



Winter campaign toolkit for Richmond MPs

Make a pledge to become a Winter Champion



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Richmond's Winter Champion

We know that people sometimes find the NHS confusing and don't always know where to go for the right support for their health and care needs. And we know this puts pressure on certain services – especially over the winter period.

You can make a difference to Richmond residents this winter by supporting our campaign to raise awareness of the services available, by pledging to become a 'Winter Champion'.

By becoming a Winter Champion, you will be helping the NHS by sharing details of the range of services the NHS has on offer this winter with local residents.

This will mean encouraging residents to use their local pharmacist, utilising the 7-day-a-week, 8am-8pm GP services opening hours and calling NHS 111 when appropriate. This way you will be supporting the NHS over the winter period.

1. What is the Winter Champion campaign and why is this important?

- ❖ As a Winter Champion you will help the NHS by sharing health advice, and encouraging residents to get the right support for their health needs.
- ❖ **Help us help the NHS in Richmond** by informing people of the range of services on offer, such as 7 day a-week GP appointments from 8am – 8pm, using their local pharmacies and NHS 111.
- ❖ Support us with organic posts from your **Facebook/Twitter** accounts or by sharing our social media posts so we can reach the widest possible audience in Richmond.
- ❖ Use our **Winter Champion placard**, found at the end of this toolkit, to demonstrate your support for the NHS with a photo that you can share on social media.
- ❖ Access our materials online by visiting www.swlondon.nhs.uk/winter.

2. The Key Messages for the Richmond's Winter Champions campaign

- ❖ **Pharmacists** are experts in many aspects of healthcare and you don't need an appointment and many have private consultation areas, so they are a good first port of call.
- ❖ Get the advice you need from the **healthcare experts** at your local pharmacy, they can advise you on many health concerns; and they are convenient.
- ❖ Did you know you can get a **GP appointment** from **8am – 8pm, 7 days a week?** If you know you don't need A&E, don't wait. Book an appointment with a GP in your area.
- ❖ Get the advice you need at a convenient time by visiting a GP at one of our local GP surgeries **8 'til 8, 7 days a week!**
- ❖ A fully trained advisor can help with your urgent medical concerns at any time. Call **NHS 111** for free assistance.

3. Social Media Campaign Materials

Winter Champions

- ❖ Are you aware of the range of NHS services available such as extended GP opening hours, NHS 111 or health advice available at your pharmacy? Make sure you know of the range of services available and the right one for you this winter at: **URL** [#helpushelpyou](#) [#winterchampion](#)
- ❖ I am delighted to be a NHS [#winterchampion](#) for Richmond. You can [#staywellthiswinter](#) by going to your local pharmacy, take advantage of 8am-8pm GP opening times, getting your [#fluvaccine](#) or calling NHS 111 [#helpushelpyou](#)

NHS 111

- ❖ NHS 111 is much more than just an advice line. If you have a serious or urgent medical concern, they're here to help [#helpushelpyou](#) [#winterchampion](#)
- ❖ A fully trained advisor and clinician can help with your urgent medical concerns at any time. Call NHS 111 for free assistance [#helpushelpyou](#) [#winterchampion](#)

GP Hubs

- ❖ Did you know you can get a GP appointment from 8am – 8pm, 7 days a week? If you know you don't need A&E, don't wait. Book an appointment at your local GP hub [#helpushelpyou](#) [#winterchampion](#)

Pharmacy

- ❖ Pharmacies are the first place to go for many health concerns. If you have a minor complaint, speak to your local pharmacist [#helpushelpyou](#) [#winterchampion](#)

Flu

- ❖ Children in Richmond aged 2 or 3 can get a free flu nasal spray vaccination. Protect your child from the flu without involving any needles Speak to your GP now [#fluvaccine](#) [#helpushelpyou](#)
- ❖ 1 in 3 over 65s did not get their free flu vaccine last winter in Richmond. Speak to your GP or Pharmacist about getting your free flu vaccine. [#helpushelpyou](#) [#fluvaccine](#)

4. Template Press Release

NAME MP joins NHS campaign and pledges to become a **CONSTITUENCY** 'winter champion'

At a recent event in Parliament, **NAME MP** became a 'winter champion', pledging to help the NHS reach out to people and help them stay well this winter.

Winter champions is a campaign by the NHS to encourage people to get the most appropriate support for the health and care needs this winter, either by getting advice from their local pharmacist for minor health ailments, calling fully trained staff and clinicians on NHS 111 for immediate health concerns, or making an appointment with a GP in their area during their extended hours of 8am-8pm, 7-days-a-week.

NAME MP, said: "I am pleased to take part in the NHS' winter champions campaign to become a winter champion for **CONSTITUENCY**. We all appreciate the hard work and dedication of our NHS staff, especially at winter.

"That is why I am pledging to do all I can to help the NHS keep residents in **CONSTITUENCY** stay well this winter by getting the right help with their health.

"By going to a pharmacist, taking advantage of the 8am-8pm GP opening hours and calling NHS 111, you will be helping the NHS by staying out of A&E unnecessarily. This means you will be getting the right support for you quicker."

Dr Graham Lewis, Chair of Richmond Clinical Commissioning Group, said: “We are delighted that **NAME MP** has become a winter champion for **CONSTITUENCY**.”

“By becoming a winter champion, **NAME MP** will be helping the NHS to help our patients this winter by encouraging people to seek the most appropriate advice for their health needs.

“If patients take advantage of seeking advice from their highly-trained local pharmacist for minor health needs, get an evening or weekend appointment with the GP rather than wait for Monday morning, or call NHS 111 to speak to our trained staff, their needs can be dealt with much quicker than having to go to A&E.”

--ENDS—

Notes to the editor:

1. For more information, please contact 020 3458 5379 or email pressoffice@swlondon.nhs.uk.

5. Winter's Champion Campaign Resources

Facebook and email signature:



Facebook & Instagram:



Twitter:



NHS

**I pledge to be a
Winter Champion
for Richmond**

**HELP US
HELP YOU**

STAY WELL THIS WINTER

The graphic features a dark blue background on the left with the NHS logo and a white box containing the pledge text. The right side has a lighter blue background with a large, faint snowflake icon. The overall design is clean and professional, using the NHS brand colors.

Placard



I am a
**Winter
Champion**
for Richmond