August Bank holiday weekend 2024: communications toolkit

Overview/contents

In this toolkit, you'll find resources to inform the public about looking after their health over the upcoming bank holiday on Monday 26 August. It includes a press release/website news and social media posts highlighting the importance of preparing for the bank holiday in advance by ordering repeat prescriptions and utilising NHS 111 online for non-emergencies.

1. Media activity

BDC HCP will issue the press release (below) to local media.

NHS reminds people to plan for the upcoming bank holiday

PEOPLE are being asked to check their medication supplies and use 111.nhs.uk over the bank holiday weekend for any non-emergency medical help (Monday 26 August).

Most pharmacies across Bradford District and Craven will be closed on Monday 26 August, therefore, people are urged to submit any repeat prescriptions well in advance of the bank holiday to help ensure they don't run out of medications and health is not put at any unnecessary risk.

With accident and emergency services typically very busy during this period, Bradford District and Craven Health and Care Partnership is also reminding the public to use 111.nhs.uk as a first port of call for fast and effective advice for non-emergencies.

Helen Farmer, Director for Access to Care at Bradford District and Craven Health and Care Partnership, said: "We're asking everyone in the area to ensure they're prepared for their medical needs so they can relax and enjoy a healthy bank holiday weekend.

“This means ordering in advance any repeat prescriptions, particularly for those with a long-term condition where the consequences could be serious if medications run out. People can order repeat prescriptions via their GP practice or by tapping into the NHS App. Anyone who needs urgent medical help or advice over the bank holiday can visit 111.nhs.uk or call 111. If it’s a life-threatening emergency call 999.”

Pharmacies that are open can give advice on a range of conditions and suggest medicines that can help. They may also be able to offer treatment and some prescription medicine for some conditions, without needing to see a GP, whether it’s an earache (for children aged 1 to 17 years) or a urinary tract infection (for women aged 16 to 64 years). To find one open near you search ‘find a pharmacy’ online.

Emotional support is also available over this period through Guide-Line between 8am and 12am on 08001 884 884 or via the Healthy Minds website. For 24/7 urgent mental health crisis support, people should contact First Response on 0800 952 1181.

2. Social media content calendar

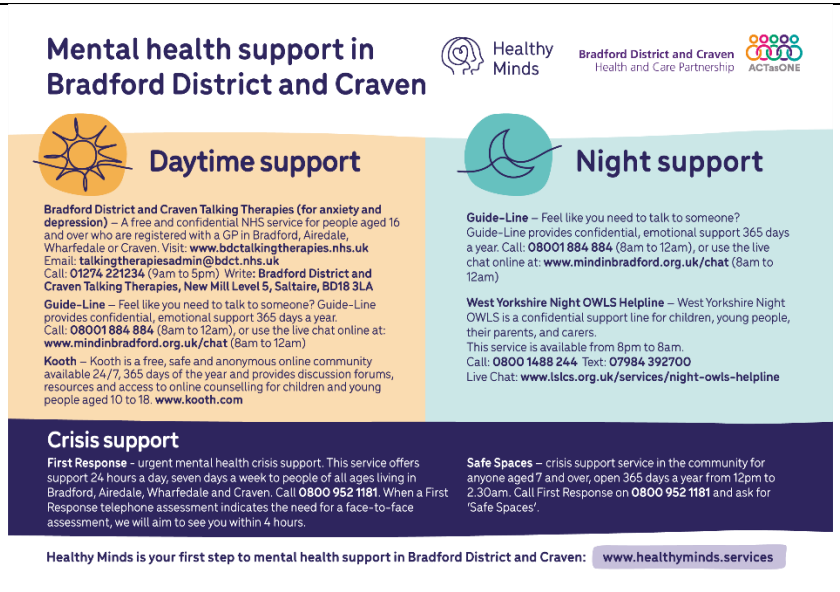
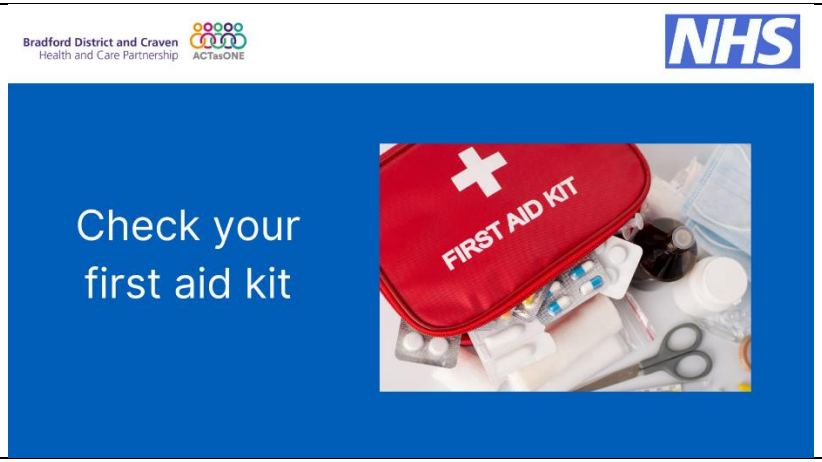
All materials are available on the Bradford District and Craven Partnership Campaign Centre. Password: pcc. Download the picture/graphic by clicking on it.

Please email communications@bradford.nhs.uk if you have trouble accessing the webpage/downloading the files.

We will also conduct paid for social media pushing NHS 111 online messaging.

Suggested copy	Graphic	ALT text
Plan ahead for the #August bank holiday. Ensure you order your repeat prescriptions in advance and have a well-stocked medicine cabinet at home. Order your repeat prescriptions through the NHS App.		Medicine in a paper bag. Text says: Order your repeat prescriptions now.
If you need medical advice over the bank holiday, use 111.nhs.uk to get fast and effective advice for your symptoms.		A blue graphic with a mobile phone illustration. Text says: If you need urgent medical help but it's not an emergency, call 111 or use NHS 111 online.

Many pharmacies will be closed or have different opening hours over the bank holiday. Visit www.nhs.uk/service-search/pharmacy/find-a-pharmacy for details.		An illustration of an open sign. Text says: Find a pharmacy open near you this bank holiday weekend.
If you need urgent medical help, but it's not an emergency use 111.nhs.uk This service will direct you to get the best help for your symptoms this #August bank holiday.		A man sat on a bed with their child who looks unwell. He is holding a mobile phone in his hand. The bed is in the middle of an urgent treatment centre waiting room. The headline text reads: "Get to the help you need"
There's lots of mental health support available across Bradford District and Craven over the bank holiday.		Animated sun and moon with the text: 'Mental health support in Bradford District and Craven.'

For information and advice, visit www.healthyminds.services If you need urgent mental health crisis support, contact First Response on 0800 9521181.		
With the bank holiday weekend coming up, it's a good time to check that you have a well-stocked first aid kit at home. Things like plasters, antiseptic cream and painkillers can help you deal with minor accidents and injuries. What should I keep in my first aid kit? - NHS (www.nhs.uk)		Text on blue background. Text says: Check your first aid kit.