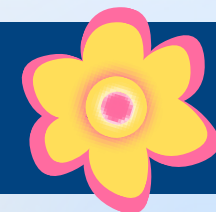




**Healthy Know How**



Spring health campaign 2024





# Introduction

'Healthy Know How' is the seasonal health campaign delivered by NHS 24 on behalf of NHS Scotland. It is designed to support the appropriate use of NHS services and to encourage readiness ahead of the Easter holidays.

We would appreciate your support in raising awareness of NHS 24's spring campaign. This toolkit has been put together to highlight the resources currently available and includes:

- Useful links
- Key messages
- Campaign assets
- Social media assets and copy
- Editorial copy

## Useful links

-  NHS inform spring campaign page  
[nhs24.info/spring](https://nhs24.info/spring)
-  Scotland's Service Directory  
[nhs24.info/servicedirectory](https://nhs24.info/servicedirectory)
-  Symptom checkers  
[nhs24.info/symptom-checkers](https://nhs24.info/symptom-checkers)
-  NHS 24 Online app  
[nhs24.info/NHS-24-Online](https://nhs24.info/NHS-24-Online)





### Key messages

Healthy Know How tips to keep well during spring include:

- Check your repeat prescription, order only what you need, in plenty of time.
- Keep some medicines to treat common illnesses at home.
- If you become unwell, NHS inform and the NHS 24 Online app have useful symptom checkers to help you decide what to do next.
- Be aware that your GP practice and local pharmacy may have amended opening hours over the Easter weekend and any local holidays in May.



## Campaign assets

A suite of materials are available to help promote the campaign. These are available to download from our distribution email. If you need assistance with this or require other formats, please contact NHS 24's [Communications Team](#).



campaign video and imagery



photography



poster

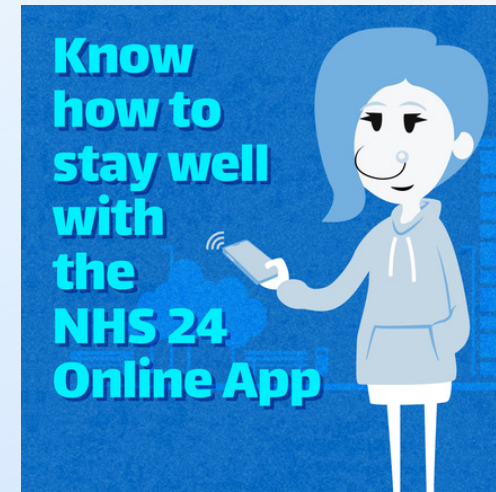
## Examples of social media text

### App & symptom checkers

If you need healthcare advice, NHS inform and the NHS 24 Online app may have the information you need.

These have symptom checkers that provide up-to-date and trusted advice about common illnesses and conditions. They can also advise you on how to manage your symptoms safely at home.

Find out more at [nhs24.info/spring](https://nhs24.info/spring)



single image

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## Examples of social media text

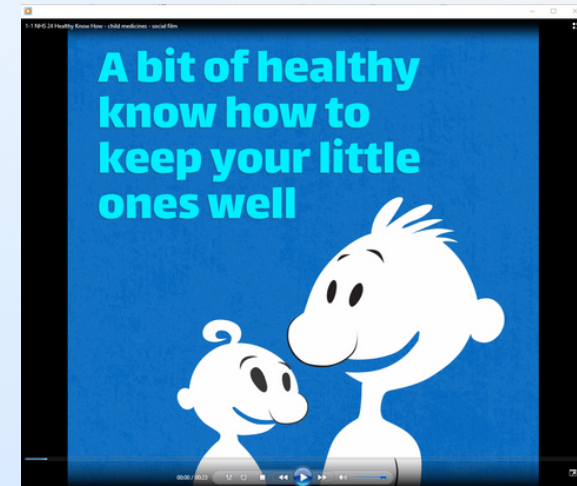
### Children

Help keep your little ones well with some  
#HealthyKnowHow.

Make sure you have child-friendly remedies at home. If your child relies on a repeat prescription check you have enough for over the Easter weekend. If you need more, order only what you need and in plenty of time. For more spring health advice - [nhs24.info/spring](https://nhs24.info/spring).

Help keep your little ones well with some  
#HealthyKnowHow.

Be prepared for coughs and sniffles by having some child-friendly remedies available at home. For more spring health advice - [nhs24.info/spring](https://nhs24.info/spring).



video



carousel



## Examples of social media text

### Older relatives and neighbours

Know how to help your older relatives and neighbours stay well this spring.

Check they have enough of their prescribed medication and lend a hand if they need more. If they fall ill at home, have some #HealthyKnowHow and use NHS inform's symptom checkers for advice.

For more spring health tips visit [nhs24.info/spring](https://nhs24.info/spring)

Help your older relatives and neighbours stay well this spring.

Check they have enough of their prescribed medication and lend a hand if they need more.

[nhs24.info/spring](https://nhs24.info/spring)

#HealthyKnowHow



video



carousel

## Examples of social media text

### Pharmacy focus

Be prepared for seasonal illness this spring. Have some #HealthyKnowHow.  
Keep some over-the-counter remedies at home to help with common illnesses and ailments such as colds, sore throats and hay fever.  
Visit [nhs24.info/spring](https://nhs24.info/spring)



video



carousel

## Examples of social media text

### Preparedness

Have some #HealthyKnowHow.

If you have a repeat prescription, check what medications you have to ensure you have enough to cover the Easter holiday weekend. If you need more, order only what you need and in plenty of time.

For more spring health advice - [nhs24.info/spring](https://nhs24.info/spring)



video



carousel



## Long form editorial

### Bloom into good health this spring with tips from NHS 24

(Insert organisation name) is supporting NHS 24's spring campaign 'Healthy Know How'. The health campaign highlights the need to be prepared for common illnesses and ailments at home, while also reminding the public to check that they have enough prescription medication to last over the Easter weekend.

Healthy Know How tips include:

- Check your repeat prescription, order only what you need, in plenty of time.
- Keep some medicines to treat common illnesses at home.
- If you become unwell, NHS inform and the NHS 24 Online app have useful symptom checkers to help you decide what to do next.
- Be aware that your GP practice and local pharmacy may have amended opening hours over the Easter weekend and any local holidays in May.

NHS 24's Medical Director, Dr Ron Cook (or feel free to attribute to your own spokesperson) explains why the Easter holidays increase the number of calls to NHS 24's 111-service and why it is important that families and individuals prepare for the spring season,

'Nobody likes being unwell, but it is particularly unwelcome when the Easter holidays are coming up and you might be busy getting prepared for a short getaway or fun days out with the family. The Easter weekend is a busy time for 111 as many health services such as GPs, pharmacies, and dentists may be closed or have amended opening hours because of the public holidays.'

The Healthy Know How campaign page on NHS inform has lots of tips on how to prepare and safely manage minor illnesses and injuries at home.

→ copy continues overleaf

### Long form editorial - continued

The campaign also promotes digital tools as a convenient way to get NHS health advice fast from a trusted source. Online resources such as symptom checkers, are available for free on both NHS inform and NHS 24 Online app and cover a range of common illnesses and ailments including earache, rashes and vomiting. They give information on how to safely self-manage medical conditions or when and where to look for further medical help if needed.

Dr Cook continues,

'I recommend that everyone takes 5 minutes to review NHS 24's spring health advice.

'By following our Healthy Know How tips, you will be prepared to quickly deal with any minor illness or mishap should it occur, which will free up more time for you and your loved ones to enjoy your Easter holidays.'

Find out more about NHS 24's spring Healthy Know How campaign at [nhs24.info/spring](https://nhs24.info/spring)

### Short form editorial

NHS 24, Scotland's provider of digital and telephone-based health and care services, has launched its annual spring health campaign 'Healthy Know How.'

The campaign shares info on how to be prepared for common illnesses and ailments at home. It also promotes the use of digital symptom checkers to get accurate health advice and reminds the public to check that they have enough prescription medication to last over the Easter weekend.

Find out more about the campaign at [nhs24.info/spring](https://nhs24.info/spring)



## NHS 24 social media channels

Content featuring the Healthy Know How campaign will be featured on NHS 24's social media channels throughout spring.

We would be grateful if you could share any content promoted by NHS 24 on your own social media channels, and please remember to tag us in any of your own posts!



[Facebook](#)



[YouTube](#)



[X \(Twitter\)](#)



[LinkedIn](#)



[Instagram](#)



## Contact

We are grateful for your support. If you have any questions or need help please contact NHS 24's Communications Team on [hqcommunications@nhs24.scot.nhs.uk](mailto:hqcommunications@nhs24.scot.nhs.uk)

