

Finding the right NHS Care Campaign Toolkit 2023-24

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Introduction

To help reduce pressure on our NHS services across north east London (NEL), particularly hospital emergency departments, NHS North East London is planning a targeted, social marketing campaign to encourage people to access the right services for lower priority health concerns this winter.

The campaign launches in October and is aimed to help people with ‘finding the right NHS care’ when they need it. The aim is for it to be ‘always on’ but amplified at times of system pressure. The messages focus around the following key themes:

1. How to access GP services including:
 - Types of appointments and how you get them, including online
 - Booking appointments out of hours
 - The range of health professionals you can be seen by
 - How and why you should register with a GP practice
2. Support from your local pharmacy, including on weekends, and the importance of self-care
3. Children’s health
4. Making use of NHS 111 online, and if you can’t get online calling 111
5. Mental health crisis support services

In this toolkit you will find a range of campaign resources which you can share on your channels or through your networks.

Useful links

- Our main campaign page is here: www.northeastlondon.icb.nhs.uk/urgentcare
- You can also link to our specific campaign pages on
 - GPs www.northeastlondon.icb.nhs.uk/GP
 - Pharmacy www.northeastlondon.icb.nhs.uk/pharmacy
 - Mental health www.northeastlondon.icb.nhs.uk/mentalhealth
 - What to do if your child is unwell: <https://northeastlondon.icb.nhs.uk/unwellchild>
- All of the content included in this toolkit is available to download from our Google Drive: <https://drive.google.com/drive/folders/1OrPm2NMDx-UJlIdsmvaL0nPC3-0bpoa?usp=sharing>
- Digital screens for your screens here <https://drive.google.com/drive/folders/1FY2BGK9wXcbAmPvs87i0sm8BtSStaaAI?usp=sharing>
- Social media materials here <https://drive.google.com/drive/folders/1R5dFR382k6FsEVPvr5-QPsCDZkTcDkPI?usp=sharing>
- Videos of our local primary care staff talking about how to access NHS <https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing>
- Toolkits here https://drive.google.com/drive/folders/1YlurYOiJWm1mM16oJP4WLkzLaWF_IWG3?usp=sharing
- Leaflets posters and print materials https://drive.google.com/drive/folders/1fOz9fhsAlj3EaT9U2Y3_IRc2EREOGZrg?usp=sharing
- Videos recorded by practice staff on how to access primary care and on COVID/flu vaccines in multiple languages <https://drive.google.com/drive/folders/1wP9HT203G7n9Jr-hb4eIFVGdiUE4cXiB>

Key messages

- A&E departments and 999 responders experience very high demand in winter and are not always required. Many patients can be treated safely and comfortably elsewhere, meaning people who need to be seen urgently for life saving treatment can be seen quicker.
- If you are feeling unwell and need urgent care there are a number of options for you to consider. [It is important that you visit the right service for your needs.](#)
- If you feel unwell or have a minor injury, your local pharmacy can offer advice and some medicines. This can help you treat your condition yourself at home. Pharmacists can also help you see the right person, if you need to see someone else. Many pharmacies across north east London are open until late and at weekends and have a private consultation room where you can discuss issues with pharmacy staff without being overheard.

- If you have a more serious illness, your GP practice should be your first point of call. You can book routine appointments in the evening and weekends, and urgent GP appointments seven days a week. Visit your GP practice website or [NHS 111 online](#) for advice. If you cannot access the internet, call 111 or your GP practice directly.
- A 999 call should only be used for life-threatening emergencies or serious injuries.
- Help the NHS help you this winter. For more information visit www.northeastlondon.icb.nhs.uk/urgentcare

Our public messages are on our existing campaign webpages, which include videos and easy read documents.

Urgent help
Pharmacy
GP
Using online forms to access your GP
NHS 111
What to do if your child is unwell
Dentists
All our existing communications assets including toolkits on our campaign G drive here, these include animations, social media quizzes and swipes, videos with clinicians: https://drive.google.com/drive/folders/1OrPrn2NMDx-UJlidsnmvaLOnPC3-0bpoa

Content schedule

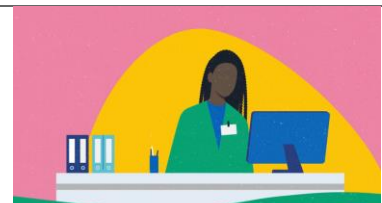

Given there are a number of different themes included in this campaign, below is a suggested schedule for when you might like to share content over the next few months. We will send weekly content and asset grids through to you based on these themes.

Week commencing	Theme
9 October (AHPs day 14 Oct)	GP – GP practice roles including receptionists
16 October	GP - GP registration access online and OOH
23 October	GP – GP registration, GP access online and OOH
30 October	GP – GP practice roles including receptionists
6 November	Pharmacy – what can your pharmacy do for you
13 November (National self-care week)	Pharmacy – what pharmacy can do plus self-care
20 November (World AMR awareness week)	Pharmacy – as above plus antibiotics
27 November	Pharmacy - minor health self care, child health
4 December	Urgent help - minor health self care, child health
11 December	Urgent help – Pharmacy, GP access, OOH 111, 999, self care, crisis lines Christmas messaging
18 December	Urgent help – Pharmacy, GP access, OOH 111, 999, self care, crisis lines Christmas messaging
25 December	Urgent help – Pharmacy, GP access, OOH 111, 999, self care, crisis lines Christmas messaging
1 January	Urgent help - minor health, child health
8 January	GP – GP practice roles including receptionists
15 January	GP - GP registration access online and OOH
22 January	Pharmacy – what pharmacy can do plus self-care
29 January (Time to talk day 1 Feb)	Mental health – crisis lines

Social media content

Theme: GP practice roles and registration

Post copy	Asset	Download link
<p>Your GP practice team can support you in more ways than you might think. From nurses and physiotherapists to trained community pharmacists, find out more about how they can help you.</p> <p>www.northeastlondon.icb.nhs.uk/GP</p>	<p>GP practice team Q&A video:</p> 	<p>https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing</p>
<p>Your GP receptionist can help make sure you're seen by the right healthcare professional as quickly as possible in a way that suits you. This may be in person, over the phone or online. Hear from a local GP receptionist about how they can help you.</p> <p>www.northeastlondon.icb.nhs.uk/GP</p>	<p>GP receptionist video:</p> 	<p>https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing</p>
<p>Your GP should usually be your first point of call if you are concerned about your health. Anyone can register. Find out how today:</p> <p>www.northeastlondon.icb.nhs.uk/GP</p>		<p>https://drive.google.com/drive/folders/1r8RV3bKQZgfGKEmlE-lke-8eNb3ERd3Y8?usp=sharing</p>


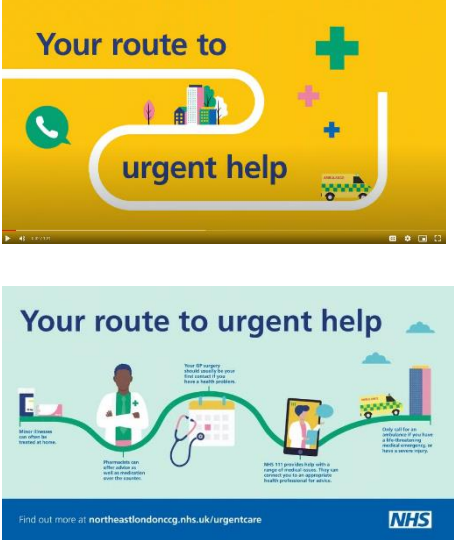
<p>Your GP receptionist can help make sure you're seen by the right healthcare professional as quickly as possible in a way that suits you. This may be in person, over the phone or online.</p> <p>www.northeastlondon.icb.nhs.uk/GP</p>	 <p>Why do GP receptionists ask you what's wrong?</p>		<p>https://drive.google.com/drive/folders/19Yd8s72EocROZmB0G3RoCotBfRVZiDwm?usp=sharing</p> <p>or</p> <p>https://drive.google.com/drive/folders/1Hmz8Tv2HbtSz14NefEmoiz310n4pQ932?usp=sharing</p>
<p>Your GP practice team can support you in more ways than you might think. From nurses and physiotherapists to trained community pharmacists, find out more about how they can help you.</p> <p>www.northeastlondon.icb.nhs.uk/GP</p>	 <p>Did you know you can see lots of professionals at your GP surgery?</p>		<p>https://drive.google.com/drive/folders/19Yd8s72EocROZmB0G3RoCotBfRVZiDwm?usp=sharing</p> <p>or</p> <p>https://drive.google.com/drive/folders/1Hmz8Tv2HbtSz14NefEmoiz310n4pQ932?usp=sharing</p>

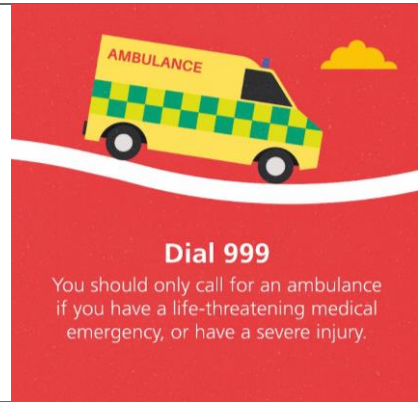


Theme: GP access and out of hours

Post copy	Asset	Download link
<p>Feeling unwell? Your GP surgery is here to help. You can book routine appointments in the evening and weekends, and urgent appointments 7 days a week. 📅</p> <p>Hear from some of our local GPs and out more:</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>	<p>GP Q&A video:</p>  <p>How and when can I access my GP practice?</p>	<p>https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ10m14FIMZ?usp=sharing</p>

<p>Calling your GP might get you faster, more appropriate care than calling 999. Urgent GP appointments are available 7 days a week. 📞 Find out more: www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>Did you know you can get GP appointments when your usual practice is closed?</p>	<p>https://drive.google.com/drive/folders/1uqH51iTHA0ap9jZYcCMhvDQiiTR-2nNM?usp=sharing</p> <p>or national assets: https://drive.google.com/file/d/1giQhb4n8tihxJhP_RvE5LxDrvmylDsju/view?usp=sharing</p>
<p>If you have a persistent health problem, your GP surgery should usually be your first contact. Routine appointments are available in the evening and weekends, and urgent appointments 7 days a week. www.northeastlondon.icb.nhs.uk/GP</p>	 <p>Your surgery first! Your GP surgery should usually be the first place you contact for all medical questions. You can also book out-of-hours GP appointments online or on the phone.</p> <p>NHS</p> <p>0:02 / 0:20</p>	<p>https://drive.google.com/drive/folders/1uqH51iTHA0ap9jZYcCMhvDQiiTR-2nNM?usp=sharing</p> <p>or national assets: https://drive.google.com/file/d/1giQhb4n8tihxJhP_RvE5LxDrvmylDsju/view?usp=sharing</p>
<p>Visit your GP surgery website and use online forms to get the help you need fast www.northeastlondon.icb.nhs.uk/GP</p>	 <p>Did you know you can book a GP appointment online?</p>	<p>https://drive.google.com/drive/folders/19Yd8s72EocROZmB0G3RoCotBfRVZiDwm?usp=sharing</p>
<p>You can download and use the NHS App to contact your GP, book appointments and view your patient record https://northeastlondon.icb.nhs.uk/your-health/emergency-care/using-online-forms-to-access-your-gp/</p>	 <p>What can you do on the NHS app?</p>	<p>https://drive.google.com/drive/folders/19Yd8s72EocROZmB0G3RoCotBfRVZiDwm?usp=sharing</p>


Theme: Urgent help



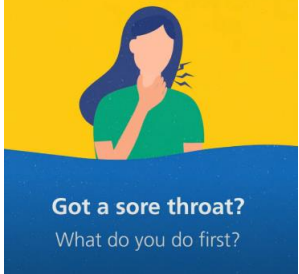

Post copy	Asset	Download link
<p>Urgent GP appointments are available 7 days a week - even over the festive period. 🕒 Calling your GP or NHS 111 might get you faster, more appropriate care than calling 999. Find out more www.northeastlondon.icb.nhs.uk/urgentcare</p>		<p>https://drive.google.com/drive/folders/1uqH51iTHA0ap9jZYcCMhvDQiiTR-2nNM?usp=sharing</p>
<p>A&E can be extremely busy over the holidays. You can often be seen more quickly and easily by your GP or local pharmacist today. Find your route to urgent NHS help: www.northeastlondon.icb.nhs.uk/urgentcare</p>		<p>https://drive.google.com/drive/folders/1r1vEcEkAo8oHnabvfzpkRSJbZqRKxMnj?usp=sharing or https://drive.google.com/drive/folders/1szlyM_Mp86DKSZ1awrey6oaJaFAnzXKa?usp=sharing</p>

<p>A&E can be extremely busy.</p> <ul style="list-style-type: none"> ✔ Only call 999 in an emergency if someone's life is at risk ✔ Call 111 or visit 111 online for advice ✔ If you need to go to hospital get advice first <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>		<p>https://drive.google.com/drive/folders/1VnIXn_FPIrWoLiRufY-qG9RWXeWNgOV?usp=sharing</p>
<p>Need urgent mental health support? Trained staff are available 24 hours a day, 365 days a year to listen and support you – even over the festive period. 📞 Find out more</p> <p>www.northeastlondon.icb.nhs.uk/mentalhealth</p>		<p>https://drive.google.com/file/d/1Sioywt3YKehTV7Oby3-X285NZUicZnVC/view?usp=sharing</p>
<p>Feeling unwell? Need to see someone quickly? Many pharmacies are open late even during the festive period and you do not need an appointment to see a professional. Find out more 🖱</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>		<p>https://drive.google.com/drive/folders/1CRzyqNW61X133HjDKeTnyfiHa4ebpdNB?usp=sharing</p>

<p>If you run out of medicine this festive period, there's lots of ways to get an emergency supply. You can:</p> <ul style="list-style-type: none"> ◆ Visit your nearest pharmacy ◆ Speak to NHS 111 ◆ Ring your GP out of hours service ◆ Visit a walk-in centre <p>Find out more: https://www.nhs.uk/nhs-services/prescriptions-and-pharmacies/pharmacies/out-of-hours-medicines/</p>		<p>https://drive.google.com/drive/folders/1CRzyqNW61X133HjDKeTnyfiHa4ebpdNB?usp=sharing</p>
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Theme: Self care

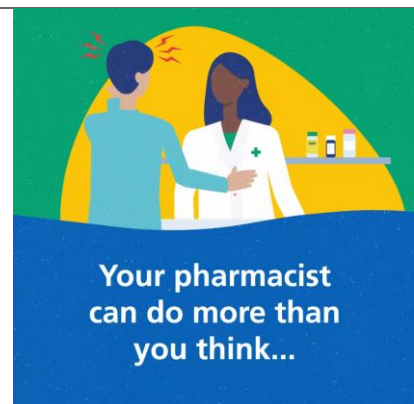
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<p>Dr Vaid discusses self-care in terms of prevention & managing conditions.</p> <p>Sleeping well Eating healthily Regular exercise Mental well-being Attending appointments for long term conditions Seeing the right NHS clinician at the right time</p> <p>→ www.northeastlondon.icb.nhs.uk/urgentcare</p>		<p>https://drive.google.com/file/d/1SPJYFn71_h3iWCu9cWAqf826KmR7YFHI/view?usp=sharing</p>

<p>Feeling unwell? 🤒</p> <p>Minor illnesses like sore throats, coughs or colds can often be treated at home with over-the-counter medication. Ask your pharmacist for advice</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>Feeling unwell?</p> <p>Minor illnesses can often be treated at home with over-the-counter medication.</p> <p>NHS</p>	<p>https://drive.google.com/drive/folders/1CRzyqNW61X133HjDKeTnyfiHa4ebpdNB?usp=sharing</p> <p>or national assets:</p> <p>https://drive.google.com/drive/folders/157vBZi0RBf17C1PIV1IWvI881Cga3a2N?usp=sharing</p>
<p>Got flu like symptoms? 🤧</p> <p>Antibiotics don't work on winter viruses such as colds and flu, but there are many over-the-counter medications which can alleviate symptoms. Ask your pharmacist for advice.</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>Got cold and flu like symptoms?</p> <p>What do you do first?</p>	<p>https://drive.google.com/drive/folders/1mJTGAJFwzDKMddiqXXBOGmjBxUQX-40N?usp=sharing</p>
<p>Got a sore throat? Minor illnesses like sore throats, coughs or colds can often be treated at home with over-the-counter medication. Ask your pharmacist for advice.</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>Got a sore throat?</p> <p>What do you do first?</p>	<p>https://drive.google.com/drive/folders/1mJTGAJFwzDKMddiqXXBOGmjBxUQX-40N?usp=sharing</p> <p>or national assets:</p> <p>https://drive.google.com/drive/folders/157vBZi0RBf17C1PIV1IWvI881Cga3a2N?usp=sharing</p>
<p>If you need help with a long-term condition your GP surgery should usually be the first place to contact if you are concerned about your health.</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p> <p>If you have regular appointments for a long-term condition please remember to attend these to</p>	 <p>What should you do if you need help with a long term condition?</p>	<p>https://drive.google.com/drive/folders/1Fk5_LH_vdKO5Z-rCnqjXbaTTgFfjFq0D?usp=sharing</p>


<p>manage your condition and stay well.</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>		
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Theme: Pharmacy

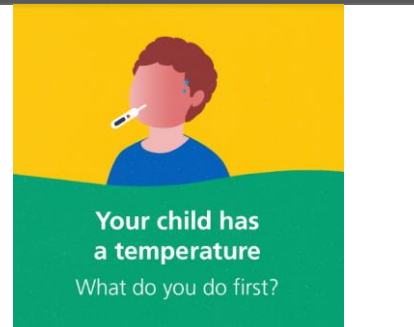
Post copy	Asset	Download link
<p>Feeling unwell? Need to see someone quickly? Many pharmacies are open late and at the weekends and you do not need an appointment to see a professional. Find out more</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>		<p>https://drive.google.com/drive/folders/1CRzyqNW61X133HjDKeTnyfiHa4ebpdNB?usp=sharing</p>
<p>Pharmacists are medical experts who can offer advice as well as medication. Hear from some of our local pharmacists about how they can help you.</p> <p>www.northeastlondon.icb.nhs.uk/pharmacy</p>	<p>Pharmacist Q&A video:</p> 	<p>https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing</p>
<p>Many common illnesses, such as coughs or colds, can be easily treated by visiting your local pharmacy where you can get help without making an appointment. Hear more</p> <p>www.northeastlondon.icb.nhs.uk/pharmacy</p>	<p>Pharmacy video:</p> 	<p>https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing</p>



<p>Pharmacists are medical experts who can offer advice as well as medication.</p> <p>www.northeastlondon.icb.nhs.uk/pharmacy</p>	 <p>Your pharmacist can do more than you think...</p>	<p>https://drive.google.com/drive/folders/1wJD-jPb2XEE52-egLo9i6WvJK-u9J5G1?usp=sharing</p>
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Theme: Pharmacy - antibiotics

<p>Got flu like symptoms? 🤧</p> <p>Antibiotics don't work on winter viruses such as colds and flu, but there are many over-the-counter medications which can alleviate symptoms. Ask your pharmacist for advice.</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>Antibiotics: When Do We Really Need Them?</p>	<p>https://drive.google.com/drive/folders/1bMRRRI6ti5-HTIisLsLdQG6w2u5YFVct?usp=sharing</p>
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Theme: Child health

Post copy	Asset	Download link
<p>Sick child? Your local pharmacist or your GP can help. Find your best route to urgent NHS help 🖱</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>Your child has a temperature What do you do first?</p>	<p>https://drive.google.com/drive/folders/19p6iEjWwGeag_v-ACbdwGGP3EAsdpWi?usp=sharing</p>



<p>Is your child feeling unwell? Your local pharmacist or your GP can help. Find your best route to urgent NHS help </p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>		<p>https://drive.google.com/drive/folders/19p6iEjWwGeag_v-ACbdwGPP3EAsdpWi?usp=sharing</p>
<p>Here's what you need to know about scarlet fever and Group A Strep. </p> <p>If you think your child is poorly and getting worse, contact NHS 111 or your GP for advice.</p> <p>For more information visit https://what0-18.nhs.uk</p> <p>#GroupAStrep</p>	<p>Carousel of 2 graphics:</p>	<p>https://drive.google.com/drive/folders/19p6iEjWwGeag_v-ACbdwGPP3EAsdpWi?usp=sharing</p>

Theme: Contact 111

Post copy	Asset	Download link
<p>Feeling unwell? NHS 111 is available 24 hours a day, seven days a week, including bank holidays. They can help you right away and, if needed, a healthcare professional will call you.</p> <p>www.northeastlondon.icb.nhs.uk/urgentcare</p>		<p>https://drive.google.com/drive/folders/1knHplIXaHF-0e_4_3E6TxJGWFITowqX3?usp=sharing</p> <p>or national assets:</p> <p>https://drive.google.com/drive/folders/1UozQwBIU_FMd8hiy1tW2JAXXUADg8fEA?usp=sharing</p>


<p>When you call 111 a trained advisor can book you an urgent appointment with:</p> <ul style="list-style-type: none"> ◆ a local GP ◆ an urgent treatment centre ◆ an emergency dental service ◆ your nearest emergency department (A&E) if necessary <p>Find out more: www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>Contact 111 NHS 111 online provides help with a range of medical issues. They can connect you to an appropriate health professional for advice. They may also direct you to GPs, pharmacies, emergency dental services or other local services. If you can't go online call 111.</p> <p>NHS</p>	<p>https://drive.google.com/drive/folders/1knHplIXaHF-0e_4_3E6TxJGWFITOWqX3?usp=sharing</p> <p>or national assets: https://drive.google.com/drive/folders/1UozQwBIU_FMd8hiy1tw2JAXXUADg8fEA?usp=sharing</p>
<p>Calling 111 or using NHS 111 online might get you faster, more appropriate care than calling 999. Find out more at www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>Contact 111 NHS 111 online provides help with a range of medical issues. They can connect you to an appropriate health professional for advice. They may also direct you to GPs, pharmacies, emergency dental services or other local services. If you can't go online call 111.</p> <p>NHS</p>	<p>https://drive.google.com/drive/folders/1knHplIXaHF-0e_4_3E6TxJGWFITOWqX3?usp=sharing</p> <p>or national assets: https://drive.google.com/drive/folders/1UozQwBIU_FMd8hiy1tw2JAXXUADg8fEA?usp=sharing</p>

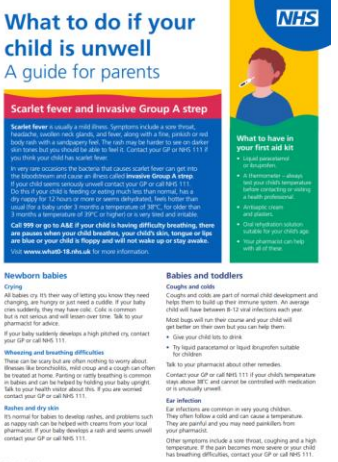

Theme: Mental health support

<p>Need urgent mental health support? Trained staff are available 24 hours a day, 365 days a year to listen and support you. 📞 Find out more www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>If you need urgent mental health support NHS</p> <p>Call the mental health crisis line for your local area for free:</p> <ul style="list-style-type: none"> • Barking and Dagenham, Havering, Redbridge and Waltham Forest 0800 995 1000 • Hackney and the City of London 0800 073 0096 • Newham 0800 073 0066 • Tower Hamlets 0800 073 0003 <p>Trained staff will listen and support all day and night, every day of the year.</p>	<p>https://drive.google.com/drive/folders/1vSqRLZ3wb9ObGxmc_e6qQiD8CKvROH0qg?usp=sharing</p>
<p>If you find yourself feeling overwhelmed or needing support, you can call the mental health crisis line for free 24 hours a day, 365 days a year. 📞 Find out more www.northeastlondon.icb.nhs.uk/urgentcare</p>	 <p>If you are overwhelmed and feel you can't cope you can contact a mental health crisis line</p> <p>northeastlondon.icb.nhs.uk/your-health/mental-health/crisis-lines</p> <p>NHS</p>	<p>https://drive.google.com/drive/folders/1vSqRLZ3wb9ObGxmc_e6qQiD8CKvROH0qg?usp=sharing</p>

<p>Struggling with your mental health? The NHS is here to help you. Find out how you can access local support services in your area: www.northeastlondon.icb.nhs.uk/mentalhealth</p>		<p>https://drive.google.com/drive/folders/1vSqRLZ3wb9ObGxmc_e6qQiD8CKvROH0qg?usp=sharing</p>
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Printable materials

Description	Material	Download link
<p>A5 Flyer on how to access urgent care</p>		<p>https://drive.google.com/drive/folders/1fOz9fhsAlj3EaT9U2Y3_IRc2EREOGZrg?usp=sharing</p>

<p>Leaflet for parents about what to do when their child is unwell.</p>		<p>https://drive.google.com/drive/folders/1fOz9fhsAlj3EaT9U2Y3_IRc2EREOGZrg?usp=sharing</p>
<p>Easy read document about how to access services</p>		<p>https://drive.google.com/drive/folders/1fOz9fhsAlj3EaT9U2Y3_IRc2EREOGZrg?usp=sharing</p>

Videos

We have a number of videos recorded by practice staff on how to access primary care and on covid/flu vaccines in multiple languages.

- How your GP practice team can help you (Bangla) <https://youtu.be/3mx6dv90roQ>
- How your GP practice team can help you (Urdu) <https://youtu.be/ZYoSHrvYXzM>
- How your GP practice team can help you (Romanian) <https://youtu.be/qal1tHln92s>
- How your GP practice team can help you (Portuguese) https://youtu.be/LwY_fgpyWMM

- How your GP receptionist can help you (Urdu) <https://youtu.be/9KNRhGC2qxM>
- How your GP receptionist can help you (Bangla) <https://youtu.be/d7oUJkjYVtM>
- Why is getting a Covid-19 or flu vaccine so important? (Bangla) https://youtu.be/qS7_Oq9tzaM
- Why is getting a Covid-19 or flu vaccine so important? (Punjabi) <https://youtu.be/Wco86Gn10Qg>
- Why is getting a Covid-19 or flu vaccine so important? (Urdu) https://youtu.be/aN5jv_pVfU4

The video files themselves can be found here (sometimes these are better shared via whatsapp):
<https://drive.google.com/drive/folders/1wP9HT203G7n9Jr-hb4eIFVGdiUE4cXiB>

English language videos

How and when can I access my GP practice? <https://youtu.be/1qJlzANrE6M>

How and when can I access my GP practice? (subtitled) <https://youtu.be/1qJlzANrE6M>

How your GP practice team can help you <https://youtu.be/hiTxTahLrzg>

How your GP practice team can help you (subtitled) <https://youtu.be/NNxfyAc2VUM>

How your GP receptionist can help you <https://youtu.be/cBwz7-8ClfE>

How your GP receptionist can help you (subtitled) <https://youtu.be/GstPdzc974c>

What can a pharmacist do for you? <https://youtu.be/DJFz9IOo5i0>

What can a pharmacist do for you? (subtitled) <https://youtu.be/QJdd6Kx3pew>

Why is getting a vaccine this winter so important? <https://youtu.be/HitTftVrfzI>

Why is getting a vaccine this winter so important? (subtitled) <https://youtu.be/LzbqplhkDUM>

Translations and alternative formats

To be updated by 13 October

[Our easy read](#) has been translated and you can download it in the following languages here:
https://drive.google.com/drive/folders/1clhg0gdmrnlmFJPvrP0502_iBHcl6iu2?usp=sharing

- Bengali
- Chinese
- Lithuanian
- Polish

- Portuguese
- Punjabi
- Romanian
- Tamil
- Turkish
- Urdu

Materials grid

Statics/animations (these are jpegs and MP4s – square and landscape)

Subject type	No. of assets	Google Drive Link
Self-care	1 in each format	https://drive.google.com/drive/folders/1-HfuA0Xabh24d2XTkAQEh6KCM75ipKJX?usp=sharing
Pharmacy	1 in each format	https://drive.google.com/drive/folders/1wJD-jPb2XEE52-egLo9i6WvJK-u9J5G1?usp=sharing
111	1 in each format	https://drive.google.com/drive/folders/1knHplIXaHF-0e_4_3E6TxJGWFITOWqX3?usp=sharing
999/A&E	1 in each format	https://drive.google.com/drive/folders/1VniXn_FPIrWoLiRufY-qG9RWXeWNgtOV?usp=sharing
Your route to urgent help	2 in each format	https://drive.google.com/drive/folders/1szlyM_Mp86DKSZ1awrey6oaJaFAnzXKa?usp=sharing
Symptoms/minor illness Q&A animation	10	https://drive.google.com/drive/folders/1mJTGAJFwzDKMddiqXXBOGmjBxUQX-40N?usp=sharing
Child symptoms Q&A animation	2	https://drive.google.com/drive/folders/19p6iEjWwGeag_v-ACbdwGGP3EAspdpWi?usp=sharing
GP registration Q&A animation	3	https://drive.google.com/drive/folders/1r8RV3bKQZgfGKEmlElke-8eNb3ERd3Y8?usp=sharing
Accessing GPs (online, NHS app)	2	https://drive.google.com/drive/folders/16XMsR6p9GWdpO16P7B81q1p6VUML_V_O?usp=sharing
GP routine and OOH	2	https://drive.google.com/drive/folders/1uqH51iTHA0ap9jZYcMhvDQiiTR-2nNM?usp=sharing
GP roles	2	https://drive.google.com/drive/folders/1Xtb-sAxAY2PukZuur5xD24tGzo8tdWQk?usp=sharing
Pharmacy can do for you Q&A animation	1	https://drive.google.com/drive/folders/1wJD-jPb2XEE52-egLo9i6WvJK-u9J5G1?usp=sharing
Urgent and out of hours GP and pharmacy Q&A animation	3	https://drive.google.com/drive/folders/1CRzyqNW61X133HjDKeTnyfiHa4ebpdNB?usp=sharing
Mental health	2	https://drive.google.com/drive/folders/1vSqRLZ3wb9ObGxmce6gQiD8CKvROH0gg?usp=sharing
Antibiotics Q&A animation	1	https://drive.google.com/drive/folders/1bMRRRI6ti5-HTIisLsLdQG6w2u5YFVct?usp=sharing
Long term conditions	2	https://drive.google.com/drive/folders/1Fk5_LH_vdKO5Z-rCnqjXbaTTgFjFq0D?usp=sharing
GP – national assets	3	https://drive.google.com/file/d/1qiQhb4n8tihxJhP_RvE5LxDrvmylDsjv/view?usp=sharing
Pharmacy – national assets	4	https://drive.google.com/drive/folders/157vBZi0RBf17C1PIV1IWvI881Cga3a2N?usp=sharing
111 – national assets	7	https://drive.google.com/drive/folders/1UozQwBIU_FMd8hiy1tw2JAXXUADg8fEA?usp=sharing

Quizzes and swipes (these are portrait for Instagram and say to tap, square for formats and say to swipe)

Statics/animations	No. of assets	Google Drive Link
Symptoms/minor illness	10 in each format	https://drive.google.com/drive/folders/16y4ZpE3VxzD11cEA0OOQjkPHTRdiE3On?usp=sharing
Child symptoms	2 in each format	https://drive.google.com/drive/folders/181DTK2RW7sLUxpRW6cehLYEt2v4wy8Ge?usp=sharing

GP registration	2 in each format	https://drive.google.com/drive/folders/1xS354nMrA2ibohAsRK1xAPySnBO-HK1q?usp=sharing
Accessing GPs (online, NHS app, receptionists, roles in primary care)	4 in each format	https://drive.google.com/drive/folders/19Yd8s72EocROZmB0G3RoCotBfRVZIDwm?usp=sharing
Pharmacy can do for you	1 in each format	https://drive.google.com/drive/folders/15_TAEckrmDltGuHwviM4HX5mWa_LWPAw?usp=sharing
Urgent and out of hours GP and pharmacy	3 in each format	https://drive.google.com/drive/folders/15_TAEckrmDltGuHwviM4HX5mWa_LWPAw?usp=sharing
Mental health (general)	2 in each format	https://drive.google.com/drive/folders/1AnOIFAhbD9knOyMYOtVgHDHnJcWEADHy?usp=sharing
Antibiotics	1 in each format	https://drive.google.com/drive/folders/1-ZWrEKZGx7gMOz1PdUErIvtqmACrcE0P?usp=sharing

Videos

Clinician talking heads	No. of assets	Google Drive Link
How and when can I access my GP practice?	1	https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing
How your GP receptionist can help you	1	https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing
Your pharmacist can help you with much more than prescriptions	1	https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing
What can a pharmacist do for you?	1	https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing
How your practice team can help you?	1	https://drive.google.com/drive/folders/1sy3yOfh-xxwXvuQRYTadGcQ1Om14FIMZ?usp=sharing
Foreign language videos	12	https://drive.google.com/drive/folders/1wP9HT203G7n9Jr-hb4eIFVGDdiUE4cXiB

Display

Animations	No. of assets	Google Drive Link
1-2-3 to Urgent Help	3	https://drive.google.com/drive/folders/16vLWjLX1vPxRIP3oRJ_goRagL79Pgb5g?usp=sharing

Digital Screens and posters

Portrait/landscape	No. of assets	Google Drive Link
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Your route to urgent help	6	https://drive.google.com/drive/folders/1FY2BGK9wXcbAmPvs87i0sm8BtSStaaAI?usp=sharing
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Posters and leaflets

Portrait/landscape	No. of assets	Google Drive Link
Your route to urgent help A4/A5	2	https://drive.google.com/drive/folders/1fOz9fhsAlj3EaT9U2Y3_IRc2EREOGZrg?usp=sharing
What to do if your child is unwell	1	https://drive.google.com/drive/folders/1fOz9fhsAlj3EaT9U2Y3_IRc2EREOGZrg?usp=sharing
EASY READ how to access NHS in NEL	1	https://drive.google.com/drive/folders/1fOz9fhsAlj3EaT9U2Y3_IRc2EREOGZrg?usp=sharing