

Your Local Health Team

Stakeholder communications toolkit

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Introduction

NCL ICS is launching a new campaign called Your Local Health Team in October 2024 to help local residents find out the best way to get the care they need. This is an 18-month campaign, with phase 1 launching on Tuesday October 8, 2024, and is being run in partnership with our local councils and NHS Trusts.

This communications toolkit aims to support our stakeholders in explaining and promoting the campaign to the public. In it, you will find useful information and content, including:

- key campaign information and how you can support it
- key messages
- social and digital media activity
- news article for websites
- magazine copy for local use
- posters and leaflets
- outdoor media plan.

We will also be sharing details of our campaign hub microsite nclhealthandcare.org.uk/localhealth which has a host of information for the public to support the Your Local Health Team campaign.

The campaign: Your Local Health Team

Your Local Health Team aims to support our local residents across Barnet, Camden, Enfield, Islington, and Haringey to best find the health care they need, whether that's via their GP, high street pharmacy, other health professionals, or online.

The campaign brings together key messages on how to access primary care, how to get vaccinated, and how to stay well at key times of year. It will start with winter and carry on over the next 18 months. We will update this toolkit as needed and as the campaign moves into different phases.

Our campaign hub on the ICB website holds the following information:

Get the care you need

We are raising awareness that there are three ways to contact GP practices – online, by phone, or in person. We're also encouraging everyone to download the NHS App to book appointments, order repeat prescriptions, and get test results and to use NHS 111 to get advice on symptoms or next steps.

Get protected, get vaccinated

The hub encourages people to get vaccinated to protect themselves and their families – initially focusing on COVID-19, flu and RSV over the winter.

Your Local Health Team

The hub will include a 'Meet your local health team' page, introducing some of the different roles in GP practices and outlining how pharmacists can provide expert advice and treat minor illnesses.

Stay well this winter

Sharing tips on how everyone can stay well this winter, with links to support available at national, London and borough levels.

As well as the campaign hub microsite, we have developed supporting collateral including social media content, outdoor ads, flyers and posters, and magazine articles.

How you can support the campaign

There are a variety of ways to help support the Your Local Health Team campaign.

- Sharing the campaign messages on social media, using the campaign hashtags and tagging us on social media. We have provided information below for you to be able to do this. Please encourage your colleagues to share too!
- Share our campaign collateral. We have developed the following for suggested use:
 - A5 leaflet
 - A4 poster
 - social media creative
 - digital banners
 - magazine copy (half page and full page)
 - a range of short films
 - short animation (currently being produced – we will share this with our stakeholders when it is ready)
- Contact us if you need any bespoke content creating on nclib.communications@nhs.net

Campaign key messages

Below you will find our Your Local Health Team campaign key messages and some variants for alternative platforms.

Vaccination: Flu and COVID-19

- Protect yourself and your family by getting your flu and COVID-19 vaccines this winter
- Flu and COVID-19 can cause serious illness. Protect yourself and your family this winter by getting vaccinated
- Did you know that flu and COVID-19 spread more easily during the colder months and can cause serious illness? If you're over the age of 65, have a long-term health

condition or are pregnant, the flu vaccine is free. Book via the NHS app or website. If you're at increased risk of COVID-19 and are eligible for a vaccine, the NHS will contact you directly.

Vaccination: RSV

- Aged 75-79? Book a free RSV vaccine to protect against serious lung infections this winter
- Respiratory Syncytial Virus (RSV) is a serious lung infection that can lead to pneumonia. If you're aged 75-79, get winter-ready and book a free vaccination from your GP.

Access to Primary Care:

- For GP practices: You can contact us in person, by phone, or online – and you will get the care that's right for you
- Get the care you need from your GP practice in three ways – by phone, in person, or online
- Your GP practice offers you access to many different services and skilled professionals including GPs, nurses and care coordinators.
- Get the care you need in three ways – by phone, in person, or online. For urgent medical advice from the NHS, call 111.

NHS App:

- Did you know that the NHS App can help you book GP appointments and order repeat prescriptions?
- Download the NHS App to book appointments, order repeat prescriptions and check test results – all from your phone
- Did you know you can book appointments, order repeat prescriptions and check test results quickly and conveniently with the NHS App? Download the NHS App today and log in to take control of your health. You can also contact your GP practice directly if you prefer.

Pharmacy:

- Your pharmacist can offer expert advice, meaning you don't always need to see a GP
- Your local pharmacist can offer expert advice, without an appointment
- There are lots of ways to stay well this winter. If you do feel unwell, most minor illnesses, such as colds and flu, can be treated at home with plenty of fluids and paracetamol. Did you know that you can also visit your highly trained, local pharmacist for expert advice without an appointment? Find out how your local pharmacist can support you.


Social and digital media activity

Campaign hashtags:

#GetProtectedGetVaccinated
#YourLocalHealthTeam

ICS social media handles for tagging:

Facebook: @NorthCentralLondonICS
X: @NCL_ICS
Instagram: @nhsnorthcentrallondonics
YouTube: @NHSNorthCentralLondonICS
LinkedIn: @North Central London - Integrated Care System

 <p>Alt text: The image shows a healthcare professional wearing scrubs and a stethoscope, smiling and holding a tablet in a clinical setting. The text on the left side of the image reads: "Aged 75-79? Get your free RSV vaccine." The image is branded with the NHS logo and the North Central London Health and Care Partnership logo. The text at the bottom says "Your Local Health Team."</p>	<p>Short version: Aged 75-79? Book a free RSV vaccine to protect against serious lung infections this winter.</p> <p>Longer version: Respiratory Syncytial Virus (RSV) is a serious lung infection that can lead to pneumonia. If you're aged 75-79, get winter-ready and book a free vaccination from your GP. Find out more at nclhealthandcare.org.uk/localhealth</p> <p>#GetProtectedGetVaccinated #YourLocalHealthTeam</p>
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Alt text:
 The image shows a healthcare professional, identified as Huma, a practice nurse, sitting in a medical office environment. She is smiling at the camera. The text on the left side of the image reads: "Protect your health with a flu and COVID-19 vaccine." It is branded with the NHS logo and another logo from North Central London Health and Care Partnership. The text at the bottom of the image says "Your Local Health Team."

Short option:

Flu and COVID-19 can cause serious illness. Protect yourself and your family this winter by getting vaccinated.

Longer option:

Did you know that flu and COVID-19 spread more easily during the colder months and can cause serious illness? If you're over the age of 65, have a long-term health condition or are pregnant, the flu vaccine is free. Book via the NHS app or website.

If you're at increased risk of COVID-19 and are eligible for a vaccine, the NHS will contact you directly.

Find out more at nclhealthandcare.org.uk/localhealth

#GetProtectedGetVaccinated
 #YourLocalHealthTeam



Alt text:
 The image features a pharmacist named Nabeel, who is smiling in a pharmacy setting, standing in front of shelves filled with medications. The text on the left side of the image reads: "Expert

Short version:

Your local pharmacist can offer expert advice, without an appointment.

Longer version:

There are lots of ways to stay well this winter.

If you do feel unwell, most minor illnesses, such as colds and flu, can be treated at home with plenty of fluids and paracetamol.

Did you know that you can also visit your highly trained, local pharmacist for expert advice without an appointment?

Find out how your local pharmacist can support you at nclhealthandcare.org.uk/localhealth

#YourLocalHealthTeam

advice from your local pharmacist." It is branded with the NHS logo and another logo from North Central London Health and Care Partnership. At the bottom, the text says "Your Local Health Team."



Alt text: The image features a receptionist named Noelia, who is smiling in a GP reception setting, sitting in front of a monitor. The text on the left side of the image reads: "Manage your care with the NHS App." It is branded with the NHS logo and another logo from North Central London Health and Care Partnership. At the bottom, the text says "Your Local Health Team." The image highlights the availability of information from GP receptionist.

Short version:

Download the NHS App to book appointments, order repeat prescriptions and check test results – all from your phone.


Longer version:

Did you know that the NHS App can help you book GP appointments and order repeat prescriptions?

Download the NHS App to book appointments, order repeat prescriptions and check test results – all from your phone.

Find out more at nclhealthandcare.org.uk/localhealth

#YourLocalHealthTeam

 <p>The image features a GP named Hayley, who is smiling in an office setting, sitting to the side of a laptop. The text on the left side of the image reads: "Access care in three ways: phone, in person, online." It is branded with the NHS logo and another logo from North Central London Health and Care Partnership. At the bottom, the text says "Your Local Health Team."</p>	<p>Short version: Get the care you need from your GP practice in three ways – by phone, in person, or online.</p> <p>Long version: Your GP practice offers you access to many different services and skilled professionals including GPs, nurses and care coordinators.</p> <p>Get the care you need in three ways – by phone, in person, or online. For urgent medical advice from the NHS, call 111. Find out more at nclhealthandcare.org.uk/localhealth</p> <p>#YourLocalHealthTeam</p>
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Social media and digital advertising:

Phase 1 will start on Tuesday 8 October and will run for 10 weeks until Monday 16 December 2024.

As well as Facebook ads, we will also be running Spotify advertising, Snapchat ads and Google Display advertising.

News article for intranets and staff newsletters

North Central London ICS has launched a new campaign to help local residents find out how best to get the health care they need.

The 'Your Local Health Team' campaign brings together key messages on how to access primary care, get vaccinated, and stay well.

Jo Sauvage, Chief Medical Officer of the Integrated Care Board, said: "We want to help everyone find out how to get the right care in the right place this winter –

whether that's via their GP practice, high street pharmacy, other health professionals, or by using the NHS App or 111. With Your Local Health Team, we want to offer essential information to everyone about staying well and protecting the most vulnerable people in our communities.”

Phase 1 of Your Local Health Team launched in October 2024 supported by a new campaign hub on the ICS website nclhealthandcare.org.uk/localhealth

The hub will include information on local team professionals available in GP practices, staying well, vaccinations, ways to contact your GP, how the NHS App can help and help on offer from local pharmacies.

[Name] from [local authority or NHS Trust] said: [insert quote about why it is so important to support this campaign.]

The campaign will be supported by social media, outdoor ads, local council magazine articles, flyers, and engagement events with NCL residents.

NCL ICS is asking all colleagues to help share the Your Local Health Team campaign messages on social media channels, using the #YourLocalHealthTeam hashtag. Please tag North Central London ICS so we can like your posts! We will also be sharing photos and interviews featuring primary care colleagues from GP practices and pharmacies in North Central London, talking about how people can get the care they need.

Take a look at the campaign hub today and help share our key messages: nclhealthandcare.org.uk/localhealth

For more information contact nclibc.communications@nhs.net.

News article for external websites or newsletters

North Central London Integrated Care System has launched a new campaign to help local residents find out how best to get the health care they need.

The ‘Your Local Health Team’ campaign brings together key messages on how to access primary care, get vaccinated, and stay well.

Jo Sauvage, Chief Medical Officer of the Integrated Care Board, said: “We want to help everyone find out how to get the right care in the right place this winter – whether that's via their GP practice, high street pharmacy, other health professionals, or by using the NHS App or 111. With Your Local Health Team, we want to offer essential information to everyone about staying well and protecting the most vulnerable people in our communities.”

Phase 1 of Your Local Health Team launched in October 2024 supported by a new campaign hub on the ICS website nclhealthandcare.org.uk/localhealth

The hub will include information on local team professionals available in GP practices, staying well, vaccinations, ways to contact your GP, how the NHS App can help and help on offer from local pharmacies.

[Name] from (local authority or NHS Trust) said: insert quote about why it is so important to support this campaign.

The campaign will be supported by social media, outdoor ads, local council magazine articles, flyers, and engagement events with NCL residents. It will also include real stories from primary care colleagues who are based in GP practices and pharmacies in North Central London, talking about how everyone can get the care they need.

To support and share the campaign, look out for North Central London ICS on social media channels and use the #YourLocalHealthTeam hashtag.

For more information visit nclhealthandcare.org.uk/localhealth

ENDS

For more media information contact nclibc.communications@nhs.net

Email banner and web banner

An email banner is available, please add it to your email signature and ask your staff to do so too to show support for the campaign.



A web banner is also available, please add it to your website and intranet to link through to the campaign hub.



Magazine content

We have booked slots in Islington Life, Haringey People and Enfield Housing News.

Winter (full page 125 to 140)

A team of skilled health professionals are at hand in your local neighbourhood to help you stay well this winter.

You can contact your GP practice in three ways: online, by phone, or in person. We want to help you get the care you need, in the right place for you.

Advice is on offer from your GP practice on how to protect yourself from seasonal illness including flu, COVID-19 and RSV with free vaccinations for those who are eligible. Minor illnesses such as coughs and colds can be treated at home. Your local pharmacist can offer more expert advice – and you don't need an appointment to see them. They will also tell you if you need to see a GP or nurse.

Find about more about what your local health team can offer you at nclhealthandcare.org.uk/localhealth

Winter (half page 50 to 75)

Your local health team is on hand to in your neighbourhood to help you stay well this winter.

You can contact your GP practice in three ways: online, by phone, or in person.

We want to help you get the care you need, in the right place for you. Protect yourself from flu, COVID-19 and RSV with vaccinations and see your local pharmacist for expert advice on minor illnesses such as coughs and colds.

Find about more about what your local health team can offer you at nclhealthandcare.org.uk/localhealth

A5 leaflet and A4 poster

We have produced an A5 leaflet and A4 poster which are available for use and can be downloaded from [Communications resources for partners](#).

Customisable versions are also available so you can add your organisation's details and more information if you wish.

Printed copies can be requested from nclcarbcommunications@nhs.net.



A5 double sided leaflet



A4 poster



Customisable leaflet and posters

Outdoor media

We have been working in partnership with local authorities in Haringey, Barnet and Camden to secure one Clear Channel digital screen and bus stop posters throughout the boroughs.

Where can I download the Your Local Health Team campaign assets?

All campaign assets are available on the NCL ICS website: [Communications resources for partners](#)

For more information or if you require any bespoke assets, contact the NCL ICB comms team on nclicb.communications@nhs.net