






Easter 2022 toolkit v1



Please find suggested copy and resources below to share before and over the Easter weekend, promoting a range of healthcare services, including pharmacy, mental health support and 111.



Additional resources are available to download here:


- [NHS 111](#)
- [Pharmacy](#)
- [Local mental health support](#)

Pharmacy

Suggested Copy	Image
<p>This Easter weekend, if you have aches and pains, don't wait for it to get worse.</p> <p> Your local pharmacist can help with minor health problems, such as back pain, headache and migraine, and period pain.</p> <p> Find Easter weekend pharmacy opening hours here: https://bit.ly/3czDlar</p>	 <p>FORMAT: Static image available for:</p> <ul style="list-style-type: none"> • Facebook • Twitter • Instagram <p>Alt / Descriptive text: Aches and pains? Don't wait for it to get worse. Seek expert advice from your local pharmacy team. No appointment needed.</p>
<p>Stomach ache after eating too many Easter eggs? Don't wait for it to get worse.</p> <p> Your local pharmacist can provide advice and recommend treatments to help, no appointment needed.</p> <p> Find Easter weekend pharmacy opening hours here: https://bit.ly/3czDlar</p>	

	<p style="text-align: right;">NHS</p> <p>Stomach ache? Don't wait for it to get worse.</p>  <p>FORMAT: Animated GIF available for:</p> <ul style="list-style-type: none"> • Facebook • Twitter • Instagram <p>Alt / Descriptive text: Stomach ache bothering you? Don't wait for it to get worse. Seek expert advice from your local pharmacy team. No appointment needed.</p>
<p>Looking for a pharmacy open on over the Easter weekend?</p> <p>→ Find pharmacy opening hours in #Birmingham and #Solihull here: https://bit.ly/3czDlar</p> <p>👤🏪 Your local pharmacist can offer quick, confidential advice on lots of common illnesses, and provide over-the-counter medication.</p>	<p style="text-align: right;">NHS</p> <p>Feeling unwell? Don't wait for it to get worse.</p>  <p>FORMAT: Static image available for:</p> <ul style="list-style-type: none"> • Facebook • Twitter • Instagram <p>Alt / Descriptive text: Feeling unwell? Don't wait for it to get worse. Seek expert advice from your local pharmacy team. No appointment needed.</p>
<p>Need help with tummy trouble or a sore throat?</p>	

  Your local pharmacist can offer quick, confidential advice on lots of common illnesses, and provide over-the-counter medication.

 You can find pharmacy opening hours over the Easter weekend here: <https://bit.ly/3czDlar>

NHS

**Feeling under the weather?
Don't wait for it to get worse.**

**Seek expert advice from
your local pharmacy team.**

No appointment needed.

 **Help us
help you**



FORMAT: Animated GIF available for:

- Facebook
- Twitter
- Instagram


Alt / Descriptive text:


Feeling under the weather? Don't wait for it to get worse. Seek expert advice from your local pharmacy team. No appointment needed.

111

Suggested Copy

This Easter weekend, if you have concerns around a child aged 0-5 years old, please call 111.

 NHS 111 offers patients quick advice on the best option for them to get the care they need, including how to get expert advice.

 Learn more here: <https://bit.ly/3pRQ38h>

Image




FORMAT: Static image available for:

- Facebook
- Twitter
- Instagram

Alt / Descriptive text:

A photo of a mother comforting her daughter. The text reads: 111. Help us help you.

Over the Easter weekend, when you think you need A&E, go to 111 online first.

 NHS 111 will help you right away, and if needed, a healthcare professional will call you.

 Visit <http://111.nhs.uk>

 Always call 999 in an emergency.




FORMAT: Static image available for:

- Facebook
- Twitter
- Instagram

Alt / Descriptive text:

A photo of someone on the phone in their bathroom. The text reads: 111. Help us help you.

If you have an urgent health concern over the Easter weekend, think 111 first.

 #NHS 111 will direct you to the most appropriate service to use and can even book you a timeslot at A&E.

 Call 111 or visit <http://111.nhs.uk>

 Always call 999 in an emergency.





FORMAT: Static image available for:

- Facebook
- Twitter
- Instagram

Alt / Descriptive text:

A photo of a child falling off a skateboard at a skatepark, as a parent runs towards the child. The text reads: 111. Help us help you.

Mental health

Suggested Copy	Image
<p>Over the East weekend, it's okay if you're not okay.</p> <p>🗨️ If you need to speak with someone about your #mentalhealth, we're here for you.</p> <p>☎️ Call 0121 262 3555 ➡️ Our helpline is open 24/7</p> <p>💻 Visit BirminghamMind.org ➡️ Our LiveChat is open 10am to 9pm every day</p>	 <p>FORMAT: Static image available for:</p> <ul style="list-style-type: none"> • Facebook • Twitter • Instagram <p>Alt / Descriptive text: A photo showing a woman looking out of the window. The text reads: It's okay...if you're not okay. You can talk to us 24/7 on 0121 262 3555.</p>
<p>It's okay if you find yourself struggling over the Easter weekend.</p> <p>If you need someone to talk to, we're here for you 📞</p> <p>☎️ Call 0121 262 3555 ➡️ Our helpline is open 24/7</p> <p>💻 Visit http://www.Birmingham-Mind.org ➡️ Our LiveChat is open 10am to 9pm every day</p>	 <p>FORMAT: Static image available for:</p> <ul style="list-style-type: none"> • Facebook • Twitter • Instagram <p>Alt / Descriptive text: A photo showing a man staring into space. The text reads: It's okay...if you're not okay. You can talk to us 24/7 on 0121 262 3555.</p>

ENDS