**Promotion of Herts and West Essex Healthier Together website – tailored toolkit for HWE ICS**

**Background**

The Healthier Together website was developed to provide parents with easily accessible information about common childhood illnesses including when and where to get help and to also offer support to healthcare professionals to make sure consistent messages are given to parents.

It includes close collaboration with professionals across health and social care (schools, local authorities, health visitors, school nurses, practice nurses, acute children’s community nurses, GPs, midwives, ambulance services and NHS 111).

As Spring arrives, the aim of this toolkit is to continue to remind parents about this valuable resource. There was an earlier version which included newsletters and social media appropriate to winter and has been updated to include more seasonal messages.

**Key messages for parents**

* It’s an online resource to help provide information to parents who have concerns about the health and wellbeing of their children
* Clear and trusted advice from local health care providers.
* ‘One stop shop’ for information about common illnesses, ailments and injury
* Local and up to date information

***Webpages***

*The following is shared on the HWE ICB and ICS websites. You are welcome to replicate this text on your own site:*

|  |
| --- |
| ***Template copy*** |
| **Health advice all in one place for your family this Spring**  While the arrival of slightly warmer weather in the spring can often hold coughs and colds at bay, the new season can also bring other challenges to our family’s health.  Hay fever can cause huge worry, amongst other allergies and conditions including asthma – as well as the continued concern over sickness bugs and coughs and colds.  It can be a hugely worrying time for parents to have poorly children and they will want to know what symptoms to look out for, get advice on what to do in the first instance and know when they need to call in professional help.  General worries can also increase from study stress and anxiety as we head in to the exam period. Tools to support your child during this time and when extra support might be needed are really important.  Clinical leaders of local health and care services have created a website you can go directly to which offers useful information and trusted advice direct from health professionals all in one place.  The [Hertfordshire and west Essex Healthier Together website](https://www.hwehealthiertogether.nhs.uk/?utm_source=HT+promotion&utm_medium=website+news&utm_campaign=HT+promotion&utm_id=HT+promotion) has up to date information and advice on a number of topics including:   * Advice on treating allergies including hay fever * Managing asthma * Mental health and wellbeing support * Fever and coughs and colds * Sickness bugs and when to keep your child at home * Vaccinations including measles   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.  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 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 spring and help them get much needed support and advice for their own loved ones when they need it. |

***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:*

|  |  |
| --- | --- |
| ***Target audience*** | ***Template copy*** |
| *Public newsletter (long version)* | **Get expert advice this Spring with the Healthier Together website**  While the arrival of slightly warmer weather in the spring can often hold coughs and colds at bay, the new season can also bring other challenges to our family’s health.  Hayfever can cause huge worry, amongst other allergies and conditions including asthma as well as the continued concern over sickness bugs and coughs and colds.  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:   * Advice on treating allergies including hay fever * Managing asthma * Mental health and wellbeing support * Sickness bugs and when to keep your child at home * Vaccinations including against measles   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 Spring and help them get much needed support and advice for their own loved ones when they need it. |
| *Public newsletter (short version)* | While the weather is getting warmer, Spring can still bring some of its own challenges to our family’s health.  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 mental health concerns, particularly around the lead up to exams and dealing with allergies including hay fever.  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 Spring. |
| *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 Spring, we want to continue 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:   * Managing asthma * Mental health and wellbeing support * Sickness bugs and when to keep your child at home * Vaccinations including measles   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 Spring. |

***Social media***

The following images will be shared on the Hertfordshire and West ICB and ICS social media accounts. [Download the images in full resolution](https://hertsandwestessex.icb.nhs.uk/downloads/download/95/healthier-together-website-promotion) *(please do not save the images directly from this document*) and share on your own channels.

The social media posts are aimed at parents of children and young people and therefore will be shared at times of day when parents are most likely to be on social media. These are predicted to be:

* Before the school run – 6-7.30am
* Immediately before school pick up time – 2.30-3.15pm
* In the evening – 8-10pm

|  |  |  |
| --- | --- | --- |
| **Social image and name** | **Accompanying copy** | **Alt text** |
| Allergies | Need advice to help your child manage their allergies? The Healthier Together website has guidance and tools to support you. Visit for details and other advice to help your family stay well:  <https://tinyurl.com/usdskb73> | Child holding a tissue over their face and mouth. Text says: “Does my child have hay fever symptoms?”  “Expert advice at your fingertips” |
| Allergies - hayfever | Is your child suffering from Hay Fever? The Healthier Together website has a host of expert advice on how you can help with the symptoms: <https://tinyurl.com/usdskb73> | Child with a tissue over their nose:  Text says: “How can I help my child with hay fever?” |
| Allergies – rash 1 | Does your child have an itchy rash you think could be an allergy? The Healthy Together website has a host of expert information and advice: https://tinyurl.com/usdskb73 | A child in a yellow dress scratches one arm with the other hand, where there is a red, raised rash.  Text says: “What can I do to help my child’s allergies”  Expert advice at your fingertips” |
| Allergies – rash 2 | Are you worried about your child’s allergies and what you can do to help?  The Healthier Together website has a host of expert advice:  https://tinyurl.com/usdskb73 | Baby with a rash across their cheeks.  Text says: “What can I do to help my child’s allergies?”  “Expert advice at your fingertips” |
| Exam stress | Is your child getting ready to take exams? The Healthier Together website has expert advice on supporting your child during this time:  <https://tinyurl.com/5n94r2wh> | Teenager holds a number of different pieces of paper with school work in colourful writing.  Text says: “How can I help my child with exam pressures”  “Expert advice at your fingertips.” |
| Measles 1 | Is your child feeling poorly? Are you concerned it could be measles? Find out what to do next on the Healthier Together website:  <https://tinyurl.com/yc4vdxd9> |  |
| Measles 2 | If you think your child or another family member has measles, please call your GP practice or NHS 111 first before making a journey and visit the Healthier Together website to find out what the signs and symptoms are:  <https://tinyurl.com/yc4vdxd9> | Sleeping child in bed with a thermometer poking out of his pyjamas.  Text says: What are the signs and symptoms of measles?” |
| Vaccinations  A child holding a stuffed animal  Description automatically generated | Want to find out more about vaccinations for your child and why they are so important? The Healthier Together website has expert advice for you:  <https://tinyurl.com/2rtz4dnz> | Child cuddling a teddy bear looks down at her arm where she is being vaccinated.  Text reads: “Should I have my child vaccinated?”  “expert advice at your fingertips |

***Digital screens***

Upload onto public digital screens, such as waiting rooms. [Download these digital screens in full resolution](https://hertsandwestessex.icb.nhs.uk/downloads/download/95/healthier-together-website-promotion) *(please do not save the images directly from this document*).



A close-up of a flyer

Description automatically generated