

# Prioritise your health and wellbeing this winter

#StayWellGlos  
**STAY WELL**  
this Winter

## Stay Well This Winter 2023/24

### Communications toolkit

We know there is a lot to think about as we head into this winter, including the cost of living. Whether it's advice and support for people to boost their immunity, keep warm, prioritise their mental health, eat well, stay active or look out for vulnerable family, friends and neighbours, the *Stay Well This Winter* campaign provides a link to top tips and a wealth of information and resources.

We have worked with partners across health, social care and the VCSE sector to create an authentic and local look and feel, using expert voices to give top tips and act as the faces for each topic.

*Stay Well This Winter* has dedicated campaign webpages, structured by theme with additional links to services and groups based in the Gloucestershire community.

### Key themes

1. **Get advice from your pharmacist at the first sign of being unwell, don't wait to get worse.** COMMUNITY PARTNER: Badham's Pharmacies
2. **Boost your immunity – take up the offer of flu and COVID-19 vaccines.** COMMUNITY PARTNER: Vaccine outreach team
3. **Keep warm and well this winter – find out how to keep your home warm and where to get advice on heating bills.** COMMUNITY PARTNER: GL11/ GCC Libraries
4. **Stay healthy – find tips to eat well.** COMMUNITY PARTNER: Gloucestershire Health and Care NHS Foundation Trust Dietician Team / Smiles Community Coffee Shop
5. **Stay active – discover ways to boost your fitness in winter months.** COMMUNITY PARTNER: Active Gloucestershire / BHF Walking group
6. **Get advice on how to cope with the cost of living, discover practical tips about how to save money and cut your bills.** COMMUNITY PARTNER: CAB Gloucester, Forest, Tewkesbury and Cheltenham branch
7. **Protect your mental health, find out ways of coping with stress, worries and anxiety.** COMMUNITY PARTNER: GHC Community Therapists/ Young Gloucestershire.

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8. **Look out for others - be a good neighbour and friend, keep an eye on those who might need extra help.** COMMUNITY PARTNER: Age UK Gloucestershire

## Newsletter text

Below is some suggested text for inclusion in staff newsletters and ebulletins, you may like to include one of the campaign images too.

### Stay Well This Winter

The health and care community in Gloucestershire has launched a campaign to help people stay healthy and well this winter. It covers core themes like boosting your immunity with winter vaccinations, keeping warm, eating well, prioritising mental health and staying active, in the context of the rising cost of living.

The campaign is supported by a dedicated webpage with further information and resources.

Keep an eye on social media for videos with tips on how to Stay Well This Winter.

- ✕ [@OneGlos](#)
- 📷 [@NHSGloucestershire](#)
- 📘 [@OneGloucestershire](#)

You can find out more at: <https://www.onegloucestershire.net/swtw>

### Suggested social posts + assets

Sharing our key messages with your communities and audiences will help us spread the word further. If you do share our content on social media please tag us where you can, even a repost or a share goes a long way.



- ✕ [@OneGlos](#)
- 📷 [@NHSGloucestershire](#)
- 📘 [@OneGloucestershire](#)

The hashtag is #StayWellGlos – and if you'd like to tag our community partners too you can, we've included their details below.

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Topic	Message	Assets	Partner
General	<p>Prioritise your health and wellbeing this winter.</p> <p>@OneGlos [or appropriate channel tag] has campaign resources which can help you find local initiatives, resources, and practical ways to feel better this winter.</p> <p>Head to <a href="https://www.onegloucestershire.net/swtw">https://www.onegloucestershire.net/swtw</a> to find out more.</p> <p>#StayWellGlos</p>		<p>X <a href="#">@OneGlos</a></p> <p>Instagram <a href="#">@NHSGloucestershire</a></p> <p>Facebook <a href="#">@OneGloucestershire</a></p>
Pharmacy	<p>If you feel under the weather, particularly if you have a long-term health condition head to your local pharmacy first. Don't wait until it gets worse. Find out more from @OneGlos at <a href="https://www.onegloucestershire.net/swtw">https://www.onegloucestershire.net/swtw</a> to find out more #staywellglos</p>		

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<p>Eat Well</p>	<p>Eating a balanced, nutrient-dense diet, is vital to maintaining good health, and staying well this winter. Dietician Carly has some great tips on how to eat well and stay well, find out more from @OneGlos at <a href="https://www.onegloucestershire.net/hwp/campaigns-resources/campaigns/winter/eat-well-this-winter/">https://www.onegloucestershire.net/hwp/campaigns-resources/campaigns/winter/eat-well-this-winter/</a></p> <p>#StayWellGlos</p>			<p><a href="#">f @Gloucester-Feed-The-Hungry-CIC</a></p> <p><a href="#">X @GlosHealthNHS</a></p> <p><a href="#">@GlosHealthNHS</a></p> <p><a href="#">f @GlosHealthNHS</a></p>
<p>Stay Active</p>	<p>Moving more can help improve your mental and physical health. If you are looking for ways to get active this year @OneGlos have great tips to get you started <a href="https://www.onegloucestershire.net/hwp/campaigns-resources/campaigns/winter/stay-active-this-winter/">https://www.onegloucestershire.net/hwp/campaigns-resources/campaigns/winter/stay-active-this-winter/</a></p> <p>#StayWellGlos</p>			<p><a href="#">X @ActiveGlos</a></p> <p><a href="#">@activegloucestershire</a></p> <p><a href="#">f @ActiveGlos</a></p>



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<p>Protect your mental health</p>	<p>It can be challenging to look after our #MentalHealth in winter with darker days &amp; fewer opportunities to get outside. @OneGlos has tips if you don't know how to start or where to turn.</p> <p><a href="https://www.onegloucestershire.net/hwp/campaigns-resources/campaigns/winter/mental-health/">https://www.onegloucestershire.net/hwp/campaigns-resources/campaigns/winter/mental-health/</a> can help. You are not alone.</p> <p>#StayWellGlos</p>			<p>  <a href="#">@YoungGlos</a>   <a href="#">@YoungGlos</a>   <a href="#">@YoungGlos</a> </p> <p>  <a href="#">@GlosHealthNHS</a>   <a href="#">@GlosHealthNHS</a>   <a href="#">@GlosHealthNHS</a> </p>
<p>Get cost of living advice</p>	<p>If you're struggling to pay your energy bills or top up your prepayment meter, you might be able to get help. Find out what is available and get practical advice, our campaign resources have lots of useful information. Head to @oneglos <a href="https://www.onegloucestershire.net/swtw">https://www.onegloucestershire.net/swtw</a> to find out more.</p> <p>#StayWellGlos</p>			

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<p>Stay warm and well</p>	<p>If you are worried about staying warm this winter help is available. For information on financial help, and links to warm, welcoming spaces in Gloucestershire, head to @oneglos <a href="https://www.onegloucestershire.net/hwp/campaigns-resources/campaigns/winter/staying-warm-and-well/">https://www.onegloucestershire.net/hwp/campaigns-resources/campaigns/winter/staying-warm-and-well/</a> #StayWellGlos</p>		<p>  <a href="https://twitter.com/gloscc">@gloscc</a>   <a href="https://www.instagram.com/gloucestershireecc">@gloucestershireecc</a>   <a href="https://www.facebook.com/GloucestershireCountyCouncil">@GloucestershireCountyCouncilC</a>     <a href="https://twitter.com/GL11Hub">@GL11Hub</a>   <a href="https://www.instagram.com/GL11communityhub">@GL11communityhub</a>   <a href="https://www.facebook.com/gl11communityhub">@gl11communityhub</a> </p>
<p>Be a good friend and neighbour</p>	<p>Small gestures can have a huge impact on people's wellbeing. @OneGlos and @AgeUKGlos* are encouraging members of our communities in Gloucestershire to keep a friendly eye on their older friends, family, and neighbours this winter. Find out more <a href="https://www.onegloucestershire.net/swtw">#swtw</a> #StaywellGlos</p>		<p>  <a href="https://twitter.com/AgeUKGlos">@AgeUKGlos</a>   <a href="https://www.instagram.com/AgeUKGloucestershire">@AgeUKGloucestershire</a>   <a href="https://www.facebook.com/Ageukgloucestershire">@Ageukgloucestershire</a> </p>

## Video content

We have worked with our community partners on a series of videos to promote the *Stay Well This Winter* campaign, you can find them all on our YouTube page, collated as a *Stay Well This Winter* playlist. Please feel free to share/ embed on your channels where appropriate.

We've created a YouTube playlist here: <https://www.youtube.com/playlist?list=PLNpm9H7Cbioul-CVtQBkipOAOB8zLO31P> which showcases the whole campaign.

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### **Digital assets**

We have digital banners, images and more information which could be used on staff intranets/ websites on our website. They are currently available on request from [jenni.phillips@nhs.net](mailto:jenni.phillips@nhs.net) but we hope to have a digital download page on our website very soon.