

Ramadan: Communications Toolkit

The information in this toolkit can be used by our partners for their own internal and external channels. Some of this information has been provided by our partners with permission to be used and shared. This year, we have teamed up with the British Islamic Medical Association (BIMA) to produce a video featuring Dr Salman Waqar, GP and the former President of BIMA, which provides some health tips to help individuals prepare for Ramadan.

This toolkit contains:

- Information about Ramadan
- Details of staff events taking place across our partner organisations
- Videos of Dr Salman Waqar, GP and the former President of BIMA. The videos are available for partners to use and can be downloaded on Vimeo.
- Social media messaging and images
- Webinars on how Ramadan can affect people with a severe mental illness: In 2023 and 2024 the partnership teamed up with BIMA to deliver webinars on how Ramadan can affect people with a severe mental illness. We have webinars covering the following topics:
 - Understanding and awareness of Ramadan and how it can affect people with a severe mental illness
 - Clinical management for people with severe mental illness during Ramadan
 - The psychological impact of Ramadan for people with severe mental illness
 - The role of carers and the community during Ramadan in supporting people with severe mental illness

The webinars are available on [Bradford District and Craven Health and Care Partnership's website](#).

About Ramadan

This year, Ramadan will run from on or around Friday 28 February for 29 or 30 days, ending with Eid al-Fitr which is a religious holiday celebrated by Muslims worldwide and officially marks the end of Ramadan.

What is Ramadan?

During Ramadan, from dawn until sunset, Muslims are obliged to abstain from all forms of food, drink (including water) and other activities. Most Muslims will wake before dawn for a meal before the start of their fast (known as suhoor) and break their fast (known as iftar) with dates and water at sunset, and then a meal. This year, fasts in the UK will last around 14-16 hours.

Celebrate with Muslim colleagues

Ramadan is a time of celebration and community. You can show your support by joining in the celebrations and observing some of the traditions with your Muslim colleagues. You can organise or join an iftar, which is the breaking of the fast meal, and encourage your Muslim colleagues to share their perspectives and experiences. This could involve inviting them to share their traditions or customs.

Information provided with thanks from colleagues from the City of Bradford Metropolitan District Council.

Events for staff across the partnership

Our partners have organised the following events for staff:

- **Airedale NHS Foundation Trust**

- The Chaplaincy team will be sharing information about Ramadan over the month-long period. The team will be encouraging staff members to learn more about Ramadan and to consider fasting, to be a Ramadan Ally. They will also be giving out dates and water in the prayer room and chapel during Ramadan (supported by Airedale Hospital & Community Charity) and are arranging special iftars during the period, which will be open to all staff who would like to take part.
- Airedale Hospital & Community Charity is working alongside the Chaplaincy team and local mosques to encourage people to raise money to support the Trust's Emergency Department Fundraising Appeal.
- Daily iftars will take place in the Education Centre for any staff who would like to contribute and take part.
- The Trust's Diabetes team has an information stand in the hospital over the first weekend of Ramadan, with information on diabetes and Ramadan.
- Keep an eye on Airedale NHS Foundation Trust's [Facebook](#) and [Twitter](#) channels as they will be sharing and promoting health messages to support people who are fasting, as well as details of the [Ramadan Festival 2025](#).

- **Bradford 2025's Ramadan Festival**

Bradford 2025 has partnered with the [Ramadan Tent Project](#) to bring the Ramadan Festival 2025 to the city. The Festival comprises a series of public events running throughout the month of Ramadan, to celebrate community, culture and connection in the city.

Details of the events are as follows:

- **[The Ramadan Pavilion 2025](#), from 15 February onwards at Centenary Square, Bradford**

A new specially commissioned piece of artwork, called 'Infinite Light' will be on display in Centenary Square throughout the month of Ramadan (officially unveiled on 15 February). It has been designed by Bradford-based architect Fatima Mejbil and artist Zarah Hussain to celebrate the lived experiences of Muslims across the globe and inspired by the month of Ramadan.

- **[Open Iftar](#), 21 and 22 March from 4.30pm, One City Park, Bradford**

This event is open to all, to come together for an open iftar, a meal that Muslims observe during Ramadan to break their fast at sunset.

- **Bradford District Care NHS Foundation Trust**

- The Trust is arranging an iftar for staff at their onsite cafe, which will include speeches and prayers, followed by breaking fast together.
- The Chaplain team will be present at Lynfield Mount Hospital across Ramadan to offer advice and guidance to teams.
- Keep an eye on BDCT [Facebook](#) and [Twitter](#) channels as they'll be sharing activity throughout Ramadan.

- **Bradford Teaching Hospitals NHS Foundation Trust**

- **NEW:** The Trust has produced a series of Ramadan videos including a standalone film on their [YouTube channel about the Ramadan experience and supporting colleagues during the Holy month](#) as well as a [short film featuring Altaf Sadique](#), (Non-Executive Director at BTHFT) about the support the Trust provides during Ramadan.
- **NEW:** The Trust will continue to share their shorts and reels about the support provided to colleagues during Ramadan across their channels.
- **NEW:** They have also created a dedicated [Ramadan Experience webpage](#) which will include the above videos as well as others about the support provided to colleagues during Ramadan. These videos will also be shared across their social media channels ([Facebook](#) and [Twitter](#)) throughout the month which wider system colleagues can share/ re-tweet.

- The SPaRC team (formerly known as Chaplaincy) will be rolling out its multi-award-winning 'Ramadan Allies Project', funded by Bradford Hospitals Charity, over the next few weeks.
- The team has been taking to the road with the 'Ramadan Roadshow', a one-stop shop where staff can pick up all the information and resources, they need to make Ramadan a positive experience for all.
- Staff can pick up Prop bags to set up a pop-up prayer facility for the 30 days of Ramadan in their ward/department and will be given details of how and where to get hold of Fast packs for those staff members who will be fasting. A Fast pack contains dates, water and a prayer timetable. (**Please note these items are only available for staff from Bradford Teaching Hospitals to pick up**).
- The Trust has also received support from Muslim charities giving items for the Prop packs, such as prayer mats.
- Staff can also pick up a Ramadan factsheet and get details of a more comprehensive Ramadan guide put together by the NHS Muslim network. There will also be information available from HR around the Trust's flexible working policy that is available to staff to achieve a better home/work-life balance.
- Keep an eye on BTHFT's [Facebook](#) and [Twitter](#) channels

Other useful social media channels to keep an eye on during Ramadan and Eid

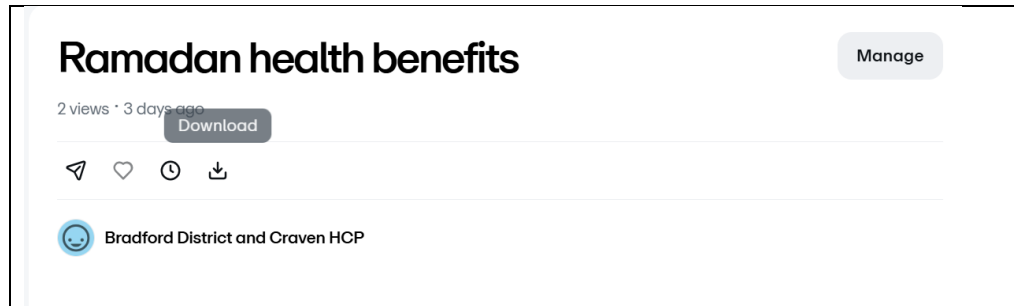
- The City of Bradford Metropolitan District Council's [Facebook](#) and [Twitter](#) channels
- [The British Islamic Medical Association](#)

Social media posts

Health messages for patients during Ramadan

Downloading videos

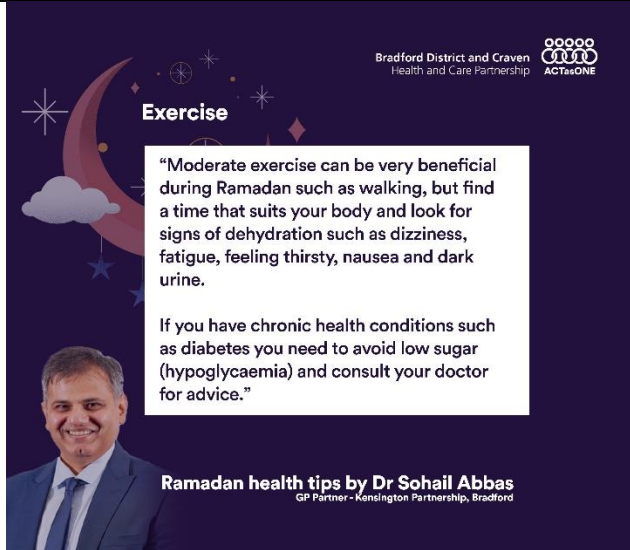
All videos below are available to download in Vimeo. To download them, please click on the link, then scroll slightly down until you see the 'Manage' section and then click on the download symbol as below.



Suggested copy	Graphic	Alt text
Dr @salmanWaqar a GP and former President of the British Islamic Medical Association, shares information on how to have a healthy #Ramadan.	Download the video Ramadan health benefits The full video (4 minutes long is also available to be downloaded on Vimeo)	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association
Re-tweet from the British Islamic Medical Association: @BritishIMA is offering free courses to help healthcare professionals support patients with diabetes safely during #Ramadan.		

British Islamic Medical Association on X: "📢 Free Online Course: Supporting Patients with Diabetes During Ramadan 📅 6th January – 31st March 2025 Join this FREE course to help healthcare professionals and Muslim patients with diabetes manage diabetes safely during Ramadan. 👤 For Healthcare Professionals: Practical https://t.co/c2j5Kj79qO" / X		
'We know that during Ramadan, smoking or chewing tobacco will invalidate the fast, so why not try quitting this year?' Dr @salmanWaqar a GP and former President of the British Islamic Medical Association shares how to have a healthy #Ramadan.	Download the video Ramadan: health benefits	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association
'This is also the time (during Ramadan) to cut out smoking for you or your loved ones. All forms of tobacco increase our risk of cancer and cardiovascular disease'. Dr @salmanWaqar a GP and former President of @BritishIMA shares how to have a healthy #Ramadan.	Download the video Ramadan: health benefits	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association
'If you're thinking of fasting, but have a long term health condition, such as diabetes, kidney disease or high blood pressure, it's important that you speak to a healthcare professional in the first instance.	Download the video Ramadan: long term conditions and mental health conditions	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association

Dr @salmanWaqar shares some top tips for a healthy #Ramadan		
If you or someone you know has a #MentalHealth condition and are thinking of fasting, please speak to a healthcare professional or your community mental health team. Hear more from Dr @salmanWaqar #Ramadan	Download the video Ramadan: long term conditions and mental health conditions	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association
Dr @salmanWaqar shares some top tips for a healthy #Ramadan 'Hydration can also be a challenge. Drink plenty where you can and consider foods high in water content such as yoghurts, watermelons, tomatoes'.	Download the video Ramadan: Top tips for a healthy Ramadan	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association
.@DiabetesUK have lots of useful information on managing diabetes during #Ramadan and healthy food and drinks options. Visit: https://diabetes.org.uk/guide-to-diabetes/managing-your-diabetes/ramadan		
.@DiabetesUK have produced some tips for people to enjoy a healthier Eid: Swap fizzy or juice drinks for sugar free ones	To be posted in the run up to Eid (which is expected to take place on Sunday 30 March 2025 or Monday 31 March 2025)	

Check your blood sugar levels more often during the festivities Make time to exercise to help manage your diabetes Visit: Five tips for a healthier Eid Diabetes UK		
#Ramadan health tips # from GP @SohailBCCG Finding the time to get the right exercise [insert suitable emoji] For further info and advice visit - https://britishima.org/ @BritishIMA	 Download the Ramadan Exercise graphic	Text on a purple background. Text says: Moderate exercise can be very beneficial during Ramadan such as walking, but find a time that suits your body and look for signs of dehydration such as dizziness, fatigue, feeling thirsty, nausea and dark urine. If you have chronic health conditions such as diabetes you need to avoid low sugar (hypoglycaemia) and consult your doctor for advice.

BTHFT's supporting colleagues during Ramadan		
NEW! 'It just makes you feel like you're part of a good community at work'. Learn how @BTHFT are supporting their Muslim colleagues during #Ramadan. https://www.youtube.com/watch?v=caRlfqlcyoM	Share this link to BTHFT's YouTube channel with a video about the Trust's Ramadan Experience	
Reels (for Facebook or Instagram)		
Suggested copy	Reel	Alt text
Find out how you can cut out smoking during the holy month of #Ramadan. This includes nicotine skin patches that may help during the day. Nicotine gum or nicotine spray can help fight cravings in the evening.	Download reel	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association

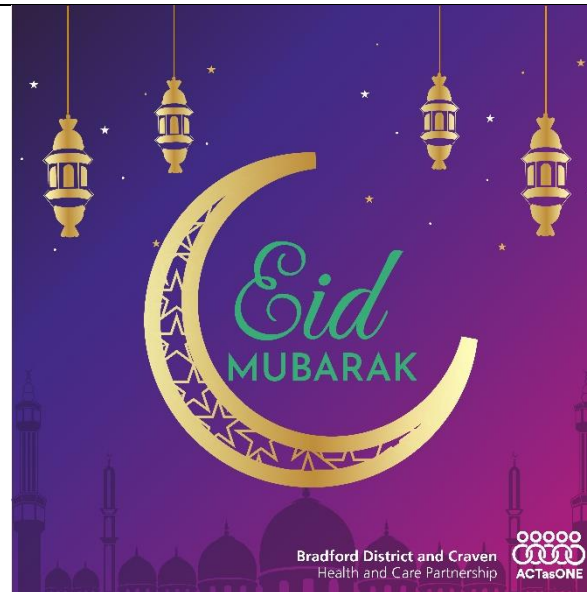
Did you know regular fasting can be beneficial by reducing weight, blood pressure, improving immunity, and blood sugars? To gain these benefits it's important to approach #Ramadan with a plan to make healthier choices.	Download reel	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association
Thinking of fasting during the holy month of #Ramadan but have high blood pressure, kidney disease, diabetes or a mental health condition? Speak to a healthcare professional or your community #MentalHealth team.	Download reel	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association
Tip: during the holy month of #Ramadan try to watch your sleep patterns and not overexert yourself with social activities	Download reel	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association
Tip: hydration can be a challenge during #Ramadan try to eat foods with high water content like yogurts, watermelons and tomatoes	Download reel	Video of Dr Salman Waqar, a GP and former President of the British Islamic Medical Association
Promoting Bradford 2025 events/showcases (for Facebook and X)		
Come and explore this new structure, the second edition of #RamadanPavilion. Visit https://bradford2025.co.uk/event/ramadan-pavilion-2025/ to find out more about this project.	Download photo of the Ramadan Pavilion in the day. Download a photo of the Ramadan Pavilion at night.	Photo of the Ramadan Pavilion in Centenary Square, Bradford. The Pavilion is a double-archway structure that draws on diverse architectural traditions.

Commissioned by @RamadanTent and @bradford2025 Designed by Artist Zarah Hussain & Architectural Designer Fatima Mejbil 📷 David Lindsay		
Come and explore this striking new structure, the second edition of #RamadanPavilion - a showpiece of creative art and design celebrating the lived experiences of Muslims across the globe and inspired by the month of Ramadan - and open for all to enjoy. We love seeing everyone's snaps and drawings of the arches – tag @bradford 2025. You can find out more about this project here: https://bradford2025.co.uk/event/ramadan-pavilion-2025/. Commissioned by Ramadan Tent Project and Bradford 2025 UK City of Culture Designed by Artist Zarah Hussain and Architectural Designer Fatima Mejbil 📷 David Lindsay #RamadanFestival	Download photo of the Ramadan Pavilion in the day. Download a photo of the Ramadan Pavilion at night.	Photo of the Ramadan Pavilion in Centenary Square, Bradford. The Pavilion is a double-archway structure that draws on diverse architectural traditions.

Celebrating Eid messages

Suggested copy	Image	Alt text
#EidMubarak to everyone celebrating Eid Al-Fitr! Enjoy breaking your fast with friends and family as Ramadan draws to a close with the sighting of the new moon. To be posted either on Sunday 30 March 2025 or Monday 31 March 2025, when Eid is expected to take place.	 The graphic features a large, stylized crescent moon in orange and yellow against a dark purple background. Inside the moon is a mosque with multiple domes and minarets in shades of teal and orange. Above the moon, the text 'Eid Al-Fitr' is written in a colorful, cursive font. A string of colorful triangular bunting hangs across the top. In the bottom right corner, the Bradford District and Craven Health and Care Partnership logo and ACTasONE logo are visible. Download the Eid Al-Fitr graphic	Text on an animated purple background says: Eid Al-Fitr!

Eid Mubarak to all those celebrating to mark the end of Ramadan. We wish you a joyful time together with family and friends.



Text on an animated purple and pink background says: Eid Mubarak!

[Download the Eid Mubarak graphic](#)