# **Healthier Together**

Communications and marketing toolkit

August/September 2023

# **Content**

1. Introduction
2. Internal bulletin and newsletter copy
3. Website copy
4. Social media content
5. Printed materials

# **Introduction**

[Healthier Together](https://www.hnyhealthiertogether.nhs.uk/) is a website that provides consistent and high-quality advice from local health professionals on children and young people's health.

You'll find clear information on common childhood illnesses, including advice on what 'red-flag' signs to look out for, where to seek help if required and how long your child's symptoms are likely to last.

Healthier Together is a partnership project which continues to grow by putting children, young people and family’s needs at the heart of the website, into one easy to navigate place.

The information on the website is checked by clinicians and developed with experts.

This launch campaign will focus on:

* Launch – August/September
* Starting School/Back to School – September
* Choosing well - October
* Respiratory - Winter

# **Internal bulletin and newsletter copy**

**New website launched for parents to get the right help**

Part of Let’s Get Better, [Healthier Together](https://www.hnyhealthiertogether.nhs.uk/) is a new is a website that provides consistent and high-quality advice from local health professionals on children and young people's health.

You'll find clear information on common childhood illnesses, including advice on what 'red-flag' signs to look out for, where to seek help if required and how long your child's symptoms are likely to last.

Professionals can find lots of useful guidelines, local information, and much more. We have a special page for professionals on [how to use the website](https://www.hnyhealthiertogether.nhs.uk/professionals/how-to-use).

Healthier Together is a partnership project which continues to grow by putting children, young people and family’s needs at the heart of the website, into one easy to navigate place.

The information on the website is checked by clinicians and developed with experts.

**Website Copy**

Healthier Together brings together consistent and high-quality advice from local health professionals for families into one easy to navigate place.

The information is written and approved by NHS clinicians including GPs, which means families/carers/young people will receive consistent self-care/management health advice from the website.

You'll find clear information on common childhood illnesses, including advice on what 'red-flag' signs to look out for, where to seek help if required and how long your child's symptoms are likely to last.

Together we’ll do the right thing for your child. Visit: [www.hnyhealthiertogether.nhs.uk](http://www.hnyhealthiertogether.nhs.uk)

# **Social media content**

|  |  |
| --- | --- |
| A blue heart with a baby child in a yellow shirt  Description automatically generated | Using the internet to search for your child's symptoms can often be scary – that’s why we have launched Healthier Together. A new NHS website aimed at providing you with the best guidance and support for your family.  Visit: [www.hnyhealthiertogether.co.uk](http://www.hnyhealthiertogether.co.uk) |
| A baby in a white shirt  Description automatically generated | If you are worried about your child or child in your care, it is important to seek NHS approved health information and advice.  Save wwww.hnyheaslthiertogether.co.uk in your favourites so its handy when you need it |
| A child holding her cheeks  Description automatically generated | Healthier Together provides parents, carers, pregnant women and birthing people, babies, children and young people in our local area with consistent and high-quality advice from local health professionals.  Together we’ll do the right thing for your child. Visit: ww.hnyhealthiertogether.nhs.uk |
| A child looking at the camera  Description automatically generated | For the right health service, or the reassurance you need, visit ‘Healthier Together’. The website provides parents, carers, pregnant women and birthing people, babies, children and young people in our local area with consistent and high-quality advice from local health professionals. NHS approved and accurate local information all in one place. Together we’ll do the right thing for your child. Visit: [www.hnyhealthiertogether.nhs.uk](http://www.hnyhealthiertogether.nhs.uk) |

**Printed media**

A4 posters and A5 postcards are being shared with GP practices and community venues, a digital copy has been included in the toolkit for you to print and use whilst distribution is confirmed.