***Newsletter articles***

*The following articles will be used by HWE ICB for internal and external newsletters, and you are encouraged to share these within your own similar publications:*

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| ***Target audience*** | ***Template copy*** |
| *Public newsletter (long version)* | **Get expert advice this winter with the Healthier Together website**  As winter gets into its stride and your family and loved ones are more likely to become unwell, knowing where to turn to becomes even more important. As a parent, you will want to know what symptoms to look out for across a range of childhood illnesses from coughs and colds to sickness bugs, what to do in the first instance and when to seek professional help.  And there is a bespoke website, created by clinical leaders of local health and care services that can help with useful information and trusted advice, all in one place and directly from health professionals.  The [Hertfordshire and west Essex Healthier Together website](https://www.hwehealthiertogether.nhs.uk/?utm_source=HT+promotion&utm_medium=public+newsletter&utm_campaign=HT+promotion&utm_id=HT+promotion)  advises on the common symptoms of a number of childhood conditions, what steps you should take to treat them at home and when to think about getting further help.  This includes advice on:   * Looking after fever, coughs and colds * Managing asthma * Mental health and wellbeing support * Concerns over the day-to-day cost of living * Sickness bugs and when to keep your child at home * Vaccinations   Professionals also use this website for information to share during appointments.  Dr Rachel Joyce, Medical director for Herts and West Essex ICB, said: “It is sometimes hard to know what your next steps are when your children are unwell and what to look out for in those symptoms if they are normal or you should get extra medical help.  “This website gives parents that information about a range of common childhood illnesses, all in one place and supplied by trusted health experts, to make that decision. It also has a range of information on important topics and places you can get extra support.”  Please share this website with your own friends and family this winter and help them get much needed support and advice for their own loved ones when they need it. |
| *Public newsletter (short version)* | Winter can bring lots of illnesses to our homes – from coughs and colds to sickness bugs.  As a parent, you will want to know what symptoms to look out for across a range of childhood illnesses, what to do initially and when to seek professional help.  The [Hertfordshire and west Essex Healthier Together website](https://www.hwehealthiertogether.nhs.uk/?utm_source=HT+promotion&utm_medium=public+newsletter&utm_campaign=HT+promotion&utm_id=HT+promotion) offers all this in one place.  Created by clinical leaders of local health and care services it has advice on a number of conditions including managing asthma, coughs and cold and mental health concerns.  Dr Rachel Joyce, Medical director for Herts and West Essex ICB, said: “This website gives parents that information about a range of common childhood illnesses, all in one place and supplied by trusted health experts, to reassure you when dealing with your child’s symptoms. It also has a range of information on important topics and places you can get extra support.”  Please share this website with your friends and family this winter. |
| *Staff newsletter* | **Tell your friends and family about the Healthier Together website**  Knowing where to get the right advice, when we need it, all in one place can make a huge difference when our families are poorly.  Clinical leaders of local health and care services have created a website you can go directly to which offers useful information and trusted advice on a range of common childhood illnesses all in one place.  This winter, we want to spread the word about the [Hertfordshire and west Essex Healthier Together website](https://www.hwehealthiertogether.nhs.uk/?utm_source=HT+promotion&utm_medium=staff+news&utm_campaign=HT+promotion&utm_id=HT+promotion) which has up to date information and advice on a number of topics including:   * Looking after fever, coughs and colds * Managing asthma * Mental health and wellbeing support * Concerns over the day-to-day cost of living * Sickness bugs and when to keep your child at home * Vaccinations   The site advises on the common symptoms of a number of conditions, what steps you should take to treat them at home and when to think about seeking further help. Please help us by sharing this website with your friends and family this winter. |