping your teeth and mouth healthy between dental check-ups may reduce your trips to the dentist.</p> <p>Here are our top tips:</p> <p>Better health starts with you. #helpushelpyou</p>	

Asset	Type of content	Social post copy English	Link
<p>What to expect when visiting your dental practice</p>	<p>1 x 1 video</p>	<p>Dental check-ups are being reduced to once a year if you have good oral health. Here's what to expect at your next appointment. Better health starts with you. #helpushelpyou</p>	
<p>Interview with a pharmacist</p>	<p>1 x 1 video</p>	<p>Did you know...</p> <ul style="list-style-type: none"> ✔ Pharmacists are qualified health professionals. ✔ They can diagnose and treat minor conditions, often without an appointment. ✔ You can get repeat prescriptions sent to your pharmacy. <p>Better health starts with you. #helpushelpyou</p>	
<p>Pharmacies over GP</p>	<p>1 x 1 video</p>	<p>Your local pharmacist can provide advice and free treatment for many minor health conditions. Often without an appointment. Which could mean that you are treated more quickly and conveniently. Better health starts with you. #helpushelpyou</p>	
<p>NHS GP services social film</p>	<p>1 x 1 video</p>	<p>When contacting your GP, you will be asked questions so that you get the right care, in the right place, first time. You may see another health professional or receive a phone or video consultation. Better health starts with you. #helpushelpyou</p>	