**Autumn 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).

With autumn now well underway, 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 summer 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

**Website**

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

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| ***Template copy*** |
| **Health advice all in one place for your family this autumn**  While the arrival of autumn with its darker nights and cooler temperatures usually marks the start of the build up to Christmas and other festivities, it’s important to remember that typically at this time of year we start to see an increase in coughs and colds with infections also on the rise.  In preparation for winter, now is a good time to encourage parents and carers to check what vaccines their children and families may need and to take up the offer of the seasonal flu vaccine to protect against serious illness.  For those families who are expecting a baby, knowing how to stay healthy during pregnancy, including getting the RSV vaccination when pregnant, is just one of the ways to protect babies from a serious lung infection.  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.  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, advice and guidance on a number of topics, including:   * childhood vaccinations * oral health * childhood and teen anxiety * asthma * infectious diseases, including measles * pregnancy and birth, including advice on common concerns during pregnancy and staying healthy in pregnancy.   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 autumn 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:

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| ***Target audience*** | ***Template copy*** |
| *Public newsletter (long version)* | **Get expert advice this autumn with the Healthier Together website**  While the arrival of autumn with its darker nights and cooler temperatures usually marks the start of the build up to Christmas and other festivities, it’s important to remember that typically at this time of year we start to see an increase in coughs and colds with infections also on the rise.  In preparation for winter, now is a good time to encourage parents and carers to check what vaccines their children and families may need and to take up the offer of the seasonal flu vaccine to protect against serious illness.  For those families who are expecting a baby, knowing how to stay healthy during pregnancy, including getting the RSV vaccination when pregnant, is just one of the ways to protect babies from a serious lung infection.  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 and guidance on:   * childhood vaccinations * oral health * childhood and teen anxiety * asthma * infectious diseases, including measles * pregnancy and birth, including advice on common concerns during pregnancy and staying healthy in pregnancy.   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 autumn and help them get much needed support and advice for their own loved ones when they need it. |
| *Public newsletter (short version)* | There is definitely an autumnal feel to the weather right now with cooler temperatures, so it’s important to remember some of the challenges this new season can bring – in the run up to winter – 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 autumn. |
| *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 autumn, 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, advice and guidance on a number of topics, including:   * childhood vaccinations * oral health * childhood and teen anxiety * asthma * infectious diseases, including measles * pregnancy and birth, including advice on common concerns during pregnancy and staying healthy in pregnancy.   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 autumn. |