



Communications toolkit:

Get to know where to go during the summer months

Introduction

As the sun shines brighter and the days grow longer, it is essential to take care of ourselves and to stay well during the summer season. To ensure that people remain healthy, we are encouraging everyone to be prepared for hot weather, understand how best to stay safe in the sun, make informed decisions regarding alcohol consumption, and know the appropriate urgent care services if needed, including emergency hotlines – be that dental, eyecare or mental wellbeing.

We understand that summer can bring its own set of challenges and not everyone experiences this time of year in the same way, which is why we are also providing signposts for those who may be feeling anxious or isolated.

Get to know where to go campaign overview

NHS Greater Manchester's Get To Know Where To Go campaign was launched in Winter 2022 and has been a trusted vehicle for carrying important and pertinent messaging around appropriate use of NHS services. The campaign focuses on enabling better, more effective decisions with straightforward and timely advice.

Please contact the NHS GM campaigns team if you have any questions – gmhscp.gm-campaigns@nhs.net.



How you can get involved

- Use the social media assets to schedule posts on your channels
- Promote the newsletter copy in your internal newsletters
- Share this toolkit with partner organisations and with stakeholder lists

Newsletter copy

Get prepared for the summer season!

With summer being a time of increased social activities and outdoor gatherings, it's easy to forget simple things like topping up your sunscreen and staying hydrated, whilst also looking out for those who may be at risk.

Anyone can become unwell when the weather is hot but people who are at higher risk of becoming seriously unwell include:

- older people aged 65 years and over
- babies and young children aged 5 years and under
- people with underlying health conditions particularly heart problems, breathing problems, dementia, diabetes, kidney disease, Parkinson's disease, or mobility problems
- people on certain medications
- people with serious mental health problems
- people who are already ill and dehydrated (for example from diarrhoea and vomiting)
- people who experience alcohol or drug dependence
- people who are physically active and spend a lot of time outside such as runners, cyclists and walkers
- people who work in jobs that require manual labour or extensive time outside
- people experiencing homelessness, including rough sleepers and those who are unable to make adaptations to their living accommodation such as sofa surfers or living in hostels.
- people who live alone and may be unable to care for themselves



Although it can be great fun to bask in the sun and enjoy a BBQ with friends or family with a drink or two. There are a few simple things we can all do to stay safe when temperatures soar. This includes looking out for those who may be struggling with the heat, taking precautions to protect your skin from harmful UV rays, staying cool indoors and avoiding physical exercise at peak times (between 11am-3pm) of the day.

It's also crucial during this time of year to recognise the potential impact on mental health and alcohol related concerns. Not everyone has fun in the sun, Summer can be a difficult time for people's mental health and whilst some enjoy time with friends and family at social gatherings or on holiday, others may experience feelings of loneliness, worry or anxiety. It's important to look after yourself **and** others – remember that support is available to those how may need it.

This summer, prioritise your well-being by staying healthy in the sun, keeping an eye on others and enjoy the warmer months responsibly.

People are reminded that:

The local pharmacy can offer advice and treatment for lots of minor illnesses, ailments and allergies - without the need for an appointment.

Dental support can be accessed via the Greater Manchester dental helpline (0333 332 3800), which is available from 8am to 10pm every day, including weekends and bank holidays for those who need help urgently when their practice is closed, or do not have a regular dentist.

Greater Manchester's Urgent Eye Care Service can provide assessments and treatment quickly if a sudden change in vision, red or painful eyes or new flashes or floaters are seen. This is a free NHS service, made up of local optician teams. Available to anyone registered with a Greater Manchester GP. To find out more, visit www.primaryeyecare.co.uk

Mental health crisis support

Free, 24/7 mental health crisis support is available across Greater Manchester.

For Bolton, Manchester, Salford, Trafford and Wigan residents, call 0800 953 0285.

For Bury, Heywood, Middleton and Rochdale, Oldham, Stockport, Tameside and Glossop the number is 0800 014 9995.



Cost of living crisis

Greater Manchester Combined Authority offers local advice and support available to people living in Greater Manchester who may be affected by the cost-of-living crisis. Visit <https://www.greatermanchester-ca.gov.uk/helping-hand>.

Bereavement support

The Greater Manchester Bereavement Service is there to help and support anyone living in Greater Manchester that has been affected by a death, no matter how long ago. Visit www.greater-manchester-bereavement-service.org.uk.

Free digital mental wellbeing support

Access free, safe, and anonymous professional support online. There are no waiting lists for support and no referral needed. Access to these platforms is available instantly 24/7. Support available includes: Live chat or messaging with qualified mental health professionals; self-help tools and activities; Visit **Kooth** (for ages 10 to 25) www.kooth.com or **Qwell** (for ages 26+) www.qwell.io.

Alcohol addiction

Support is available to those who may need it. For services in your local area, visit www.nhs.uk/nhs-services/find-alcohol-addiction-support-services



As always the first port of call for **non-emergency** health needs should be [NHS 111 Online](https://www.nhs.uk/111) or call 111.



Social media assets:

All assets can be found on the following download link: [GOOGLE DRIVE](#). Please do not use the low-resolution positional images used in the table below, these are for reference only.

To be used throughout June and July

Asset	Long copy (Facebook and Instagram)	Short copy 280 characters (Twitter)	Alt text
	<p>Sunburn doesn't just happen on holiday. If you have sunburn here's what NOT to do:</p> <ul style="list-style-type: none"> ✗ Don't use petroleum jelly on sunburnt skin ✗ Don't put ice or ice packs on sunburnt skin ✗ Don't pop blisters ✗ Don't scratch or remove peeling skin ✗ Don't wear tight-fitting clothes <p>For help with sunburn: 👉 https://www.nhs.uk/conditions/sunburn #GTKWTG</p>	<p>Sunburn doesn't just happen on holiday - you can burn in <locality> even when it's cloudy. Use at least SPF30 sunscreen 4 or 5 stars (UVA protection)</p> <p>For help with sunburn: 👉 https://www.nhs.uk/conditions/sunburn</p> <p>#GTKWTG</p>	<p>Visual contains an image of a person with sunburn. Text reads, sun's out – don't get caught out. Get to know where to go.</p>
	<p>Anyone can get skin cancer. Don't chance it! Remember:</p> <ul style="list-style-type: none"> ☀️ Cover up with clothes and sunglasses ☀️ Spend time in the shade when the sun is strongest (11am-3pm) 🧴 Use at least SPF30 sunscreen <p>Stay sun safe. Visit 👉 www.nhs.uk/live-well/seasonal-health/sunscreen-and-sun-safety #GTKWTG</p>	<p>Anyone can get skin cancer. Don't chance it! Remember:</p> <ul style="list-style-type: none"> ☀️ Cover up with clothes and sunglasses ☀️ Spend time in the shade when the sun is strongest 🧴 Use at least SPF30 sunscreen <p>Stay sun safe. Visit 👉 www.nhs.uk/live-well/seasonal-health/sunscreen-and-sun-safety #GTKWTG</p>	<p>Visual contains an image of a person with sunburn. Text reads, sun's out – don't get caught out. Get to know where to go.</p>



	<p>Did you know babies less than 6 months old have very little natural protection against the sun? Take extra care to protect them and keep them out of direct sunlight 🙄</p> <p>For more info, go to 📄 www.nhs.uk/conditions/baby/first-aid-and-safety/safety/safety-in-the-sun</p> <p>#GTKWTG</p>	<p>Did you know babies less than 6 months old have very little natural protection against the sun? Take extra care to protect them and keep them out of direct sunlight 🙄</p> <p>For more info, go to 📄 www.nhs.uk/conditions/baby/first-aid-and-safety/safety/safety-in-the-sun</p> <p>#GTKWTG</p>	<p>Visual contains an image of a baby crying. Text reads, not everyone likes the sun. Top tips for keeping your little ones safe. Get to know where to go.</p>
	<p>It's warm out there, and the risk of children getting sunburned even in <locality> is high.</p> <p>Remember, children should:</p> <ul style="list-style-type: none"> ☂ Spend time in the shade particularly between 11am-3pm 🧴 Wear at least SPF30 sunscreen, applying to areas such as the face, ears, feet, and backs of hands 👒 Wear a sunhat, with a wide brim or a long flap at the back to protect their head and neck, and light loose fitting clothes <p>Keep babies and children safe in the sun 📄 www.nhs.uk/conditions/baby/first-aid-and-safety/safety/safety-in-the-sun</p> <p>#GTKWTG</p>	<p>It's warm out there, and the risk of children getting sunburned even in <locality> is high.</p> <p>Remember, children should:</p> <ul style="list-style-type: none"> ☂ Spend time in the shade 🧴 Wear at least SPF30 sunscreen 👒 Wear a sunhat and light loose fitting clothes <p>📄 www.nhs.uk/conditions/baby/first-aid-and-safety/safety/safety-in-the-sun</p> <p>#GTKWTG</p>	<p>Visual contains an image of an umbrella and the sun. Text reads, stay safe in the sun. Find shade between 11am and 3pm. Get to know where to go.</p>



	<p>Increasing temperatures of 25°C are associated with severe illness and excess heat-related deaths in vulnerable people. Check on elderly friends, family and neighbours, or those that live alone 🧓 🧓</p> <p>For advice visit 📄 www.ageuk.org.uk/information-advice/health-wellbeing/mind-body/staying-cool-in-a-heatwave #GTKWTG</p>	<p>Increasing temperatures of 25°C are associated with severe illness and excess heat-related deaths in vulnerable people. Check on elderly friends, family and neighbours, or those that live alone 🧓 🧓</p> <p>For advice 📄 www.ageuk.org.uk/information-advice/health-wellbeing/mind-body/staying-cool-in-a-heatwave #GTKWTG</p>	<p>Visual contains text only. Text reads, It's another hot one! Check in on elderly friends and relatives. Get to know where to go.</p>
	<p>It's so important to stay safe in hot weather. Children, older people, and those who are ill are most at risk so make sure to look after them. Keep them cool and make sure they drink plenty of fluids.</p> <p>For tips on how to cope during a heatwave, go to www.nhs.uk/live-well/seasonal-health/heatwave-how-to-cope-in-hot-weather #GTKWTG</p>	<p>It's so important to stay safe in hot weather. Children, older people, and those who are ill are most at risk. Make sure to look after them and look out for yourself too 🧓</p> <p>For tips on how to cope, visit www.nhs.uk/live-well/seasonal-health/heatwave-how-to-cope-in-hot-weather #GTKWTG</p>	<p>Visual contains text only. Text reads, stay safe in the sun. Wear sunscreen SPF 30+, keep cool and stay hydrated. Get to know where to go.</p>
	<p>It's hot, hot, hot in <locality>! Remember to:</p> <ul style="list-style-type: none"> ☀️ Keep out of direct sun 💧 Cool yourself down and stay hydrated 🏃 Limit strenuous activity 🏠 Keep your living space cool <p>For tips on how to cope during a heatwave, go to www.nhs.uk/live-well/seasonal-health/heatwave-how-to-cope-in-hot-weather</p>	<p>It's hot, hot, hot in <locality>!</p> <ul style="list-style-type: none"> ☀️ Keep out of direct sun 💧 Cool yourself down, stay hydrated 🏃 Limit strenuous activity 🏠 Keep your living space cool <p>For tips on how to cope during a heatwave, go to www.nhs.uk/live-well/seasonal-health/heatwave-how-to-cope-in-hot-weather</p>	<p>Visual contains text only. Text reads, it's another hot one! Top tips for staying safe... Get to know where to go.</p>






	#GTKWTG	#GTKWTG	
	<p>Most #allergies such as hay fever, can usually be treated with antihistamine medication, available at pharmacies without prescription 💊</p> <p>Talk to your pharmacist for advice. Find your nearest pharmacy 📍 nhs.uk/find-a-pharmacy</p> <p>#GTKWTG</p>	<p>Most #allergies such as hay fever, can usually be treated with antihistamine medication, available at pharmacies 💊</p> <p>Find your nearest pharmacy 📍 nhs.uk/find-a-pharmacy</p> <p>#GTKWTG</p>	<p>Visual contains an image of a sun and a pharmacy building. Text reads, common allergies. Get to know where to go.</p>
	<p>June and July are key grass pollen months and hay fever symptoms can feel worse during this time. You can usually treat #allergies with antihistamine medication, including eye drops and nasal sprays available at pharmacies 💊</p> <p>Find your nearest pharmacy 📍 nhs.uk/find-a-pharmacy</p> <p>#GTKWTG</p>	<p>June and July are key grass pollen months and hay fever symptoms can feel worse during this time. If you suffer from #allergies, a pharmacist can help 💊</p> <p>Find your nearest pharmacy 📍 nhs.uk/find-a-pharmacy</p> <p>#GTKWTG</p>	<p>Visual contains an image of a blue sky and grass. Text reads, itchy eyes, blocked nose? You could have an allergy to grass pollen...Get to know where to go.</p>



	<p>If you have #asthma then a high pollen count, hot weather and even thunderstorms can affect your condition.</p> <p>Always carry an inhaler and don't leave it in direct sunlight.</p> <p>If you're struggling to manage your asthma, speak to your GP. For more info visit www.nhs.uk/conditions/asthma.</p> <p>#GTKWTG</p>	<p>If you have #asthma then a high pollen count, hot weather & even thunderstorms can affect your condition.</p> <p>Always carry an inhaler & don't leave it in direct sunlight.</p> <p>If you're struggling to manage your asthma, speak to your GP.</p> <p>More info: www.nhs.uk/conditions/asthma.</p> <p>#GTKWTG</p>	<p>Visual contains an image of blue sky, grass and a person's arm holding an inhaler. Text reads, hot weather and high pollen count can make asthma symptoms worse... Get to know where to go.</p> <p>Visual contains text only. Text reads, hot weather and high pollen count can make asthma symptoms worse... Get to know where to go.</p>
	<p>It's holiday season 🗳️</p> <p>Make sure you allow enough time for your pharmacy to get your medications lined up before you jet away!</p> <p>Don't run out of medication whilst on holiday. Find your nearest pharmacy 📍 nhs.uk/find-a-pharmacy</p> <p>#GTKWTG</p>	<p>It's holiday season 🗳️</p> <p>Make sure you allow enough time for your pharmacy to get your medications lined up before you jet away!</p> <p>Don't run out of medication whilst on holiday. Find your nearest pharmacy 📍 nhs.uk/find-a-pharmacy</p> <p>#GTKWTG</p>	<p>Visual contains image of an aeroplane and text. Text reads, don't forget to order your repeat prescriptions. Get to know where to go.</p>



<p>Mental health crisis helpline Free 24/7 Bolton, Manchester, Salford, Trafford and Wigan: T: 0800 953 0285</p>  <p>NHS Greater Manchester Integrated Care</p>	<p>The mental health crisis helpline is there if you are concerned about yourself, a loved one, neighbour, friend or family member. It's open 365 days per year and is free of charge.</p>	<p>The mental health crisis helpline is there if you're concerned about yourself, a loved one, neighbour, friend or family member. It's open 365 days per year and is free of charge.</p>	<p>Visual contains text only. Text reads, mental health crisis helpline, free 24/7. Bolton, Manchester, Salford Trafford and Wigan: call 0800 953 0285 Get to know where to go.</p>
<p>Mental health crisis helpline Free 24/7 Bury, Heywood, Middleton and Rochdale, Oldham, Stockport, Tameside and Glossop: T: 0800 014 9995</p>  <p>NHS Greater Manchester Integrated Care</p>	<p>👉 www.gmintegratedcare.org.uk/GTKWTG.</p>	<p>👉 www.gmintegratedcare.org.uk/GTKWTG.</p>	<p>Visual contains text only. Text reads, mental health crisis helpline, free 24/7. Bury, Heywood, Middleton and Rochdale, Oldham, Stockport, Tameside and Glossop: call 0800 014 9995. Get to know where to go.</p>
<p>Free, safe and anonymous mental health support. <small>Provided by your local NI 15 for young people.</small></p> 	<p>For many people, summer can be a difficult time for their mental health and people may experience feelings of #loneliness or #anxiety. Help and support is available.</p>	<p>For many people, summer can be a difficult time for their mental health and people may experience feelings of #loneliness or #anxiety. Help and support is available.</p>	<p>Visual contains image of people in hot air balloon and the sun. Text reads, free, safe anonymous mental health support. Provided by your local NHS for young people. Kooth.com.</p>
	<p>If you're aged 10 – 25, go to www.kooth.com to find out more. #GTKWTG</p>	<p>If you're aged 10 – 25, go to www.kooth.com to find out more. #GTKWTG</p>	



<p>Free counselling and wellbeing support at your fingertips</p> <p>Find support today at www.qwell.io</p>	<p>For many people, summer can be a difficult time for their mental health and people may experience feelings of #loneliness or #anxiety. Help and support is available.</p> <p>If you're aged 26+, go to www.qwell.io to find out more.</p> <p>#GTKWTG</p>	<p>For many people, summer can be a difficult time for their mental health and people may experience feelings of #loneliness or #anxiety. Help and support is available.</p> <p>If you're aged 26+, go to www.qwell.io to find out more.</p> <p>#GTKWTG</p>	<p>Visual contains text only. Text reads, free counselling and wellbeing support at your fingertips. Find support today at www.qwell.io.</p>
<p>BBQs are great in Summer - food poisoning, not so great...</p> <ul style="list-style-type: none"> - Make sure the meat is steaming hot throughout - Make sure you can't see any pink meat in the thickest part - Make sure the juices run clear 	<p>Warm weather and outdoor cooking can be the perfect conditions for bacteria to grow 😞</p> <p>Avoid any upset tummies! 🍴</p> <p>www.food.gov.uk/safety-hygiene/bbq-food-safety</p> <p>If you do feel unwell visit 🍴</p> <p>www.gmintegratedcare.org.uk/GTKWTG and download our handy NHS services booklet.</p> <p>#GTKWTG</p>	<p>Warm weather and outdoor cooking can be perfect for bacteria to grow 😞</p> <p>Avoid any upset tummies! 🍴</p> <p>www.food.gov.uk/safety-hygiene/bbq-food-safety</p> <p>Feeling unwell? Visit 🍴</p> <p>www.gmintegratedcare.org.uk/GTKWTG and download our handy NHS services booklet.</p> <p>#GTKWTG</p>	<p>Visual contains image of person's hand holding a fork with a sausage on the fork. Text reads, BBQs are great for summer – food poisoning, not so great. Make sure the meat is steaming hot throughout. Make sure you can't see any pink meat in the thickest part. Make sure the juices run clear. Get to know where to go.</p>



<p>Know your limits</p> <p>Units per alcoholic drink...</p> <table border="1"> <tr> <td>1 pint of high-strength lager, beer, cider 5.2%</td> <td>3</td> </tr> <tr> <td>1 small glass of wine 125ml 12%</td> <td>1.5</td> </tr> <tr> <td>1 single shot of spirits 25ml 40%</td> <td>1</td> </tr> <tr> <td>1 can lager, beer, cider 440ml 5.5%</td> <td>2.4</td> </tr> <tr> <td>1 alcopop 275ml 5.5%</td> <td>1.5</td> </tr> </table>	1 pint of high-strength lager, beer, cider 5.2%	3	1 small glass of wine 125ml 12%	1.5	1 single shot of spirits 25ml 40%	1	1 can lager, beer, cider 440ml 5.5%	2.4	1 alcopop 275ml 5.5%	1.5	<p>Summer is great, but please drink responsibly and know your limits. If you or someone you know struggles with #alcohol, help is available. Find local support www.nhs.uk/nhs-services/find-alcohol-addiction-support-services. (Or include locality support)</p> <p>#GTKWTG</p>	<p>Summer is great, but please drink responsibly and know your limits. If you or someone you know struggles with #alcohol, help is available. Find local support www.nhs.uk/nhs-services/find-alcohol-addiction-support-services. (Or include locality support)</p> <p>#GTKWTG</p>	<p>Visual contains image of different sized glasses. Text reads know your limits. Units per alcoholic drink... 1 pint of high-strength lager, beer, cider 5.2%. 1 small glass of wine 125ml 12%. 1 single shot of spirits 25ml 40%. 1 can lager, beer, cider 440ml 5.5%. 1 alcopop 275ml 5.5%. Get to know where to go.</p>
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