

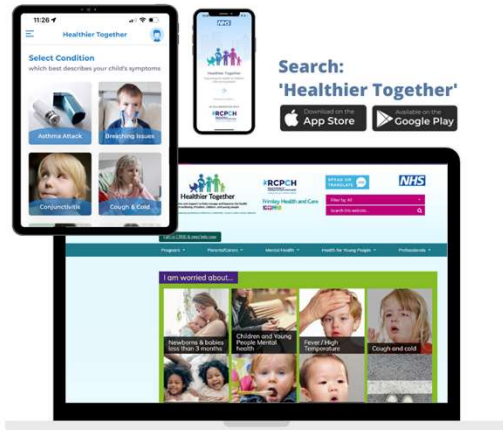


Healthier Together

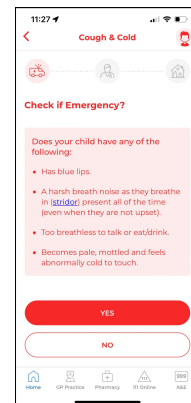
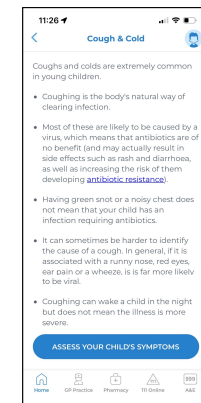
Local advice and support to help manage and improve the health and wellbeing of babies, children, and young people

ASCOT | BRACKNELL | FARNHAM | MAIDENHEAD | NORTH EAST HAMPSHIRE | SLOUGH | SURREY HEATH | WINDSOR

Frimley Healthier Together App Launch

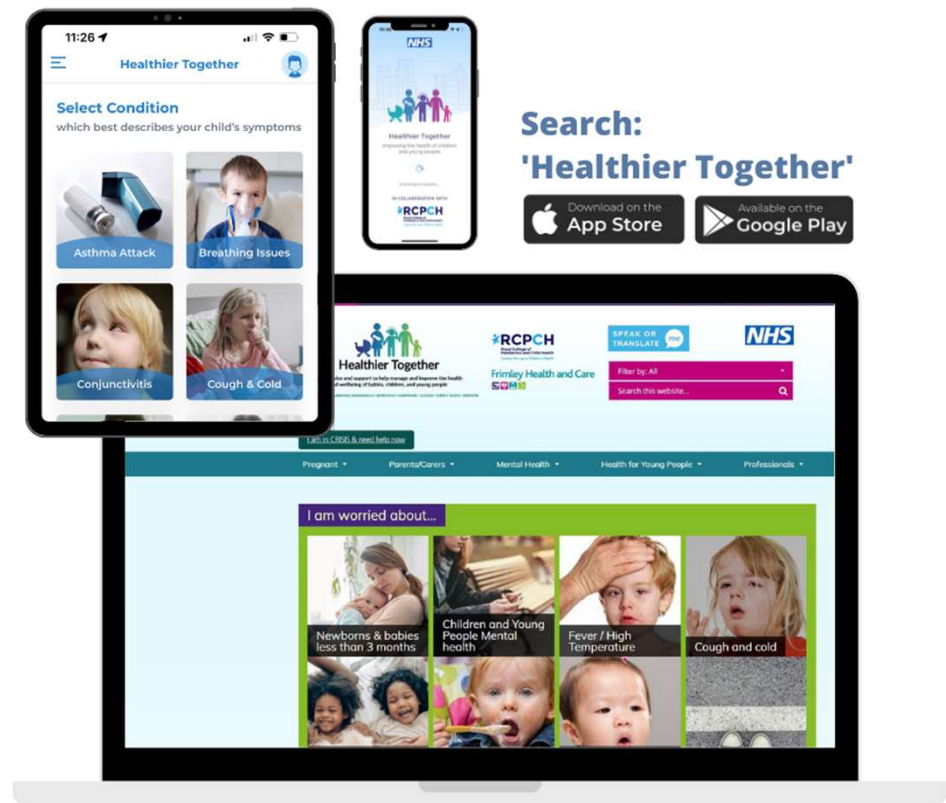


Social media content – September 2022



Frimley Healthier Together App launch

- October sees the launch of the Frimley Healthier Together App which is now available to download from your app store of choice.
- The app provides parents and carers easy access to NHS traffic light guidance on a range of childhood illnesses, allowing them to see advice on what 'red-flag' signs to look out for, where to seek help if required, what to do to keep a child comfortable and how long a child's symptoms are likely to last.
- Note that the app does not replace the [Frimley Healthier Together](https://www.frimleyhealthier.com) website, but is complimentary, allowing fast access to the traffic light guidance functionality.
- Any questions can be directed towards Kirsty.north6@nhs.net or zara.devine@nhs.net.



Messaging and visuals to support

- This pack contains a selection of messaging for use across Facebook, Instagram and Twitter.
- Please simply copy and paste the messages you wish to share from the following slides, including the tracked code which helps us evaluate success of this campaign.
- Imagery as per the slides, and in the suitable format for each channel, can be [downloaded here](#).
- You do not need to share all messages, feel free to pick and mix.
- These can be used over the coming weeks and months to support the launch, and then to reinforce and remind our communities about the app.
- You can follow our channels at www.facebook.com/NHSFrimleyHealthierTogether and / or www.instagram.com/frimley.healthiertogether/ where if easier, you can share our posts.
- You can tag us in to your posts should you wish:
 - @NHSFrimleyHealthierTogether on Facebook.
 - @Frimley.HealthierTogether on Instagram.

Suite of messages for campaign



NHS

Unwell child?

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

Download the app: **'Healthier Together'**

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Our app gives you easy access to healthcare for your child

Download it today

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Did you know we also have an app?

Access to expert advice on how to manage childhood illnesses

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Managing healthcare for children and young people can be challenging

Make it simpler - download the app

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Download our FREE app today!

- NHS traffic light symptom checker
- Advice on how long a child's symptoms may last
- Signposting to local support services

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Help stay in control of your child's health

Now available via app!

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Download the Healthier Together app for access to a mini doctor right there in your pocket!

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Worried your child is ill?

Fast access to expert advice on common childhood illnesses

Download the free app: 'Healthier Together'

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

NHS advice on managing childhood illnesses

Now available via app

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



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'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Your child spikes a fever in the middle of the night...

Reassurance and advice when you need it

Download the app, search 'Healthier Together'

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Looking for help with managing a symptom you are experiencing?

Download 'Healthier Together' for clear, concise NHS guidance on many common illnesses

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Worried about an unwell child?

Download the app for clear and concise NHS guidance to help you, help them

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS



NHS

Check our simple NHS self-triage tool before calling your GP, NHS 111 or visiting A&E

To download, search 'Healthier Together'

Search: 'Healthier Together'

[Frimley-HealthierTogether.nhs.uk](https://www.frimley-healthier.com)

Healthier Together
Helping the health of babies, children and young people throughout the NHS

Message one

Suitable for: Instagram / Facebook

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, our new app - Frimley Healthier Together - 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/FHTApp>



NHS

Unwell child?

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

Healthier Together
Improving the health of children and young people

IN COLLABORATION WITH
RCPCH
Royal College of Paediatrics and Child Health

Download on the **Google Play** or **App Store**

↓ **'Healthier Together'**

Frimley-HealthierTogether.nhs.uk

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

The advertisement features a blue background with a white NHS logo in the top right. A large, bold title 'Unwell child?' is positioned on the right. Below it, a white speech bubble contains the text 'Access concise, reliable NHS advice on common childhood illnesses, when you need it'. In the center, a tablet and a smartphone display the app's interface. The tablet screen shows a 'Tummy Ache' article with a 'Care At Home' section and a list of symptoms: 'Is alert and interacts with you.', 'Develops diarrhoea & vomiting but red or amber signs.', 'Experiences pain associated with menstruation in a girl.', and 'Is frequently constipated.'. Below the list, it says 'Continue providing your child's care at home'. The smartphone screen shows the app's home page with the NHS logo, the 'Healthier Together' title, and the RCPCH logo. At the bottom, there are icons for Google Play and the App Store, a download arrow, and the text 'Healthier Together'. The website URL 'Frimley-HealthierTogether.nhs.uk' is prominently displayed at the bottom left, and the 'Healthier Together' logo and tagline are at the bottom right.

Message two

Suitable for: Instagram / Facebook / Twitter

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

Our new 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/FHTApp>



Our app gives you easy access to healthcare for your child

Download it today

Search: 'Healthier Together'

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

Frimley-HealthierTogether.nhs.uk
Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor

Message three

Suitable for: Instagram / Facebook

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

To help, we've built an app with 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/FHTApp>

NHS

Managing healthcare for children and young people can be challenging

Make it simpler - download the app

Search: 'Healthier Together'  

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

Frimley-HealthierTogether.nhs.uk

Message four

Suitable for: Instagram / Facebook / Twitter

Did you know we also have a Frimley Healthier Together app?

Available now - download it today to access a wealth of information on how to manage childhood illnesses.

<https://bit.ly/FHTApp>

NHS

Did you know we also have an app?

Access to expert advice on how to manage childhood illnesses

Available on the Google Play App Store

Search: 'Healthier Together'

Frimley-HealthierTogether.nhs.uk

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

Message five

Suitable for: Instagram / Facebook

Did you know we have a FREE Frimley Healthier Together app?

Developed by healthcare professionals it offers you an easy-to-follow traffic light system, providing clear information on common childhood illnesses, including advice on what signs to look out for, when and 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.

Simply download it today.

<https://bit.ly/FHTApp>

Download

our **FREE** **app**

today!

- NHS traffic light symptom checker
- Advice on how long a child's symptoms may last
- Signposting to local support services

Available on the **Google Play** **Download on the App Store** **Search: 'Healthier Together'**

Frimley-HealthierTogether.nhs.uk

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

Message six

Suitable for: Instagram / Facebook / Twitter

To help you stay in control of your child's health, download our easy-to-use app today.

Developed by NHS professionals to provide peace of mind and help you access the best support as needed.

<https://bit.ly/FHTApp>

Download on the App Store | Available on the Google Play

'Healthier Together'

NHS

Help stay in control of your child's health

Now available via app!
Frimley-HealthierTogether.nhs.uk

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

Message seven

Suitable for: Instagram / Facebook / Twitter

Access a mini doctor right there in your pocket.

Our app has now launched and is available for you to download today.

Ensure you have it at your fingertips when you need advice on managing childhood illness.

<https://bit.ly/FHTApp>



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

NHS

Download the **Healthier Together** app for access to a mini doctor right there in your pocket!

Frimley-HealthierTogether.nhs.uk
Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor

'Healthier Together'

Message eight

Suitable for: Instagram / Facebook

If you have an unwell child at home, our app, Frimley 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/FHTApp>

NHS

Worried your child is ill?

Fast access to expert advice on common childhood illnesses

Download the free app: 'Healthier Together'

[Download on the Google Play](https://play.google.com/store/apps/details?id=org.nhs.uk.frimley.healthier.together) [Download on the App Store](https://apps.apple.com/uk/app/healthier-together/id1444444444)

Frimley-HealthierTogether.nhs.uk

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

Message nine

Suitable for: Instagram / Facebook / Twitter

NHS advice on managing childhood illnesses is now available via a simple to use app.

Download Frimley Healthier Together – it's like having your own personal healthcare professional in your pocket.

<https://bit.ly/FHTApp>

NHS

NHS advice on managing childhood illnesses

Now available via app

Download on the App Store

Available on the Google Play

Search: 'Healthier Together'

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

Frimley-HealthierTogether.nhs.uk
Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor

Message ten

Suitable for: Instagram / Facebook

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.

Our new app offers NHS traffic light guidance on when and where to seek further help based on the symptoms experienced.

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

Get it today <https://bit.ly/FHTApp>



The advertisement features a blue background. In the top left, the 'Healthier Together' logo includes a stylized family icon and the text 'Improving the health of babies, children and young people throughout Frimley'. In the top right is the NHS logo. The central image shows a woman sitting on the edge of a bed, holding the hand of a young girl lying in bed. To the left, a smartphone displays the app's interface with a 'Traffic Light' system. Below the phone are 'Available on the Google Play' and 'Download on the App Store' badges. A large white speech bubble on the right contains the text: 'We all worry about when to ask for help with our children's healthcare'. Below this, another white box says: 'Equip yourself with the app so it's there when you need it Search: 'Healthier Together''. At the bottom, the website 'Frimley-HealthierTogether.nhs.uk' is displayed, followed by a list of locations: 'Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor'.

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

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'

Frimley-HealthierTogether.nhs.uk
Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor

Message eleven

Suitable for: Instagram / Facebook

It's the middle of the night and your child spikes a fever.

We've all been there and asked ourselves when we should be worried.

Our new app, Frimley Healthier Together provides simple advice on what to do based on the symptoms a child is experiencing.

Download it today to have some reassurance at your fingertips for when you need it.

<https://bit.ly/FHTApp>



NHS

Your child spikes a fever in the middle of the night...

Reassurance and advice when you need it

Download the app, search 'Healthier Together'

Available on the Google Play and the App Store

Frimley-HealthierTogether.nhs.uk

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

Message twelve

Suitable for: Instagram / Facebook / Twitter

Are you a young person looking for information on how to manage a symptom you are experiencing?

The Frimley Healthier Together app, from the NHS, can help you with many common illnesses.

Simply download today for help managing your symptoms.

<https://bit.ly/FHTApp>



NHS

Looking for help with managing a symptom you are experiencing?

Download 'Healthier Together' for clear, concise NHS guidance on many common illnesses

Frimley-HealthierTogether.nhs.uk

Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor

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

Available on the Google Play
Download on the App Store

IN COLLABORATION WITH

Healthier Together
Improving the health of children and young people
Checking for updates...

Message thirteen

Suitable for: Instagram / Facebook / Twitter

If you are worried about an unwell child, Frimley Healthier Together can help you work out what is wrong with them and how to help them recover.

With clear and concise NHS guidance, you'll be well equipped to know what to do to help them.

Download today.
<https://bit.ly/FHTApp>



Worried about

an unwell child?

Download the app for clear and concise NHS guidance to help you, help them

Frimley-HealthierTogether.nhs.uk

Download on the **App Store** | **Get it on Google Play**

NHS

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

Healthier Together
Improving the health of children and young people

Checking for updates...
IN COLLABORATION WITH

Message fourteen

Suitable for: Instagram / Facebook

Before rushing to call your GP, NHS 111 or visiting A&E, take a moment to use our simple NHS self-triage tool.

You can get red, amber, and green advice on a healthcare concern you have about a child in your care, meaning you can quickly get the right support, at the right time, from the right place.

Download our app today.

<https://bit.ly/FHTApp>



The advertisement features a photograph of a man and a young child sitting at a table, looking at a smartphone together. The man is pointing at the screen while the child looks on. In the background, there is a laptop, a mug, and a small potted plant. The overall scene is set in a bright, modern indoor environment.

NHS

Check our simple NHS self-triage tool before calling your GP, NHS 111 or visiting A&E

Available on the **Google Play** | Download on the **App Store**

To download, search 'Healthier Together'

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

Frimley-HealthierTogether.nhs.uk
Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor