

Health at Home campaign toolkit

The COVID-19 outbreak means the public need to stay at home as much as possible. If they need an NHS service, they should try to do it online from home first (unless there is a serious or life-threatening emergency or they have been told to attend an existing appointment for ongoing treatment). The Health at Home campaign will signpost to useful information about how the public can contact their GP, order repeat prescriptions, manage their wellbeing and existing conditions – without leaving their home.

The Health at Home campaign directs the public to a dedicated web area: **nhs.uk/health-at-home**

This toolkit is for use while Government guidance for the public and vulnerable groups is to stay at home to manage the spread of COVID-19.

This toolkit includes the following content and resources:

- [Newsletter copy](#)
- [Short external newsletter copy](#)
- [Longer external newsletter copy](#)
- [Internal newsletter copy](#)
- [Website news copy](#)
- [Social media posts and assets](#)

Further resources are likely to be added over the coming weeks, so please keep an eye on cascade channels for additional resources.

Thank you for your support in cascading this messaging via your channels.

[Newsletter copy](#)

Short newsletter copy

Manage your health and wellbeing at home

The coronavirus (COVID-19) outbreak means you should only leave your home if it's essential, unless you feel very unwell or you are told to attend an existing appointment for ongoing treatment. While you are at home it's still easy to get NHS help using your smartphone, tablet or computer. There is a useful online page which gives information on how to contact your GP, order repeat prescriptions, manage long-term condition and maintain your mental and physical wellbeing.

Find out more at: [nhs.uk/health-at-home](https://www.nhs.uk/health-at-home)

Long newsletter copy

Manage your health and wellbeing at home

The coronavirus (COVID-19) outbreak means you should only leave your home if it's essential, unless you feel very unwell or you are told to attend an existing appointment for ongoing treatment. While you are at home it's still easy to get NHS help using your smartphone, tablet or computer.

The Health at Home webpage has information letting you know how to:

- contact your GP
- order repeat prescriptions
- manage long-term conditions
- maintain your mental and physical wellbeing

If you need an NHS service, try to do it online first. If you cannot get what you need this way try asking a friend or family member to help you, or speak to your GP surgery on the phone.

Find out more at: [nhs.uk/health-at-home](https://www.nhs.uk/health-at-home)

Internal newsletters for health and care staff

Health at Home

A new campaign has been launched to help people manage their health at home and easily access NHS services online. The Health at Home webpage gives information on how to:

- contact your GP
- order repeat prescriptions

- manage long-term conditions
- maintain your mental and physical wellbeing

This information can be accessed at: [nhs.uk/health-at-home](https://www.nhs.uk/health-at-home)

Website news copy

Managing your health at home

The coronavirus (COVID-19) outbreak means you should only leave your home if it's essential, unless you feel very unwell or you are told to attend an existing appointment for ongoing treatment. While you are at home it's still easy to get NHS help using your smartphone, tablet or computer.

The Health at Home webpage has information letting you know how to:

- contact your GP
- order repeat prescriptions
- manage long-term conditions
- maintain your mental and physical wellbeing

If you need an NHS service, try to do it online first. If you cannot get what you need this way try asking a friend or family member to help you, or speak to your GP surgery on the phone.

Find out more at: [nhs.uk/health-at-home](https://www.nhs.uk/health-at-home)

[Insert information appropriate to your local organisational response / COVID-19 services as applicable]

Social media posts and assets


Below are a number of social media posts and assets for use on your Twitter, Facebook and Instagram. There are a number of social media accounts you can tag in your posts if you would like to:


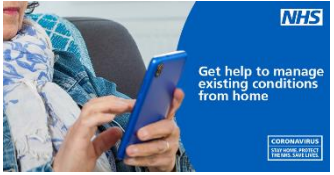

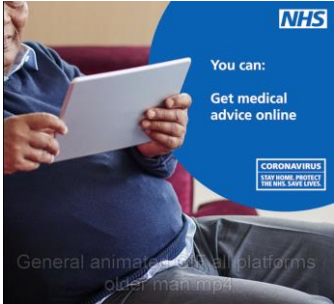
Twitter	Facebook	Instagram
NHS Website Twitter @NHSUK	NHS Website Facebook @NHSWebsite	NHS UK Website Instagram @NHSWebsite
NHS England and NHS Improvement Twitter @NHSEngland		

NHSX Twitter @NHSX		
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High resolution assets are available in a downloadable asset folder alongside this toolkit for each channel. The below image examples are thumbnails for additional context, please download high resolution assets suggested as above.

The below social media posts are suggestions and you are free to adapt for your local needs as you require.

Asset (thumbnail only)	Asset title in asset folder	Message for social channels
<p>General static social media card</p> <p>(multiple demographic variations)</p> 	<ul style="list-style-type: none"> • General Facebook Instagram static older man • General Facebook Instagram static older woman • General Facebook Instagram static younger man • General Twitter static pregnant woman • General Twitter static woman with baby • General Twitter static younger woman 	<p>Find useful advice on how to manage your health and wellbeing on your smartphone, tablet or computer. Go to nhs.uk/health-at-home</p> <p>#HealthAtHome</p>

<p>Repeat medication static Twitter card</p>  <p>The image shows a woman in a blue patterned scarf looking at a blue smartphone. The background is a blue gradient with the NHS logo at the top. Text on the card reads: "Order repeat prescriptions from home without going to your GP surgery or pharmacy". At the bottom right, there is a small box with the text "CORONAVIRUS STAY HOME, PROTECT THE NHS, SAVE LIVES".</p>	<ul style="list-style-type: none"> • Repeat medication Twitter static 	<p>You can order repeat medicines through the #NHSApp, your GP's online services, or internet pharmacy providers. Find out more at: nhs.uk/health-at-home #HealthAtHome</p>
<p>Long Term Conditions static Twitter card</p>  <p>The image shows a woman in a blue patterned scarf looking at a blue smartphone. The background is a blue gradient with the NHS logo at the top. Text on the card reads: "Get help to manage existing conditions from home". At the bottom right, there is a small box with the text "CORONAVIRUS STAY HOME, PROTECT THE NHS, SAVE LIVES".</p>	<ul style="list-style-type: none"> • Long Term Conditions Twitter static 	<p>It's important to keep managing your health and wellbeing while staying at home. Find health apps which have been assessed by the NHS as clinically safe to use at nhs.uk/health-at-home #HealthAtHome</p>
<p>NHS App static Twitter card</p>  <p>The image shows a woman holding a baby and looking at a smartphone. The background is a blue gradient with the NHS logo at the top. Text on the card reads: "Order repeat medicines with the NHS App and choose the pharmacy for collection". At the bottom right, there is a small box with the text "CORONAVIRUS STAY HOME, PROTECT THE NHS, SAVE LIVES".</p>	<ul style="list-style-type: none"> • NHS App Twitter static 	<p>During COVID-19, access NHS services from the comfort of your own home. Our page has useful advice on how to manage your health without leaving your home: nhs.uk/health-at-home #HealthAtHome</p>
<p>General animated GIFs (multiple demographic variations)</p>  <p>The image shows a man in a blue shirt sitting on a red sofa and looking at a white tablet. The background is a blue gradient with the NHS logo at the top. Text on the card reads: "You can: Get medical advice online". At the bottom right, there is a small box with the text "CORONAVIRUS STAY HOME, PROTECT THE NHS, SAVE LIVES".</p> <p>General animated GIF all platforms older man mp4</p>	<ul style="list-style-type: none"> • General animated GIF all platforms older man • General animated GIF all platforms older woman • General animated GIF all platforms younger man 	<p>Find useful advice on how to manage your health and wellbeing without leaving your home. Go to nhs.uk/health-at-home #HealthAtHome</p>

<p>Mental Health animated GIF</p>	<ul style="list-style-type: none"> • Mental Health animated GIF all platforms 	<p>Maintain your mental health and wellbeing while staying at home. Go to nhs.uk/health-at-home</p>
<p>Contacting your GP remotely video full</p>	<ul style="list-style-type: none"> • Link to: https://youtu.be/FO1LRq5FZpE 	<p>This is easy to do but watch our video to find out how to contact your GP</p> <p>#HealthAtHome</p>