

Sefton Communications Pack for Community Gatekeepers

xx October 2021

This communications pack contains key messages and social media resources that can be used to help increase understanding and awareness about how the national **COVID-19 vaccination programme** is now working in Sefton and about the current **national guidance** to help stop the spread of the virus. We have also included a reminder about **accessing healthcare advice and support for non COVID-19 illnesses or injuries** and some **social media** messages that may be useful.

You are welcome to adapt the language and tone and share. The messages have been kept simple and specific to cater to as many audiences as possible.

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COVID-19 Response

Messages to individuals:

The best way to protect yourself and others from COVID-19 is to get fully vaccinated.

Even if you are fully vaccinated, you should continue to do the following to protect yourselves and others from COVID-19:

- Meet outdoors if possible or let fresh air in if you meet indoors.
- Wear a face covering in crowded and enclosed places where you come into contact with people you do not normally meet.
- Get tested, and self-isolate if required.
- Try to stay at home if you are feeling unwell.
- Wash your hands regularly throughout the day.
- Download and use the NHS COVID-19 app to know if you've been exposed to the virus.

Messages to businesses:

Businesses must not ask or allow employees to come to work if they are required to self-isolate.

Businesses are encouraged to:

- Ask employees to stay at home if they are feeling unwell.
- Encourage employees to get a PCR test if they display symptoms, no matter how mild, of COVID-19
- Ensure there is an adequate supply of fresh air to indoor spaces.
- Businesses should identify any poorly ventilated spaces and take steps to improve fresh air flow in these areas.
- Provide hand sanitiser to enable staff and customers to clean their hands more frequently, and clean surfaces which people touch regularly.
- Display an NHS QR code poster for customers to check in using the NHS COVID-19 app, so they are alerted if there's an outbreak and can take action to protect others.
- Consider using the NHS COVID Pass, where appropriate.

General messages:

1 in 3 people who have the virus show no symptoms.

The more people who get tested and who self-isolate if positive, the more we can slow the virus from spreading.

It's important that everyone helps by getting tested if they are asked to do so. Even if you are vaccinated there's a chance that you can still spread the virus.

Here's a simple guide to how to stay safe and help prevent the spread of coronavirus:

<https://www.gov.uk/guidance/covid-19-coronavirus-restrictions-what-you-can-and-cannot-do#easy-read>

The vaccine works against all known variants in the UK and protects people from becoming seriously ill. To have maximum protection you need two doses.

The vaccine also reduces your chances of spreading COVID-19 to other people.

All COVID-19 vaccines offered in the UK have been through rigorous clinical trials, are safe and provide enhanced protection against being ill, going to hospital and dying.

COVID-19 vaccination programme

Netherton Health Centre is now open to bookings for vaccinations for those aged 16 and over, Tuesday to Friday, 10am to 5pm. You can book an appointment by calling 0151 247 6413.

A poster is available to download here:

https://drive.google.com/drive/folders/13Tm4HksolHiisYckDg_20gLdmJcB6TOx

To find a walk-in vaccination site or to book a COVID-19 vaccination appointment when you are eligible, please visit the NHS website: <https://www.nhs.uk/conditions/coronavirus-covid-19/coronavirus-vaccination/>

Information in languages other than English:

NHS doctors, nurses and other frontline staff have come forward to help reassure our communities that COVID-19 vaccines are safe, effective and have been independently tested to the highest standards. They explain in a variety of languages, how the vaccine is given, and give clear evidence that the vaccines work and are safe. It is hoped that the videos will be shared among friends, families, faith and community groups via WhatsApp, text message and on social media. These videos are available via this link:

<https://www.england.nhs.uk/london/our-work/covid-19-vaccination-programme-2/covid-19-vaccine-communication-materials/>

There is a lot of false information about COVID-19. Factual, reliable information is available in a variety of languages here:

https://www.youtube.com/playlist?list=PLvaBZskxS7ty5YVvA9CzQBA-w_XqQbi6m

Pregnancy and women's health - frequently asked questions about COVID-19

[Research shows pregnant women are more likely to become seriously ill from COVID-19](#) and 98% of those in hospital due to COVID-19 are unvaccinated. Pregnant women are also [more likely to have severe COVID-19 infection if they are overweight or obese](#).

This [FAQ document](#) provides answers to some of the most frequently asked questions around the COVID-19 vaccine, pregnancy, fertility and women's health for a general public audience. It is updated regularly, and new information is highlighted in yellow.

All answers are gathered from reliable sources such as the Royal College of Obstetricians and Gynaecologists, the Human Fertilisation and Embryology Authority and the British Fertility Society, as well as official NHS and government publications. We have provided links to our sources. This document has also been reviewed by experienced and senior NHS clinicians.

The topics covered are:

- Getting pregnant/fertility
- Fertility treatment

- While pregnant
- Post-pregnancy
- Partners or birthing partners before and during pregnancy
- Women's health

Sefton based nurses explain why it is safe to have the vaccine if you are pregnant:

<https://drive.google.com/drive/folders/13EyerVRzDoZKk04sGStOCc653hBWslI6>

Young people and Long COVID-19

Young COVID-19 patients have told their stories of battling the virus and suffering long-term debilitating effects as part of a new film encouraging people to get their vaccines.

Ella Harwood, a 23-year-old illustrator from London, was 21 when she fell ill with the virus. She said: "I'm young and fit but I was bed-bound for seven months with COVID-19. Before I caught the virus, I was super active and had no health concerns, but I now suffer with asthma which I didn't have before and a number of allergies. I fear I'll never be the same again but I'm making progress and I'm very grateful that I'm still alive. Please get vaccinated if you haven't already."

Young people including Ella Harwood share their experiences of long COVID-19:

<https://vimeo.com/588381188/cbccb9392e>

Vaccinations for younger people

Everyone aged over 12 is now eligible for the COVID-19 vaccine.

People aged 16 and over will be invited by their local NHS service, via text and letter, to book an appointment for their first vaccine through GPs or via walk-in centres. You can search for walk-in centres using the [NHS website](#). You can also book an appointment on the NHS booking page here: nhs.uk/covid-vaccination

People aged 18 and over can get their vaccine at a walk-in site or by booking an appointment by phone or online:

- Grab a jab at a walk-in site - find the latest information on walk-in clinics for vaccinations in Sefton and beyond using the NHS website [here](#).
- Visit the NHS vaccination booking page here: nhs.uk/covid-vaccination
- Visit the Aintree Hospital Hub booking system here:
<https://aintreeuniversityhospital.nhsbookings.com/v2/#book/service/7/count/1/provider/any/>
- Call 119 anytime between 7am - 11pm, seven days a week (free of charge)

If you turn 18 within the next 3 months, you can book your COVID-19 vaccination appointments online.

Parents of **children aged 12 to 15** are also being contacted and invited for their vaccine. You can read more about this [here](#). The latest national figures suggest the majority of cases are in 10-19 year olds, so vaccinating children is key to keeping communities protected from COVID-19. Parents can book a vaccine appointment for their child by going to:
<https://www.nhs.uk/conditions/coronavirus-covid-19/coronavirus-vaccination/book-coronavirus-vaccination/book-or-manage-a-1st-or-2nd-dose-of-the-coronavirus-covid-19-vaccination/>

COVID-19 vaccines for young people aged 12 and over with underlying conditions or are household contacts of immunosuppressed

The NHS will continue to offer two doses to young people aged 12 and over with specific underlying health conditions that put them at risk of serious COVID-19, or who are household contacts of adults or children who are immunosuppressed.

More details are available via www.gov.uk

Young people from Sefton share their vaccination experiences

Anthony McNally is one of many young Sefton residents who recently got their first COVID-19 jab at a local walk-in vaccination centre. He said: "It's really important that everyone gets their jab as soon as they can; to look after your nan and also so we can go on holiday and get out again."

Anthony McNally from Sefton shares his experience of getting his first COVID-19 vaccine: https://drive.google.com/drive/folders/13kuPsgNqutiPf_2r50vwqxP1WkQ-MHjO

Ellie and Amelia from Sefton explain what they are looking forward to getting back to after having the vaccine:

<https://drive.google.com/drive/folders/1ogbBldKnalYUkLeFDVcMhOtP1pBqwDPh>

Sefton Young Advisors share their experiences of getting the vaccine and encourage others to get theirs:

https://drive.google.com/drive/folders/16T8g0Vdci_RRQZvgSnD3BOIBBgeTQXK8

COVID-19 booster & flu vaccines

Booster vaccines help to improve the protection given from the first 2 doses of the vaccine. Booster vaccine doses will be available on the NHS for people most at risk from COVID-19 who have already had 2 doses of a vaccine. All those eligible for the COVID-19 booster will be contacted by the NHS, six months or 26 weeks after they have had their second jab. When contacted, you will be provided with details of how to get your COVID-19 booster.

You can read more about this [here](#).

Booster vaccines for health and care workers:

The National Vaccination Booking Service is open for health and social care workers to book their booster jabs, which will be available six months or 26 weeks after they have had their second jab. There won't be any invitations sent to health and social care workers, proof of employment may be required.

Flu & Booster vaccines

People in Sefton are being urged to get their flu and COVID-19 vaccines as soon as they are offered, to boost their immunity this winter.

This year the offer of a flu jab is being extended to anyone aged 50 and over, as well as to those in high-risk groups. With COVID-19 still in circulation, vaccinating against flu is more important than ever before.

If you are very young, old, pregnant or living with some health conditions, you could become seriously ill with flu.

Get your flu and COVID-19 booster vaccines as soon as possible to increase your protection, rather than waiting to get them at the same time.

Research has also shown that you're more likely to be seriously ill if you get flu and COVID-19 together at the same time. If you've yet to have your COVID-19 jab, it's never too late.

More information on flu, including who can have the vaccine from the NHS is on <https://www.nhs.uk/conditions/flu>

Testing and self-isolation

If you are fully vaccinated and your final dose was administered more than 14 days ago or are under the age of 18 years and 6 months, you no longer need to isolate if you are a contact of a positive case and don't have symptoms. However, it is vital that we continue to be cautious. Even after both doses, it is still possible to catch and pass on COVID-19.

Testing, tracing and self-isolation remains an effective way of stopping COVID-19 from spreading and preventing new variants of the virus from emerging.

However, it only works if we do all three:

1. **Test regularly** for infection.
2. **Trace** people who have been in close contact with someone who is infected.
3. **Self-isolate** for 10 days if you test positive (even if you have been double-jabbed).

Taking part in regular testing, and assisting in contacting others who may be infected, will help us to manage the virus.

What to do if you have symptoms of COVID-19 or are a contact of a positive case?

If you have symptoms, you should self-isolate immediately and stay at home and get a PCR test as soon as possible. There is financial support if you're off work because of coronavirus.

If you test positive, contact tracers will get in touch to identify people you have been in close contact with recently who may also be infected with the virus. Please be honest and open with them and help as much as possible. It can save lives.

Even if you do not have symptoms, you are advised to have a PCR test as soon as possible if you are a contact of a positive case. Close contacts without symptoms should also:

- limit close contact with other people outside your household, especially in enclosed spaces
- wear a face covering in enclosed spaces and where you are unable to maintain social distancing
- limit contact with anyone who is clinically extremely vulnerable
- continue to take part in regular lateral flow testing (LFD)

When to get tested if you have symptoms of COVID-19

You are eligible for a free PCR test, and you should have one as soon as possible, if you have any of these symptoms:

- A high temperature.
- A new, continuous cough.
- A loss or change to your sense of smell or taste.

You and anyone you live with should stay at home. until you get your test result. Only leave your home to have a test.

You can order a free PCR test online:

<https://www.gov.uk/get-coronavirus-test>

When to get tested if you do not have symptoms

You should get tested twice a week (every 3 to 4 days) even if you don't have symptoms and you can get rapid lateral flow tests for free.

About 1 in 3 people with COVID-19 do not have symptoms but can still infect others, so it is important to test regularly.

If you test positive and self-isolate, you will help stop the virus spreading and will help save lives.

You can pick up free rapid lateral flow tests at pharmacies or order them online:

<https://www.nhs.uk/conditions/coronavirus-covid-19/testing/regular-rapid-coronavirus-tests-if-you-do-not-have-symptoms/>

Who still needs to self-isolate?

Some groups will still be required to self-isolate if they have been identified as a close contact of a positive COVID-19 PCR test result. These groups include:

- Those who have not received their COVID-19 vaccination yet.
- Those who have not received both doses of their COVID-19 vaccination.
- Those who have received their second dose within the last 14 days.
- Those who have tested positive following a PCR test.
- Those who have been fully vaccinated and are displaying COVID-19 symptoms (ahead of getting a PCR test).

This easy to follow illustration helps to explain when you should self-isolate if you or someone in your household tests positive for COVID-19:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/961291/Stay_at_home_illustration_Feb_2021.pdf

The NHS COVID-19 app

You are strongly encouraged, even if you are fully vaccinated, to continue using the app. It is a lifesaving tool that helps us to stay safe and to protect those closest to us as we return to a more familiar way of life.

New data shows over 50,000 cases were averted in the first 3 weeks of July – with up to 2,000 cases prevented a day.

The app is the simplest, easiest, and fastest way to find out whether you have been exposed to the virus, and it has saved thousands of lives over the course of this pandemic.

The more people who use the app, the more protected everybody is. Please continue to use, and encourage others to use the NHS COVID-19 app.

The NHS COVID-19 app is available for download from the App Store and Google Play Store. For help with downloading please visit: [Get help downloading the app – NHS COVID-19 app support - NHS.UK](#)

For more details including the latest FAQs, visit [the NHS COVID-19 app website - NHS.UK](#)

Guidance on Educational Settings Including Schools and Colleges in Sefton

Sefton's schools are following the national guidance from the Department for Education and UKHSA. Measures in schools have changed, however, in certain circumstances such as where case thresholds are met or an outbreak is identified, schools will work with local health protection teams (Sefton Public Health) to reintroduce appropriate measures.

All school situations are different and what happens in one school will not necessarily be the same in another. All schools will be reviewing their risk assessments to ensure that all the children, young people, staff and visitors, including parents and carers, remain safe.

Answers to frequently asked questions are available here:

<https://www.sefton.gov.uk/schools-faqs>

Testing for parents, carers and young people

Although NHS Test & Trace are now responsible for contact tracing of all positive cases, if a child or young person tests positive for COVID-19, their school should still be informed.

Young people no longer need to isolate if they are identified as a close contact of a COVID-19 case, but they will be asked to take a PCR test. If the PCR result is positive, they will be required to self-isolate. All known contacts of positive COVID-19 cases should be reported to NHS Test & Trace, whatever their age and no matter their vaccination status. These contacts can continue to attend school whilst awaiting their results, unless they develop symptoms or are advised not to by health protection teams.

Alternatively, where a child develops symptoms of COVID-19, parents and guardians should book their child an appointment to have a PCR test and the child should not come into school whilst they are awaiting the test results, even if they feel better. If their test result is negative, they can return to school. If their result is positive, they should continue to isolate and follow public health advice.

Appointments for PCR tests can be booked at www.gov.uk/coronavirus or by calling 119.

Parents, carers, secondary pupils and college students are encouraged to take regular rapid lateral flow tests, twice a week as this is one of the best ways to stop COVID-19 being passed on in the community.

Free rapid tests are available through schools, colleges and nurseries for everyone who attends them or works at them. Primary age pupils in Year 6 or below do not need to take a test if they do not have symptoms or are not a contact of a positive COVID-19 case. In some circumstances, including where thresholds for cases are met, the local health protection team (Sefton Public Health) will work with the educational setting and may advise additional testing.

Getting your COVID-19 vaccine remains the best protection against the virus, please get both doses as soon as possible.

Latest advice and messages on other health matters

Help you stay well this winter

If you're worried about your health, don't delay, your NHS wants to see you – help us help you get the care you need this winter. Winter conditions can be bad for our health, especially for people aged 65 or older, and people with long-term conditions such as heart or kidney disease, COPD (including emphysema and chronic bronchitis), asthma or diabetes.

The NHS has lots of support and information available about what you should do if you are unwell and if you think it might be COVID-19, updated information on the flu jab, COVID-19 booster vaccinations, keeping warm in winter, keeping active, mental health support, hand washing and where to go for the right medical advice including NHS 111, 119, pharmacy services and contacting your GP. For more information visit: [nhs.uk/staywell](https://www.nhs.uk/staywell) or call NHS 111.

Respiratory Syncytial Virus (RSV) – advice for parents

RSV is a common virus that causes coughs and colds in winter and is the most common cause of bronchiolitis in children under two.

Common symptoms of bronchiolitis are; runny nose, a rasping, dry cough, mild increase in temperature. It may cause reduction in feed and more noticeable effort in breathing.

For the majority of children these illnesses will not be serious and they can be cared for at home with simple measures such as paracetamol, rest and plenty of fluids.

When to get advice and support

Most cases of bronchiolitis resolve within two to three weeks, but parents should contact their GP or call NHS 111 if:

- Their child struggles to breathe
- Their child has taken less than half their usual amount during the last two or three feeds, or they have had a dry nappy for 12 hours or more
- The child has a persistent high temperature of 37.8C or above

Children under two months of age, those born prematurely and those with underlying health conditions, such as a heart condition, are a higher risk of severe bronchiolitis and parents should consider accessing health advice earlier.

Parents and carers are also advised to dial 999 for an ambulance if:

- Your baby is having difficulty breathing
- Your baby's tongue or lips are blue
- There are long pauses in your baby's breathing

How to reduce the spread of viruses including RSV

There are simple steps you can take to reduce the spread of all viruses:

- Use tissues to catch coughs or sneezes, bin the used tissues as soon as possible and wash your hands with soap and warm water to kill the germs.

- Children with flu or bronchiolitis symptoms should stay home and reduce contacts where possible.
- Particularly avoid close contact with newborn babies, infants born prematurely (before 37 weeks), children under 2 born with heart or lung conditions, and those with weakened immune systems.

More information and support

Dr Anne Kerr Consultant Paediatrician at Alder Hey Children's Hospital advises parents on what to do if they think their child has RSV: <https://youtu.be/3wfMJclHjVM>

Dr Shyam Mariguddi, clinical director for children's medicine at Southport and Ormskirk Hospital advises parents on what to do if they think their child has RSV: youtu.be/7xBbDB8mM2U

Find out more about the symptoms of bronchiolitis and what to do on the NHS website: www.nhs.uk/conditions/bronchiolitis and children's health in general here: <http://what0-18.nhs.uk>

NHS 111 first

People who need urgent health care across Sefton are being encouraged to contact NHS 111, by visiting www.111.nhs.uk or by calling 111 if you do not have access to the internet. NHS 111 is staffed by trained professionals and clinicians, who will direct you to the most appropriate health service. It is fast and simple and the easiest way to be sign posted to the right service that you or a loved one needs. This could be a GP out-of-hours, a walk-in centre or a local pharmacy.

In an emergency such as loss of consciousness, stroke or serious injury, you should call 999.

Mental health support

For anyone over 16 in need of urgent mental health support as they no longer feel able to cope or be in control of their situation, there is a free 24-hour telephone service on 0800 145 6570. There is also free, confidential, 24/7 text message support for anyone who is feeling overwhelmed or is struggling to cope. The service, run by Mersey Care NHS Foundation Trust, is staffed by trained volunteers who will work with you, to take your next steps towards feeling better. For this service text HEAL to 85258.

Information on urgent mental health support can be found via: <https://www.merseycare.nhs.uk/urgent-help> and

Mersey Care have produced a range of self-help guides which can be found on: <https://www.merseycare.nhs.uk/are-you-a-service-user/self-help-guides>

5 Steps to Wellbeing

The 5 Steps to Wellbeing are a set of five activities that have been proven to help boost our mental wellbeing if we practice them regularly, they are:

1. Keep learning
2. Take notice
3. Connect

4. Give
5. Be active.

This animation explains more <https://youtu.be/u8Z-x0XmsWU>

Kind to your mind

Being Kind to Your Mind has never been so important. In these challenging and unusual times, it's understandable if you are experiencing a sense of stress or anxiety, maybe eating more, struggling to sleep, drinking excess alcohol or lacking motivation. Just remember to Be Kind to Your Mind and your body during this time.

If you are looking for tips, advice, apps, online courses to help with your mental wellbeing or where to go for local support, try www.kindtoyourmind.org.

Self-help guides

The NHS has produced a range of easy to follow online 'self-help' videos to common conditions such as indigestion, ear infections, sprains and strains and how to treat them, which are available at <https://bit.ly/SelfCareSefton>

You can also find trusted advice about hundreds of health conditions on [NHS.uk](https://www.nhs.uk) and the NHS app which provides secure access to a range of NHS services.

Community pharmacies and walk in centres

Litherland Walk in Centre is open 8am to 8pm and is operating a telephone triage and appointment system to keep everyone safe by supporting social distancing. Local residents are advised to book an appointment before visiting the centre by calling 0151 475 4667.

The latest information about Litherland Walk-In Centre can be found at:
<https://www.merseycare.nhs.uk/our-services/south-sefton/walk-centre-litherland>

Did you know that you can get free, fast and expert health advice at any pharmacy in Sefton? Care at the Chemist is available to anyone registered with a GP in Sefton. It's the quickest & easiest way to get advice and treatment from a health professional for a range of common conditions affecting adults and children. For information go to:
<https://www.southseftonccg.nhs.uk/your-health-and-services/care-at-the-chemist>

Your GP Practices

Currently, the whole of the NHS is extremely busy and GP practices are no exception. Before the pandemic, Sefton's GP practices were already very busy. Now they are giving advice, support and treatment to more patients than ever before and the number of people contacting their practice for help continues to rise.

From January to June 2021 practices in Sefton organised a total of 656,693 appointments for Sefton residents. These appointments were a mix of face to face, home visits, telephone or video and e-consult.

The real number will be much higher as this figure does not include appointments for COVID-19 vaccinations, or any of the other services provided on behalf of our practices. Services like extended hours, which offers pre-bookable slots in the evening and at weekends and COVID hubs that provided dedicated care for anyone with coronavirus are not included in the figures.

As well as booking and carrying out appointments, there is a wide range of other work that your practice's team needs to do to look after its patients. This includes issuing prescriptions and managing medications, reviewing blood tests and investigations, responding to requests from hospitals and referring patients on behalf of other professionals.

A good example of the scale of the work that goes on behind the scenes is prescriptions. Each of the 1,668,020 prescriptions issued during January 2021 – June 2021, need to be reviewed and signed by a clinician before they are issued. This takes time and medical expertise.

Please email communications@sefton.nhs.uk if you would like some printed copies of the leaflet below:

ACCESSING YOUR GP



Why are GPs still working differently?

The pandemic is over. Why aren't GP practices open?

The pandemic is not over. GP Practices worked hard to provide a service throughout lockdown and continue to do so.

In order to protect the most clinically vulnerable people who are in contact with our health services some measures, such as physical distancing and face coverings, remain in place in healthcare settings. All practices are required to work in this way.

How are practices working now?

All appointments are being triaged. Triage means you will be assessed to decide whether you need to be seen in person, via video/telephone consultation, or via community pharmacy.

This helps keep you safe and makes sure the people with the greatest need are seen first. If you need to attend the practice for examination, you will be given an appointment.

In many cases, the issue can be effectively managed with a telephone consultation and can avoid travel to the surgery if you don't need to.

I wanted to see my GP, so why am I seeing someone else?

Many GP practices have teams of specialists working alongside GPs. These teams can include advanced nurse practitioners, mental health workers and physiotherapists.

These professionals can diagnose and treat health conditions, and ensures you see the right person at the right time more quickly.

Why do reception staff ask personal questions?

Reception staff are a vital part of the health care team. They are trained to ensure patients are directed to the most appropriate member of the practice.

They treat all information as confidential.

Where else can I get help?


If you need help with minor injuries or urgent care, visit 111.nhs.uk or dial 111. Alternatively, pharmacies can help with a range of treatments for mild illnesses. You can also visit www.nhs.uk for advice on common symptoms.

In a life-threatening emergency, dial 999.

PLEASE BE PATIENT

Health services are under enormous pressure, but we are open & providing services if you need us. Help us & help yourself by making sure you get the right care, in the right place, at the right time appropriate for your needs. Please be kind to our staff, socially distance where possible & continue to wear a face covering while in a healthcare setting.


Social media content

Theme	Example social media post wording	Content	Asset to post (download from Google drive)
NHS 111 First	If you need immediate care visit 111 Online at www.111.nhs.uk and answer a few simple questions to get the advice and help you need within minutes. #111FirstNW #HelpUsHelpYou	111 Online system walkthrough video - regionally-developed	https://drive.google.com/file/d/100ATXYtiJDGGELyjM_ChTmuBgIvcdVGV/view?usp=sharing
	What can you expect when you contact NHS 111 online or by phone? www.111.nhs.uk #111FirstNW #HelpUsHelpYou	ED staff and patient videos on how it feels to use 111 and how it can help.	https://drive.google.com/file/d/1YfNANFYEqcboeoealVMAxpBrIjxh8gX/viiew?usp=sharing
Mental Health Support	Anyone over 16 in need of urgent mental health support as they no longer feel able to cope or be in control of their situation - there is a free 24-hour telephone service on 0800 145 6570. #SeftonInMind #HelpUsHelpYou #MentalHealthMatters @Mersey_Care		https://drive.google.com/drive/folders/1T3Rj8FwWhH3jwyZU26p469Z1WHyzRtle
	There's free confidential 24/7 text message support for anyone who is feeling overwhelmed or is struggling to cope with their mental health. Trained volunteers will work with you to take your next steps towards feeling better - Text HEAL to 85258. #SeftonInMind #HelpUsHelpYou #MentalHealthMatters @Mersey_Care	You Tube explainer video	https://youtu.be/iLgYRRsHkN4

Mental Health Support	If you or someone you know is experiencing a mental health crisis, this short film explains how to access urgent mental health support: https://youtu.be/HaKDxDTreMM	Animation/video	https://youtu.be/HaKDxDTreMM
	The 5 Steps to Wellbeing are a set of five activities that have been proven to help boost our mental wellbeing if we practice them regularly: https://youtu.be/u8Z-x0XmsWU	Animation/video	https://youtu.be/u8Z-x0XmsWU
	We all have times when we feel stressed, low or anxious, or have trouble sleeping. For practical tips and expert advice to improve your mental health, visit www.kindtoyourmind.org #BeKindtoYourMind #EveryMindMatters	Visuals	https://drive.google.com/drive/folders/1UtmopDUnZ0OI7_qxh2bHhN-VEOG-dFY1
	Are you feeling anxious? The #BeKindtoYourMind website can guide you to a range of useful resources - tips, podcasts and courses - to help look after your mental wellbeing www.kindtoyourmind.org	Visuals	https://drive.google.com/drive/folders/1UtmopDUnZ0OI7_qxh2bHhN-VEOG-dFY1

Self help advice	Head or stomach ache? Ear infection? Sore throat? Pain, strain, sprain? Here's some NHS self-help videos to common conditions in children and adults & how to treat them	Collection of self-help videos on YouTube	https://bit.ly/SelfCareSefton
	If you have a strain or sprain, in most cases you can treat it yourself at home by following PRICE - Protect, Rest, Ice, Compression, Elevate. You can contact NHS 111 for further advice if you need it. www.111.nhs.uk #selfcare #111FirstNW #HelpUsHelpYou	Simple self-care advice video for strains and sprains	https://drive.google.com/file/d/1mJAJevcsnh2eDiWZpwG8fAfcHHmAhKvE/view?usp=sharing
Self help advice	Ear infections can be really painful, whatever your age, but are rarely serious. Here's how you can treat them yourself at home. You can contact NHS 111 for further advice if you need it. #HelpUsHelpYou #selfcare #111FirstNW www.1111.nhs.uk	Simple self-care advice video for ear infections (adult and child)	https://drive.google.com/file/d/1mYa5EamW2jVfWR7bUZSErHPOGAaYeM-B/view?usp=sharing
	Lower back pain can be a real problem - but there are things you can do to treat it at home, with the help of your pharmacist. Contact NHS 111 if you have more serious symptoms. #selfcare #HelpUsHelpYou #111FirstNW www.111.nhs.uk	Simple self-care advice video for lower back pain	https://drive.google.com/file/d/1kNtwGcrnjYYiwZpJC3PYSHuFpv5qGZs/view?usp=sharing
	You can usually treat a sore throat at home, with help from your pharmacist - but you should seek medical advice if you have more severe symptoms. Contact NHS 111 for further advice and support. #selfcare #HelpUsHelpYou #111FirstNW www.111.nhs.uk	Simple self-care advice video for sore throat	https://drive.google.com/file/d/1LCP01xSEcCvWHjZ7lgycmBdWcqaEoy-6/view?usp=sharing

Self help advice	Heartburn and indigestion can be very uncomfortable, and the symptoms might last for longer than you'd expect. The good news is that you can usually treat it yourself at home. Contact NHS 111 if you need further advice or support, or have more serious symptoms. #selfcare #HelpUsHelpYou #111FirstNW www.111.nhs.uk	Simple self-care advice video for heartburn and indigestion	https://drive.google.com/file/d/1mKEqjjLxj7EDdbZJXCbT2X1oextKhOt/view?usp=sharing
	Headaches are usually nothing to worry about and can be treated at home. You should seek medical advice if they become more frequent, or are accompanied by more serious symptoms. Contact NHS 111 for further advice and support. #selfcare #HelpUsHelpYou #111FirstNW www.111.nhs.uk	Simple self-care advice video for headaches	https://drive.google.com/file/d/17dETxb3Em7b_BWnBWdPz_dMSWHH UgvKI/view?usp=sharing
	When your child has a fever, it can be scary for parents and carers. Follow these simple steps to help them through, and seek medical advice for more serious symptoms. #selfcare #HelpUsHelpYou #111FirstNW www.111.nhs.uk	Simple self-care advice video for childhood fever	https://drive.google.com/file/d/1Sm0ibqaeR2a2P6pzXyzBg4Cy3D1sfkRe/view?usp=sharing
	If you're suffering from a cough that isn't Covid-related, you can treat it yourself with the help of over-the-counter medicines, Talk to your GP if it doesn't improve after three weeks, and seek urgent care through NHS 111 if you have more serious symptoms. #selfcare #HelpUsHelpYou #111FirstNW www.111.nhs.uk	Simple self-care advice video for coughs	https://drive.google.com/file/d/1O4yTFuD_XB_RT_VOspTfrpIpS0hmJgL/view?usp=sharing


Self help advice	Constipation can be very painful and uncomfortable, but there are things you can do to help at home. You should make a GP appointment if you have more serious symptoms, and you can get advice and support from NHS 111. #selfcare #HelpUsHelpYou #111FirstNW www.111.nhs.uk	Simple self-care advice video for constipation	https://drive.google.com/file/d/1KrIP_T8S5o27IHnMdbG6WJEUxdbO0J1q/view?usp=sharing
	A common cold usually isn't serious and can be treated at home with the help of your pharmacist. You should consider taking a Covid test, and you should make a GP appointment if you have more serious symptoms. #selfcare #HelpUsHelpYou #111FirstNW www.111.nhs.uk	Simple self-care advice video for common cold	https://drive.google.com/file/d/15ogzni10hQYcJ9wwZAD6K9pKDH5dwm7q/view?usp=sharing
	Did you know? Ibuprofen can cause skin irritation so you shouldn't use it for chicken pox. You can manage it at home with help from your pharmacist for most cases, but you should contact your GP in some circumstances. You can get more advice and support from NHS 111. #selfcare #HelpUsHelpYou #111FirstNW www.111.nhs.uk	Simple self-care advice video for chicken pox	https://drive.google.com/file/d/1NcJ7KeZeM6SnrcakHqvA3Skyl-CHQWB5/view?usp=sharing
Community pharmacies	Your community pharmacist can help you manage your symptoms and help you decide whether you need medical treatment for a huge range of common conditions. You can also visit NHS 111 Online for advice and support. www.111.nhs.uk #HelpUsHelpYou #111First	How long do common conditions usually last? 	https://drive.google.com/file/d/1JJm5KgENB1tScDe2PXD3v0mwkx55Sm7/view?usp=sharing

Community pharmacies	Did you know that you can get free, fast and expert health advice at any pharmacy in Sefton? Care at the Chemist is available to anyone registered with a GP in Sefton. It's the quickest & easiest way to get advice and treatment from a health professional for a range of common conditions #Care@Chemist #HelpUsHelpYou	Link to CCG website information	https://www.southseftonccg.nhs.uk/your-health-and-services/care-at-the-chemist
	Did you know that NHS 111 can help you to get expert health advice or an urgent repeat prescription at a local pharmacy? It's the quickest & easiest way to get advice and treatment from a health professional for a range of common conditions. #HelpUsHelpYou #111First	YouTube video link from NHS England	https://youtu.be/STrmK3K40bl
	Did you know your GP can refer you to a local pharmacist for a same day appointment with a health profession? It's a fast and effective way to get advice and treatment for a range of common conditions. #HelpUsHelpYou	YouTube video link from NHS England	https://youtu.be/yvEz8YkQph4
RSV	RSV is a common virus causing colds and coughs but can be more severe in some children. Right now cases are higher than usual for this time of year as COVID-19 restrictions ease and children mix more. Find out more about the symptoms and what to do if you're concerned here:	Content on RSV in children (press release for websites, digital toolkit and video content for social media)	https://drive.google.com/drive/folders/11X2XoqEwmC_AGZJeiCzyPADI0DljE7dc


RSV	We're seeing more children with respiratory illness for this time of year. Good hygiene can reduce the spread of these infections: carry tissues to catch coughs or sneezes and wash your hands with soap and warm water. Find out more about the symptoms here:	Content on RSV in children (press release for websites, digital toolkit and video content for social media)	https://drive.google.com/drive/folders/11X2XoqEwmC_AGZleiCzyPADI0DljE7dc
	Cases of respiratory illness in children are higher than usual for this time of year. If your child becomes breathless or has difficulty breathing, contact NHS 111 or your GP immediately. Find out more about the symptoms here:	Content on RSV in children (press release for websites, digital toolkit and video content for social media)	https://drive.google.com/drive/folders/11X2XoqEwmC_AGZleiCzyPADI0DljE7dc
	If your child is breathless, has a persistent high temperature or isn't feeding properly, contact NHS 111 or your GP as it could be a sign of severe respiratory illness. Find out more about this common virus and what to do if you're concerned here:	Content on RSV in children (press release for websites, digital toolkit and video content for social media)	https://drive.google.com/drive/folders/11X2XoqEwmC_AGZleiCzyPADI0DljE7dc
	Most cases of respiratory illness in children aren't serious and clear up within 2-3 weeks, but the symptoms can be worrying. For some infants & babies, like those born prematurely or with a heart condition, it can be more severe. If concerned call NHS 111 or your GP.	Content on RSV in children (press release for websites, digital toolkit and video content for social media)	https://drive.google.com/drive/folders/11X2XoqEwmC_AGZleiCzyPADI0DljE7dc
	The best way to protect yourself and others from COVID-19 is to get fully vaccinated.	Book a Vaccine Appointment	https://prod.cms.coronavirusresources.phe.gov.uk/covid19-response/resources/social-media-statics/



Autumn and Winter messages	To protect yourselves and others, meet outdoors if possible or let fresh air in if you meet indoors.	Meeting Friends or Family Open Windows	https://prod.cms.coronavirusresources.phe.gov.uk/covid19-response/resources/social-media-statics/
	To protect yourselves and others, wear a face covering in crowded and enclosed places where you come into contact with people you do not normally meet.	Wear a Face Covering	https://prod.cms.coronavirusresources.phe.gov.uk/covid19-response/resources/social-media-statics/
	To protect yourselves and others, get tested, and self-isolate if required.	If You Have Symptoms Stay Home If Unwell	https://prod.cms.coronavirusresources.phe.gov.uk/covid19-response/resources/social-media-statics/
	To protect yourselves and others, try to stay at home if you are feeling unwell.	If You Have Symptoms Stay Home If Unwell	https://prod.cms.coronavirusresources.phe.gov.uk/covid19-response/resources/social-media-statics/


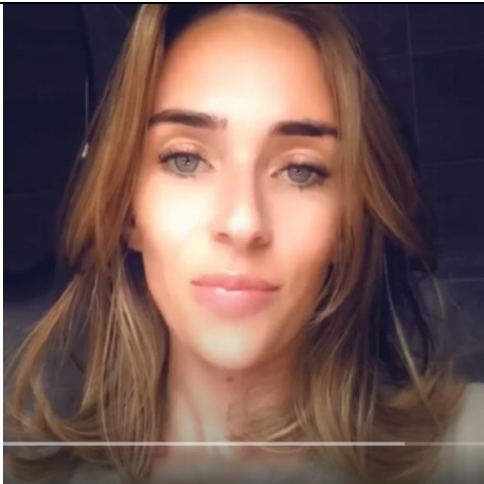
Autumn and Winter messages	To protect yourselves and others, wash your hands regularly throughout the day.	Wash Your Hands	https://prod.cms.coronavirusresources.phe.gov.uk/covid19-response/resources/social-media-statics/
	To protect yourselves and others, download and use the NHS COVID-19 app to know if you've been exposed to the virus.	Download Covid App	https://prod.cms.coronavirusresources.phe.gov.uk/covid19-response/resources/social-media-statics/
	If you're worried about your health, don't delay, your NHS wants to see you – help us help you get the care you need this winter. nhs.uk/staywell	Leaflet and audio available	https://drive.google.com/drive/folders/1F55SNyDYft3d9WAOCUeujA5pBZ0G_5U?usp=sharing
Vaccine misinformation	NHS staff want to reassure our communities that COVID-19 vaccines are safe, effective and independently tested to the highest standards. (please translate into relevant language	English and foreign languages including: Albanian, Arabic, Bengali, Chinese, Farsi, Gujarati, Hindi, Kurdish, Nepali, Polish, Spanish, Urdu, Tagalog, Somali, Romanian, Punjabi,	https://www.youtube.com/playlist?list=PLvaBZskxS7ty5YVvA9CzQBA-w_XqQbi6m




COVID-19 vaccine information for pregnant women	<p>Sefton based nurses explain why it is safe to have the vaccine if you are pregnant</p>	<p>Videos</p>	<p>https://drive.google.com/drive/folders/13EyerVRzDoZKk04sGStOCc653hBWslI6</p>
COVID-19 vaccination	<p>12-15 year olds can now receive the COVID-19 vaccine. Consent letters are being sent to parents/guardians with information on COVID-19 vaccination</p>	<p>Videos on parent consent, benefits of the vaccine and the rollout of the vaccine programme</p>	<p>https://drive.google.com/drive/folders/1_ZITqVtXoRKx3L_SvPLvSm-0Ffotu_30</p>
	<p>People aged 16+ can #GrabAJab at a walk-in vaccination site in Sefton. Find walk-in sites across Sefton and beyond on the NHS website here: https://bit.ly/2TrgNBN</p> <p>#LetsGetVaccinated #ItsOnUs</p>		<p>https://bit.ly/2TrgNBN</p>
	<p>Over 60% of those aged 18-24 have had their first COVID-19 vaccine. Find walk-in sites across Sefton and beyond using the NHS website: https://bit.ly/2TrgNBN Or book your vaccine here: https://bit.ly/3wJZ8nV</p> <p>#LetsGetVaccinated #ItsOnUs</p>	<p>Patient vox pops videos in Sefton</p>	<p>https://drive.google.com/drive/folders/18ujcGwkOILoz-fxIRqcQVX6MawME4bPJ</p>

COVID-19 vaccination	<p>Over two thirds of 18-30 year olds have already had their first #COVID19 jab. Don't miss out on yours.</p> <p>You can find walk-in sites across Sefton and beyond using the NHS website: https://bit.ly/2TrgNBN</p> <p>Or book your vaccine here: https://bit.ly/3wJZ8nV</p> <p>#LetsGetVaccinated #ItsOnUs</p>	Patient vox pops videos in Sefton	https://drive.google.com/drive/folders/1lpx4MrTIfUjXbLPNyTcztI6NEBkQoh4O
	<p>Did you know that having the #CovidVaccine dramatically reduces the likelihood that you'll catch the virus? That means you're far less likely to pass it on to someone else.</p> <p>Book an appointment here: https://bit.ly/3dLnPIy</p> <p>Or find a walk-in clinic here: https://bit.ly/2SntZaj</p> <p>#LetsGetVaccinated #ItsOnUs</p>	'Back to life' videos	https://drive.google.com/drive/folders/1ogbBldKnaIYUkLeFDVcMhOtP1pBgwDPH

<p>COVID-19 vaccination: protecting the vulnerable</p>	<p>If you're overweight Have diabetes Have a heart, chest or kidney condition You're at risk of #Covid19</p> <p>Please RT to help make those aware and to let them know it's not too late to get the #CovidVaccineNW.</p> <p>Get started and gets yours now: https://bit.ly/3zap2lz</p>		<p>Twitter Facebook</p>
<p>COVID-19 vaccination: protecting the vulnerable</p>	<p>If you're overweight Have diabetes Have a heart, chest or kidney condition You're at risk of #Covid19</p> <p>Please RT to help make those aware and to let them know it's not too late to get the #CovidVaccineNW.</p> <p>Get started and gets yours now: https://bit.ly/3zap2lz</p>	 <p>If you have a friend, a close contact</p>	<p>Twitter Facebook</p>

<p>COVID-19 vaccination: protecting the vulnerable</p>	<p>Jeremy struggles with needles so he took in his favourite magazine to help him feel better. Then he couldn't believe when #CovidVaccine was done so quickly!</p> <p>Be more Jeremy. If you haven't had yours yet, book your #Covid19 vaccine today: https://bit.ly/3zap2lz</p>	 <p>NHS</p> <p>"I don't like needles so I had my favourite magazine to help me settle, but after I had the jab I looked down and said 'Was that it? Thank you that didn't hurt at all'."</p> <p>I got the vaccine to stop me from getting really poorly with the virus, I was happy to have it and it was really quick."</p> <p>Jeremy</p> <p>#CovidVaccineNW</p>	<p>Twitter Facebook</p>
<p>COVID-19 vaccination: protecting the vulnerable</p>	<p>This is Judy. She cares for her 91 year old friend Evelyn. That's why she had her #CovidVaccineNW. ❤️</p> <p>We all have reasons for getting the #CovidVaccine. If you haven't had yours yet, it's not too late. Get started here:</p> <p>https://bit.ly/3zap2lz</p> <p>#Carers @CarersUK @CarersTrust</p>		<p>Twitter Facebook</p>

<p>COVID-19 vaccination: protecting the vulnerable</p>	<p>Natalie has asthma and had her vaccine when it was offered to protect her and her clinically vulnerable mum.</p> <p>If you're yet to have your #CovidVaccine yet, here's how:</p> <p>https://bit.ly/3zap2lz</p>		<p>Twitter Facebook</p>
<p>COVID-19 vaccination: protecting the vulnerable</p>	<p>Hayley wanted protection from #Covid19 but not just for her. She is also carer for her elderly nan.</p> <p>If you're yet to have your #CovidVaccine yet, here's how:</p> <p>https://bit.ly/3zap2lz</p> <p>#Carers @CarersUK @CarersTrust</p>		<p>Twitter Facebook</p>

GP Access	<p>Your GP practice is here for you. If your GP feels that a face-to-face appointment is required, this will be arranged for you and you will be seen by a GP or another appropriate member of clinical staff.</p> <p>#HelpUsHelpYou</p>	<p>GP PRACTICES IN SEFTON ARE HERE TO HELP YOU</p> <p><small>NHS South Sefton Clinical Commissioning Group Southport and Formby Clinical Commissioning Group</small></p> <ul style="list-style-type: none">  Face-to-face appointments are available to all where there is a clinical need  Please continue to contact your practice by phone or online to begin with  Thank you for treating practice staff respectfully and with kindness 	https://drive.google.com/drive/folders/1pDE7v7yRAsp0uUoIEe_U021g9pEj1D1R
	<p>Your GP practice is here for you. If you need to be seen by a healthcare professional, you will be seen. You may be seen by another healthcare professional, such as such as an advanced nurse practitioner, who are specially trained to deal with your issue.</p> <p>#HelpUsHelpYou</p>	<p>GP videos on GP Access – video called ‘Pete final- other roles, receptionist’</p>	https://drive.google.com/drive/folders/15o2NNn9DjyvImwf0cOdxBT49KOObtN-Y
	<p>Your GP practice is here for you. GPs are experiencing huge demand but remain open and providing services.</p> <p>Please remain patient when contacting your practice. #HelpUsHelpYou</p>	<p>GP videos on GP Access – video called ‘Pete - be kind and patient final’</p>	https://drive.google.com/drive/folders/15o2NNn9DjyvImwf0cOdxBT49KOObtN-Y
	<p>A range of healthcare professionals work alongside GPs to ensure you get the right care for your needs as quickly as possible.</p> <p>The practice receptionists’ role is to assign the right health professional for you, so they may ask some questions about your condition. #HelpUsHelpYou</p>	<p>GP video on GP Access – video called ‘Pete final- other roles, receptionist’</p>	https://drive.google.com/drive/folders/15o2NNn9DjyvImwf0cOdxBT49KOObtN-Y

GP Access

COVID-19 safety measures are still in place for NHS settings, such as wearing face coverings and limiting numbers of people in general practices.

This helps to keep the most vulnerable patients and staff protected.
#HelpUsHelpYou



https://drive.google.com/drive/folders/1pDE7v7yRAsp0uUoIEe_U021g9pEj1D1R