

Communications toolkit:

Get to know where to go during the winter months.

Introduction

As we begin to enter the colder months, it's important to prioritise our health and well-being, to be prepared for the winter bugs and illnesses, and to know where to go for the best advice, treatment and support when we need it for ourselves or our loved ones.

Winter can be a challenging time for people, especially for those most at risk such as elderly, people with long-term conditions and children. It's also a time when our NHS comes under increased pressure. With flu and Covid still with us - plus a rise in the cost of living - this year it's more important than ever to help you and your family stay healthy and well, whilst safely enjoying seasonal celebrations such as Halloween and Bonfire night.

To ensure people remain healthy, we are continuing to encourage everyone to understand where to go for advice on minor illnesses from coughs and colds, sore throats and earache, to advice for dealing with head lice and minor burns, and to know the appropriate urgent care services if needed including emergency hotlines.

Also included in this toolkit is our '3 Steps to Keep Healthy and Safe This Winter' - an online guide produced with young children in mind. It offers guidance on everything from putting a first aid kit together, to being aware of common illnesses, and the best room temperature for sleeping babies - plus the latest advice on Strep A.

Rising costs are a challenge for many this winter so we have also included support on how to find the nearest foodbank and who to contact with money worries. It's also important to remind people who live with a long-term condition that they may be able to save money on prescriptions with a Prescription Prepayment Certificate. This certificate will save people money if they pay for more than three items in three months, or eleven items in twelve months. People on a low-income could be entitled to help with costs or free prescriptions through the low-income scheme, depending on their circumstances.

Finally, winter can be a difficult time for those struggling with mental health, along with those living with loneliness or experiencing social isolation or dealing with a bereavement. With dropping temperatures and shorter days, people may feel they need help and support. We have therefore included additional information and signposting to advice, support, and self-help services.



Get To Know Where To Go campaign overview

NHS Greater Manchester's Get To Know Where To Go campaign was launched in Winter 2022. Its aim is to support people to find the right treatment and care year-round 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 that also celebrates the breadth and depth of expertise in the NHS.

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

It's time to get prepared for the winter season!

As the leaves begin to fall and the temperatures start to drop, it's important to prioritise your health and well-being.

During this busy period of seasonal celebrations such as Halloween and Bonfire night, along with the school half-term, is easy to forget the smaller things. But by thinking ahead and re-stocking medicine cabinets, creating a winter first aid kit, and knowing the right places to go for treatments for minor illnesses, people can make sure they are well-prepared for the colder months. And with the handy use of advice via the NHS 111 online or telephone services, you don't even need to leave the house! Find lots of information over on our dedicated webpage: www.gmintegratedcare.org.uk/GTKWTG.

Parents of young children can also find help to stay safe and healthy this winter with our handy online guide that can be downloaded at <u>www.gmintegratedcare.org.uk/3-steps-to-keep-healthy</u>. The booklet is packed full of tips and information on how to keep little ones healthy, what to do if they become unwell, and the best place to go for expert advice and help.

The shorter days and colder weather can impact our well-being and for those who may be living with loneliness or experiencing social isolation, such as vulnerable or elderly people, or people dealing with a bereavement, darker days can lead to you feeling that you may need additional help and support. It's important to look after yourself **and** others – and remember that support is available to those how who may need it.

Finally, with many facing the challenge of rising costs this winter, people are also reminded of where to go if they need support with accessing a foodbank, along with financial advice. It's also important to remember that people who live with a long-term condition may be able to save money on prescriptions. If you are on a low income or pay for more than three prescription items in three months, or eleven items in twelve months, you could save money on your prescriptions with a Prescription Prepayment Certificate. People on a low income could be entitled to help with costs or free prescriptions through the low-income scheme, depending on your circumstances. Check your eligibility at www.nhsbsa.nhs.uk/check or find out more at www.nhsbsa.nhs.uk/ppc.



Remember:

Your local pharmacy can offer advice and treatment for lots of minor illnesses and ailments - without the need for an appointment!

Dental support can be accessed via the Greater Manchester dental helpline (0333 332 3800), 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 <u>www.primaryeyecare.co.uk</u>

Foodbanks - There are lots of foodbanks across Greater Manchester. Many of these services offer more than just food, some may offer support around mental health and wellbeing, food parcels, financial advice and support, community ran groups and much more. For support in your local area, visit <u>www.greatermanchester-ca.gov.uk/helping-hand/food.</u>

Mental health crisis support - Free, 24/7 mental health crisis support is available across Greater Manchester. If you feel you need mental health support, please contact one of these 24/7 helplines - they're available to anyone of any age:

- 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.

Bereavement support - If you have been bereaved and need support or advice, call the Greater Manchester Bereavement Service on **0161 983 0902** or visit <u>www.greater-manchester-bereavement-service.org.uk.</u> This service is available for anyone living or working in Greater Manchester who has been bereaved or affected by a death by whatever cause, no matter how long ago.

Loneliness and social isolation support (Chatty Cafes) - The Chatty Café Scheme is a non-profit organisation tackling loneliness and offers three services designed to reduce loneliness and/or social isolation. They include face to face meet ups at venues offering 'Chatter and Natter' tables where customers can get together and have a chat, virtual sessions, and a telephone service. For more information or to find your local Chatty Café visit <u>www.thechattycafescheme.co.uk</u>.



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) <u>www.kooth.com</u> or **Qwell** (for ages 26+) and <u>www.qwell.io/</u>.

You can also access SilverCloud, an online therapy programme for adults proven to help with stress, anxiety, low-mood and depression.

- <u>SilverCloud for adults 16yrs +</u>
- Supporting an Anxious Child (for parents and carers of children aged 5 to 11)
- Supporting and Anxious Teen (for parents and carers of teenagers aged 12 to 18)

You can access these programme here <u>gm.silvercloudhealth.com/signup.</u>

As always the first port of call for **non-emergency** health needs should be <u>NHS 111 Online</u> or call 111.



Social media assets:

All assets can be found on the following download link: <u>GOOGLE DRIVE</u>. Please <u>do not</u> use the low-resolution positional images used in the table below, these are for reference only.

To be used throughout OCTOBER and NOVEMBER.

Asset	Long copy (Facebook and Instagram)	Short copy 280 characters (X – formally Twitter)	Alt text
Technologian de la	Find the treatment you need by visiting <u>www.111.nhs.uk</u> or calling 111. We'll point you in the right direction so you get to know where to go #GTKWTG #NHS111 Feeling unwell but not sure where to go? Contact NHS 111. They can give you expert advice and are open 24/7 Wisit <u>www.111.nhs.uk</u> or call 111. #GTKWTG #NHS111	Find the treatment you need by visiting <u>www.111.nhs.uk</u> or calling 111. We'll point you in the right direction so you get to know where to go #GTKWTG #NHS111 Feeling unwell but not sure where to go? Contact NHS 111. They can give you expert advice and are open 24/7 Visit <u>www.111.nhs.uk</u> or call 111. #GTKWTG #NHS111	Graphic contains image of baby crying and person with high temperature with thermometer in mouth. Text reads from barking cough to feeling off, find the right treatment you need at 111.nhs.uk or call 111.
Gester Manchester Looking for a pharmacy Get to know where to go	Feeling under the weather? Pharmacists offer free help and advice on many minor illnesses such as coughs or colds, earache, or tummy troubles, and can recommend the most effective treatments without the need to see a GP Find your nearest pharmacy (nhs.uk/find-a- pharmacy #GTKWTG	Feeling under the weather? Pharmacists offer free advice on many minor illnesses such as coughs or colds, earache, or tummy troubles, and can recommend the most effective treatments without the need to see a GP Find your nearest pharmacy #GTKWTG	Graphic contains image of pharmacy bag and leaves. Text reads looking for a pharmacyget to know where to go.



Creater Manchuse PHARMACT	Head lice can be difficult to spot. Anyone can catch them but pre-school children, primary school children and their families are most at risk. Treat head lice without seeing a GP. A pharmacist can recommend the best treatment <u>nhs.uk/find-a-pharmacy</u> More info	Head lice can be difficult to spot. Anyone can catch them but pre-school children, primary school children and their families are most at risk. Treat head lice without seeing a GP. Speak to a pharmacist <u>nhs.uk/find-a-pharmacy</u> More info regimeration www.nhs.uk/conditions/head-lice-and-nits. #GTKWTG	Graphic contains image of hairbrush and head lice with pharmacy building in background. Text reads head lice, get to know where to go
Greater Manchuster Greater Manchuster Winter's coming Are you stocked up?	Get ready for winter by stocking up your cabinets with a winter first aid kit This should include items like painkillers, such as paracetamol and ibuprofen, thermometer, plasters and bandages and Savlon for accidents at home! For more self-care advice go to www.gmintegratedcare.org.uk/GTKWTG. If in doubt, visit 111.nhs.uk or your local pharmacy. #GTKWTG	Get ready for winter by stocking up your cabinets with a winter first aid kit	Graphic contains image of first aid kit, tablets, tube of antiseptic cream, thermometer and plasters. Text reads winter's coming, are you stocked up?
Greeter Manchester Greeter Manchester Snotty noses and sleepless nights Are you stocked up?	 Be ready for winter by stocking up your cabinets with a winter first aid kit to help you look after your child at home Include items like a bottle of infant or children's paracetamol (Calpol) or Ibuprofen, thermometer and plasters so you're ready to come to their rescue at short notice. Check out our handy 3-step guide to keep your family healthy, safe and well this winter 	Be ready for winter by stocking up your cabinets with a winter first aid kit to help you look after your child * Include items like a bottle of infant or children's paracetamol (Calpol) or Ibuprofen, thermometer and plasters. More tips here	Graphic contains image of first aid kit, teddy bear, thermometer and tube of antiseptic cream. Text reads snotty noses and sleepless nights. Are you stocked up?
	www.gmintegratedcare.org.uk/3-steps-to-keep-healthy #GTKWTG		



Greater Mandhester Urgent dental Dryou don't have a dentist or your dentist is closed. T: 0333 332 3800 CET TO KNOW WHERE TO 200	The onset of colder weather can make your teeth more sensitive which could cause you some discomfort \Im If you have pain in your mouth, teeth or gums contact your dentist. If your dentist is closed or you don't have a regular dentist, call the Greater Manchester Urgent Dental Care Service on 0333 332 3800. #GTKWTG	The onset of colder weather can make your teeth more sensitive which could cause you discomfort 💮 If you have pain in your mouth, teeth or gums contact your dentist. If your dentist is closed, call the Greater Manchester Urgent Dental Care Service on 0333 332 3800. #GTKWTG	Graphic contains text only. Text reads Urgent dental care service. If you don't have a dentist or your dentist is closed. Call 0333 332 3800.
Urgent eyecare service	Do you know where to go if you start seeing flashes or new floaters across your eyes, have a sudden change in vision, or red or painful eyes or eyelids? If you live in Greater Manchester and are registered with a GP, you can book an assessment with the Urgent Eye Care Service. It's an NHS service, made up of local optician teams	Do you know where to go if you start seeing flashes or new floaters across your #eyes, have sudden changes in vision, or have painful eyes or eyelids? If you live in #GreaterMCR and are registered with a GP, speak to the Urgent Eye Care Service () () () Www.primaryeyecare.co.uk Greater Manchester's Urgent Eye Care Service can help if you notice new flashes or floaters across your #eyes, have a sudden change in #vision, or get red or painful eyes or eyelids () Visit () www.primaryeyecare.co.uk. #GTKWTG	Graphic contains image of person closing one eye in pain with opticians building behind them. Text reads Urgent eyecare service.



Greater Manchester 3 STEPS	 Having young children can sometimes feel like the winter bugs are non-stop, and colder weather can make some health problems worse Check out our handy 3-step guide to keep your family healthy, safe and well this winter www.gmintegratedcare.org.uk/3-steps-to-keep-healthy 	Having young children can sometimes feel like the winter bugs are non-stop, and colder weather can make some health problems worse 🛞 🐼 Check out our 3-step guide to keep your family healthy, safe and well this winter 🕞 www.gmintegratedcare.org.uk/3-steps-to-keep-healthy	Graphic contains image of teddy bear, first aid kit and medicine bottles. Text reads 3 steps to keep healthy and safe this winter. For you and your little
to keep healthy and safe this winter For you and your little ones	#GTKWTG	www.gmintegratedcare.org.uk/3-steps-to-keep-nealtry	ones.
	Colder days and darker nights can take a toll on your child's health and wellbeing, but there are some easy steps you can take to look after them at home 😔 🚭	Winter can take a toll on your child's health and wellbeing, but there are some easy steps you can take to look after them at home 🛞 🚱	
	Our 3-step guide for keeping little ones healthy this winter is packed with advice. Download your copy (37) www.gmintegratedcare.org.uk/3-steps-to-keep-healthy #GTKWTG	Our 3-step guide for keeping little ones healthy this winter is packed with advice. Download your copy () www.gmintegratedcare.org.uk/3-steps-to-keep-healthy #GTKWTG	
Greater Manchester Foodbanks near you	For localities/districts During the colder months and school half-term, you may need support from your local #foodbanks Here in (locality) we have (link to go in here) but there are lots of foodbanks across Greater Manchester <u>www.greatermanchester-ca.gov.uk/helping-hand/food</u> #GTKWTG	For localities/districts During the colder months and school half-term, you may need support from your local #foodbanks Here in (locality) we have (link to go in here) but there are lots of foodbanks across Greater Manchester <u>www.greatermanchester-ca.gov.uk/helping-hand/food</u>	Graphic contains image of cardboard box filled with fruit and vegetables. Text reads foodbanks near you. Get to know where to go.
Get to know, where to go	For other partners During the colder months and school half-term, you may need support from your local #foodbank ♀ There are lots of foodbanks across Greater Manchester, many of which offer more than just food ♀ www.greatermanchester-ca.gov.uk/helping- hand/food. #GTKWTG	For other partners During the colder months and school half-term, you may need support from your local #foodbank There are lots of foodbanks across Greater Manchester <u>a.gov.uk/helping-hand/food.</u> #GTKWTG	



Creater Manchester Creater Manch	It's important we all stay warm and fed, but with rising costs that may feel difficult during winter. If you're worried about paying bills or buying food, help is available across Greater Manchester (3) www.greatermanchester-ca.gov.uk/helping-hand. Citizen's Advice can also offer advice. Visit www.citizensadvice.org.uk or call 0800 144 8848. #GTKWTG	Rising costs may feel difficult during winter. If you're worried about paying bills or buying food, help is available (www.greatermanchester- ca.gov.uk/helping-hand. Citizen's Advice can also offer advice. Visit www.citizensadvice.org.uk. #GTKWTG	Graphic contains image of piggy bank, heater, and hot water bottle. Text reads feeling the pinch? Get to know where to go.
Construction Construction Long TERM HEALTH CONDITION HEALTH CONDITION HEAL	 People with long-term conditions could save money on their prescriptions A Prescription Prepayment Certificate will save people money if they pay for more than 3 items in 3 months, or 11 items in 12 months. Check if you're eligible www.nhsbsa.nhs.uk/ppc #GTKWTG 	 People with long-term conditions could save money on their prescriptions A Prescription Prepayment Certificate will save people money if they pay for more than 3 items in 3 months, or 11 items in 12 months. Check if you're eligible www.nhsbsa.nhs.uk/ppc #GTKWTG 	Graphic contains image of GP prescription, text reads long term health conditions. Help with prescriptions, get to know where to go.
Groater Manchester Groater Manchester B. Sore throat 2. Headache 3. Fever 4. Fine rash Strep A Get to know where to go	Strep A is a type of bacteria more common in children, but adults can sometimes get them Look out for symptoms in your child: Sore throat Headache Fever A fine, pinkish or red rash with a sandpapery feel If you think your child is poorly and getting worse, contact www.111.nhs.uk or your GP. A pharmacist can also give advice nhs.uk/find-a-pharmacy For more info visit www.nhs.uk/conditions/strep-a #GTKWTG	Strep A is a type of bacteria common in children, but adults can sometimes get them If you think your child is poorly and getting worse, contact <u>www.111.nhs.uk</u> or your GP. A pharmacist can also give advice <u>nhs.uk/find-a-pharmacy</u> Visit <u>www.nhs.uk/conditions/strep-a</u> #GTKWTG	Graphic contains image of post it note with text and teddy bear. Text reads remember these symptoms, sore throat, headache, fever, fine rash. Strep A get to know where to go.



in 3 children under two. in 3 children under two. Early symptoms are similar to a common cold, but can develop into a dry persistent cough, dry nappies, a feve or hot to touch, too tirde or breathless to feed, and a wheezing (rasping noise when breathing). If you're concerned, contact your GP. For more advice go to www.nhs.uk/conditions/bronchiolitis #GTKWTG If wou're concerned, contact your GP. For more advice go to www.nhs.uk/conditions/bronchiolitis #GTKWTG Prevent the spread of germs this #Halloween (P) if your children are trick or treating, make sure they wash their hands with scap and water to stop the spread of germs this #Halloween (P) if your children are trick or treating, make sure they wash their hands with scap and water to stop the spread of viruses! Prevent the spread of germs this #Halloween (P) if wour children are trick or treating, make sure they wash their hands with scap and water to stop the spread of viruses! Graphic contains image of a pumpkin with and washing whool care or u.uk/GTKWTG for advice. #GTKWTG If they do get poorly, visit Www.gminitegratedcare.org.uk/GTKWTG for advice. #GTKWTG Many of us enjoy fireworks this time of year, but accidents can happen (P) user ant large display or a gathering at home, many of us enjoy fireworks this time of year, but accidents can happen (P) user treatment Centres can help with minor burns. Find your nearest centre (for www.nhs.uk/service-service. (for include locality centre) Many of us enjoy fireworks this time of year, but accidents can happen (P) uservice. Where it ad a large display or a gathering at home, many of us enjoy fireworks this time of year, but accidents can happen (P) uservice. Where it ad a large of a firework. Sind your nearest centre (for www.nhs.uk/service-serech/find-an-urgent-treatment-centre. (or include locali		Description in a second second information with the effective	Description is a second of a first of the first of	Cranhia contain-
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wheezing (rasping noise when breathing). www.nhs.uk/conditions/bronchiolitis #GTKWTG If you're concerned, contact your GP. For more advice go to www.nhs.uk/conditions/bronchiolitis #GTKWTG Prevent the spread of germs this #Halloween I is spooky season! If spooky season! Prevent the spread of germs this #Halloween I if you're children are trick or treating, make sure they wash their hands with soap and water to stop the spread of viruses! Prevent the spread of germs this #Halloween I if hey do get poorly, visit Graphic contains minage of a pumpkin with hand washing symbol carved into trads #Halloween i germs. Text www.gmintegratedcare.org.uk/GTKWTG for advice. Graphic contains minage of a pumpkin with hand washing symbol carved into trads #Halloween i germs. Text www.gmintegratedcare.org.uk/GTKWTG for advice. Graphic contains minage of a pumpkin with hand washing symbol carved into trads #Halloween germs. Text www.gmintegratedcare.org.uk/GTKWTG for advice. Graphic contains minage of a pumpkin with hand washing symbol carved into trads #Halloween germs. Text www.gmintegratedcare.org.uk/GTKWTG for advice. Graphic contains minage of a pumpkin with and washing symbol carved into trads bonfire ing our nearest centre (3r www.nhs.uk/service- search/ind-an-urgent-treatment-centre. (or include locality centre) Graphic contains mage of a firework. Text treates bonfire nippte. Accidents can happen. Urgent Treatment Centres can help with minor burns. Find your nearest centre (3r www.nhs.uk/service- search/ind-an-urgent-treatment-centre. (or include locality centre) Many or usid was seek medical advice for a baby or child who has been burned. Graphic contains mage of a firework. Text search/ind-an-urgent-treatment-cen				see a GP.
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Always call 999 if necessary and always seek medical advice for a baby or child who has been burned.			advice for a papy of child who has been burned.	
advice for a baby or child who has been burned.				
		#GTKWTG #BonfireNight		





Mental health support

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Grater Manchester Loneliness can feel so dark Get to know where to go	 Winter can be a difficult time for people living with loneliness or experiencing social isolation, especially those who are elderly or vulnerable. @ageuk have lots of advice to help if you or someone you know is lonely. Visit <u>www.ageuk.org.uk/information-advice/health-wellbeing/loneliness</u> #GTKWTG 	Winter can be a difficult time for people living with loneliness or experiencing social isolation, especially those who are elderly or vulnerable. @age_uk have lots of advice to help if you or someone you know is lonely. Visit www.ageuk.org.uk/information-advice/health- wellbeing/loneliness #GTKWTG	Graphic contains text only. Text reads Loneliness can feel so dark. Get to know where to go.



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	Loneliness can affect us all at any time of our lives, but for	Loneliness can affect us all, but the onset of	
	some, the onset of darker months can make loneliness	darker months can make loneliness seem	
	seem overwhelming. @Chattycafe offers services designed	overwhelming.	
	to reduce loneliness or social isolation.		
		@chattycafe offers three services designed	
	Whether its via telephone, online or popping into one of	to reduce loneliness or social isolation either	
	their venues for a natter, someone is always there to talk to.	online, via phone or in person. For more info	
	For more info, or to find your local Chatty Café, visit	visit thechattycafescheme.co.uk #GTKWTG	
	thechattycafescheme.co.uk #GTKWTG	Non <u>moonaaly caroconomic.co.aa</u> "Onterno	
	During winter, the reality of grief is often driven home. As	During winter, the reality of grief is often	Graphic contains
GREATER MANCHESTER	the nights draw in and the weather turns cold, grief can feel	driven home. As the nights draw in	image of leaves in a
BEREAVEMENT SERVICE	unbearably heavy.		circle. Text reads
	unbearably neavy.	and the weather turns cold, grief can feel	Greater Manchester
0161 983 0902		unbearably heavy.	Bereavement
Monday to Friday, 9am to 5pm	Greater Manchester Bereavement Service can help you find		Service. 0161 983
Except bank holidays	the support you may need.	Greater Manchester Bereavement Service	0902 Monday to
Greater-Manchester-Bereavement-Service.org.uk		can help you find the support you may need.	Friday 9am-5pm
	Call 0161 983 0902 or visit www.greater-manchester-		except bank holidays.
, terr	bereavement-service.org.uk	Call 0161 983 0902 or visit www.greater-	Greater-Manchester-
Greater Manchecter	#GTKWTG	manchester-bereavement-service.org.uk	Bereavment-
Grief			Service.org.uk.
Get to know where to go	Coping with grief can be extremely hard. Winter can mark a	Winter can mark a period of isolation and	
	period of isolation and loneliness for those grieving but	loneliness for those grieving but remember,	Graphic contains
	remember, you don't have to deal with your grief alone.	you don't have to deal with your grief alone.	image of person
		Greater Manchester Bereavement Service	upset with hands
	Greater Manchester Bereavement Service can help you find	can help you find the support you may need.	covering face and image of a broken
	the support you may need.		heart. Text reads,
		Call 0161 983 0902 or visit www.greater-	grief get to know
	Call 0161 983 0902 or visit www.greater-manchester-	manchester-bereavement-service.org.uk	where to go.
	bereavement-service.org.uk	#GTKWTG	
	#GTKWTG		

Please contact the NHS GM campaigns team if you have any problems downloading from the links provided – <u>gmhscp.gm-campaigns@nhs.net</u>.