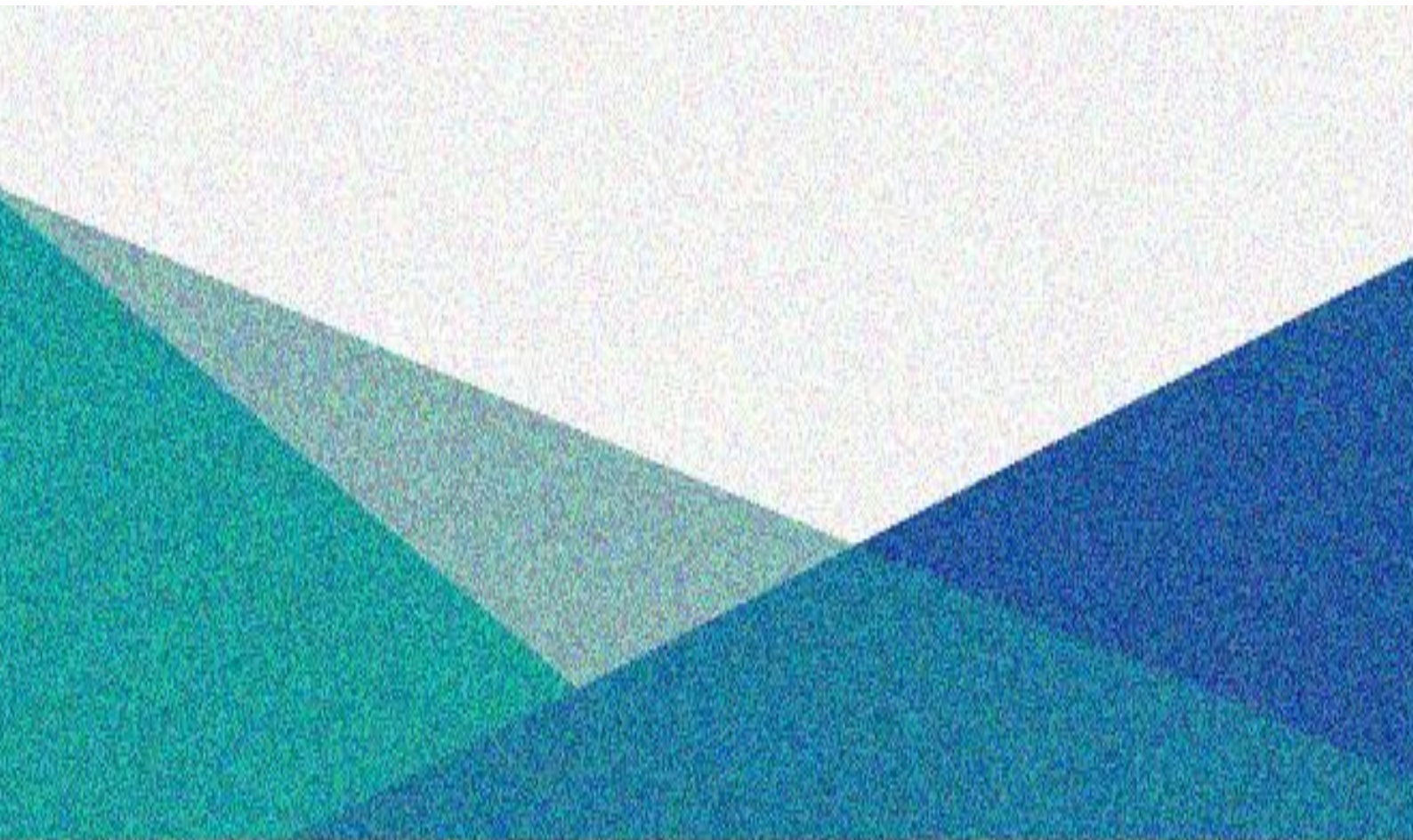




# Promoting the Healthier Together website and app to support winter planning

## Campaign Toolkit

Winter 2024



This toolkit enables organisations and relevant stakeholders to support the promotion of the Oxfordshire Healthier Together website and mobile app, both on public-facing platforms and via internal staff communications.

It provides an exciting opportunity to encourage parents, carers and families to access consistent, accurate health and wellbeing advice and guidance. It can also benefit professionals to be aware of the functionality of the website and app and how it could be used in their role to support patients and service users.

## Background and context

**In the 2022-2023 financial year, children and young people aged 0-18 accounted for 25% of Emergency Department (ED) attendances in Oxfordshire. Of these, 45% were in the 0-4 years age bracket. Evidence shows that parents seek healthcare consultations for their children due to parental anxiety and lack of confidence to distinguish self-limiting illnesses from serious ones.**

The Healthier Together package has been funded for Oxfordshire by Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB) to support work to reduce pressures on the urgent care system.

The Healthier Together website and mobile app was initially implemented with success in Southampton and has spread at pace to many other sites nationally, including within our neighbouring Integrated Care System, Frimley. It has been proven to contribute to reducing unnecessary attendances to ED and has been valued by both staff and families alike as a platform to share information consistently across the whole healthcare system. The website also supports healthcare professionals (via standardised local clinical guidelines, educational resources & referral pathways).

Healthier Together provides tools and resources to support winter planning and alleviate seasonal pressure on NHS services.



## Internal promotion of Healthier Together within organisations

The Healthier Together project team, with the support of BOB ICB, are seeking to raise the profile of the Oxfordshire Healthier Together website and app among health colleagues and professionals in other sectors working with children, young people and families this winter. Clinicians seeing unwell children in primary care, or an urgent and emergency care setting are being actively encouraged to signpost parents and carers to use the website or app to ease parental anxiety and direct them to the most appropriate course of action when their child is ill. The below copy can be used for staff newsletters or intranet to promote Healthier Together.

### Copy for staff newsletters/intranet

#### Using the Healthier Together website and app to support families this winter

Healthier Together is a locally developed resource, providing consistent, accurate advice for parents, carers and families, along with clinical resources for health professionals, all in one place on an educational website and complimentary mobile app. It uses a simple 'traffic light' system based on the symptoms of common childhood illnesses and other conditions and advises where and how to seek help if required. The initiative is part of a national programme, with each region developing specific websites localising content to meet the needs of their population.

Healthier Together can enable people to make informed decisions about accessing appropriate local healthcare services for their baby or child. In reducing anxiety among parents of young children, the website and app can avoid unnecessary Emergency Department and GP presentations, and likewise, ensure those who most need to be seen urgently are signposted to seek the correct help.

Frontline clinicians and other services supporting children and their families are being encouraged to make use of Healthier Together's 'SMS Share' functionality, enabling links to individual web pages to be sent directly to a mobile phone. The website also contains a 'worried about daily life' section to signpost vulnerable families to local sources of support in the County.

NHS organisations across the region are being asked to promote the Healthier Together app to patients and the public as the go-to resource when their child is unwell this winter.

### [Explore Healthier Together and download the app](#)

## Healthier Together promotional resources

There are a number of promotional resources available to use in your setting or online including posters and graphics which can be [downloaded from the website](#). Printed copies may also be available, along with additional promotional materials, subject to availability. Please email Kayleigh Simmons, Healthier Together Project Manager via [kayleigh.simmons@ouh.nhs.uk](mailto:kayleigh.simmons@ouh.nhs.uk) to enquire about any of these.

### [Access downloadable resources](#)



**NHS**

### Looking after an unwell child?

Advice on when you should:

- Self care at home or visit your pharmacy
- 111 Call NHS 111
- Go to the nearest A&E

Healthier Together

[oxfordshire-healthiertogether.nhs.uk](http://oxfordshire-healthiertogether.nhs.uk)

The poster features a background image of a child being attended to. It includes the NHS logo, a title in a blue speech bubble, and three colored boxes (green, orange, red) with icons and text providing advice. At the bottom, there is a Healthier Together logo and a website URL.



**NHS**

### Is it ok to go to school or nursery when...?

Healthier Together  
Improving the health of babies, children and young people throughout Oxfordshire

Healthier Together

[oxfordshire-healthier.together.nhs.uk](http://oxfordshire-healthier.together.nhs.uk)

The poster features a background image of a smiling child holding a book. It includes the NHS logo, a title in large white text, a Healthier Together logo in the top right, and a website URL at the bottom.

# Promoting Healthier Together to parents, carers and the public

Healthier Together can be widely promoted to families as the go-to resource for accessing trusted NHS advice when their baby or child is unwell over the winter. A key ask is to direct parents and carers to download the Healthier Together app which will signpost them to relevant local services when logged in with their details. Below is copy for public-facing websites and other communications, along with template social media posts and graphics.

## Copy for public-facing communications/websites

### Get quick and reliable NHS advice about your children's health this winter

Healthier Together is a locally developed NHS resource, providing clear and reliable healthcare advice for parents and carers all in one place on a website and app. Healthier Together uses a simple 'traffic light' system based on the symptoms of common childhood illnesses and other conditions, and advises where and how to seek help if required.

Healthier Together can help you to make informed decisions about accessing the right local healthcare service for your baby or child. If you are unsure whether your child needs to be seen by a doctor, the easy-to-follow guidance on Healthier Together will ease worry and ensure you are signposted to the best service to provide help, such as a pharmacy or GP, or to self-care at home. You can also be reassured that if your child does need to be seen by a health professional urgently, you will be directed to the most appropriate local service.

If you are unsure whether your child should be attending school or their usual childcare setting during a period of illness, [you can visit this page](#) for advice on a range of common conditions. Healthier Together also uses Google Translate to translate information into different languages and provides a range of sharing tools.

The Healthier Together mobile app can be found in the [Apple App Store](#) and the [Google Play Store](#) so **download it today** ready to use when you might need it.

## Healthier Together: what people say

"From a personal point of view with regards to my children it has been a great help as I have not had to use the Surgery so much as in put an Engage Consult in when I can just have a look at the Healthier Together App if any of my children have any symptoms"

"Brilliant! Simple, reassuring and helpful. Thank you"

"It's like a mini doctor for you at home. That's how it is, that's how I see it!"

[Explore Healthier Together and download the app](#)

## Suggested social media posts

Having an unwell child can often be stressful.

Finding concise, reliable information on how to manage their illness is tricky at times.

To solve this, the website - Oxfordshire Healthier Together - and complimentary app - is available now.

Download it today for NHS support to help you manage your child's health right there, on your phone, when you need it.

<https://bit.ly/OHTApp>



**NHS**

# Unwell child?

Access concise, reliable NHS advice on common childhood illnesses, when you need it

oxfordshire-healthiertogogether.nhs.uk

Download on the App Store | GET IT ON Google Play

'Healthier Together'

**Healthier Together**  
Improving the health of babies, children and young people throughout Oxfordshire

The advertisement features a blue background with a white smartphone displaying the app's interface. The interface shows a 'Care At Home' section with a list of symptoms: 'Is alert and interacts with you', 'Develops diarrhoea & vomiting but no red or amber signs', 'Experiences pain associated with menstruation in a girl', and 'Is frequently constipated'. Below this, it says 'Continue providing your child's care at home. If you are still concerned about your child, speak to your Health Checker, Local Pharmacist or call NHS 111. In school aged children, physical'. The NHS logo is in the top right, and the Healthier Together logo is in the bottom right.

Imagine making access to healthcare for your child easier...

The Oxfordshire Healthier Together website and app gives you easy access to concise NHS traffic light symptom guidelines, so you know where to go for further medical help if your child needs it.

Download it today!

<https://bit.ly/OHTApp>



**NHS**

**Our app gives you easy access to healthcare for your child**

**Download it today**

Download on the **App Store** GET IT ON **Google Play**

Search 'Healthier Together'

**Healthier Together**  
Improving the health of babies, children and young people throughout Oxfordshire

**oxfordshire-healthiertgether.nhs.uk**

If you are caring for children and young people, managing their healthcare can be challenging at times.

To help, Oxfordshire Healthier Together offers clear information on common childhood illnesses, including advice on what 'red flag' signs to look out for, where to seek help if required, what you should do to keep your child comfortable and how long your child's symptoms are likely to last.

Download today!

<https://bit.ly/OHTApp>



**NHS**

**Managing healthcare for children and young people can be challenging**

**Make it simpler - download the app**

Search 'Healthier Together'

Download on the **App Store** GET IT ON **Google Play**

**Healthier Together**  
Improving the health of babies, children and young people throughout Oxfordshire

**oxfordshire-healthiertgether.nhs.uk**

If you have an unwell child at home, the website and app, Oxfordshire Healthier Together, can help you access the right local healthcare support and advice for them.

It's free to use and available now from your preferred app store.

<https://bit.ly/OHTApp>

**NHS**

# Worried your child is ill?

Fast access to expert advice on common childhood illnesses

Download the free app: "Healthier Together"

Download on the App Store | GET IT ON Google Play

oxfordshire-healthiertogether.nhs.uk

**Healthier Together**  
Improving the health of babies, children and young people throughout Oxfordshire

Knowing when and where to access healthcare for your child or young person can be tricky. We all worry about when to ask for help.

The Oxfordshire Healthier Together website and app offers NHS traffic light guidance on when and where to seek further help based on the symptoms experienced.

Equip yourself with the app so it's there when you need it.

<https://bit.ly/OHTApp>

**NHS**

# We all worry about when to ask for help with our children's healthcare

Equip yourself with the app so it's there when you need it  
Search: "Healthier Together"

Download on the App Store | GET IT ON Google Play

Search "Healthier Together"

oxfordshire-healthiertogether.nhs.uk

**Healthier Together**  
Improving the health of babies, children and young people throughout Oxfordshire

## Contact

For further information on Healthier Together please email Kayleigh Simmons via [kayleigh.simmons@ouh.nhs.uk](mailto:kayleigh.simmons@ouh.nhs.uk)