***Social media***

The following images will be shared on the Hertfordshire and West Essex ICB social media accounts. [Download the images in full resolution](https://www.hertsandwestessex.ics.nhs.uk/summer-promotion-of-healthier-together/) *(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

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| **Social image and name** | **Accompanying copy** | **Alt text** |
| Vaccinations  A child holding a stuffed animal  Description automatically generated | Have your family been vaccinated for your summer travels? The Healthier Together website has information about vaccinations you might need to help your family stay well: <https://www.hwehealthiertogether.nhs.uk/parentscarers/keeping-your-child-safe-and-healthy/summer-safety-tips-and-advice-1> | 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 |
| Summer safety 1 | Our summer safety page has timely reminders on how families can stay safe at the beach, including advice on protecting  children from the sun and knowing where it is safe to swim: <https://www.hwehealthiertogether.nhs.uk/parentscarers/keeping-your-child-safe-and-healthy/summer-safety-tips-and-advice-1> | Child on the beach with a sun hat looking out at the seat.  Text reads: “What suncream is right for my child?”  “expert advice at your fingertips” |
| Summer safety 2 | As families enjoy  the fairer weather, it’s a great  opportunity to walk, cycle or  even go scooting. For some  practical road safety tips, you  can signpost families to the  road safety section on the  summer safety page: <https://www.hwehealthiertogether.nhs.uk/parentscarers/keeping-your-child-safe-and-healthy/summer-safety-tips-and-advice-1> | Child cycling at the park with helmet on.  Text reads: How to keep your child safe on their bike.  “expert advice at your fingertips” |
| Summer safety 3 | While the arrival of warm temperatures and sunny skies in summer is usually welcome, it’s good to know how to keep your child safe when out and about enjoying the sunshine or in the water. <https://www.hwehealthiertogether.nhs.uk/parentscarers/keeping-your-child-safe-and-healthy/summer-safety-tips-and-advice-1> | Child in pool with googles on an arm bands.  Text says: “Staying safe in the water this summer. 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://www.hwehealthiertogether.nhs.uk/parentscarers/worried-your-child-unwell/allergies> | Child with a tissue over their nose:  Text says: “How can I help my child with hay fever?” |
| Allergies – rash 1 | As we start the summer season, some children may experience stings, bites or may develop hives from playing in grassy areas. Visit our healthier together website for information on where families can get help. <https://www.hwehealthiertogether.nhs.uk/parentscarers/worried-your-child-unwell/allergies> | 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://www.hwehealthiertogether.nhs.uk/parentscarers/worried-your-child-unwell/allergies> | Baby with a rash across their cheeks.  Text says: “What can I do to help my child’s allergies?”  “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://www.hwehealthiertogether.nhs.uk/parentscarers/worried-your-child-unwell/measles> | Sleeping child in bed with a thermometer poking out of his pyjamas.  Text says: What are the signs and symptoms of measles?” |

***Digital screens***

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

