

Living Well – Stay Well social media plan

Please note that content and dates are subject to change

Date	Image	Text	Notes
Thursday 1 October	 A photograph of two women standing in front of a pharmacy display. The woman on the left is wearing a patterned top and glasses, and the woman on the right is wearing a blue top. They are holding a large white sign that says 'Stay well this winter' in blue letters. Behind them is a display board with the title 'You can help yourself stay well this winter' and several icons illustrating health tips like 'Do your winter exercises', 'Speak to your pharmacist if you need to buy a cough', and 'Cover your nose and mouth'. To the right of the women, a sign says 'Consult your pharmacist let's talk about it'.	The 'Stay well this winter' campaign is part of the Living Well service – a collaboration between the Public Health Agency, Community Pharmacies and the Department of Health. Find out how you can prepare for the winter months by planning ahead and taking steps to help protect your health and wellbeing and stay well. Find out more in the comments. #LivingWell #StayWell First comment: Find out more on how to stay well this winter at www.pha.site/Staywellthiswinter	Pic also to be used as press launch pic with extended caption on 01/10/26

Saturday 3 October		By taking some simple steps you can help protect your health and wellbeing and stay well this winter. Pick up a leaflet in your local pharmacy or find out more in the comments. First comment: Find out more on how to stay well this winter at www.pha.site/Staywellthiswinter	
Tuesday 6 October		Stay well this winter Washing your hands with soap and water is one of the easiest ways to help protect yourself and others from catching many viruses. Find out more in the comments. #LivingWell #StayWell #WashYourHands First comment: Find out more at www.pha.site/Staywellthiswinter	

Wednesday 14 October



Stay well this winter

During winter a number of respiratory viruses circulate. Getting your flu and COVID-19 vaccines, if you are eligible, are two of the most important things you can do to protect yourself and others around you this winter.

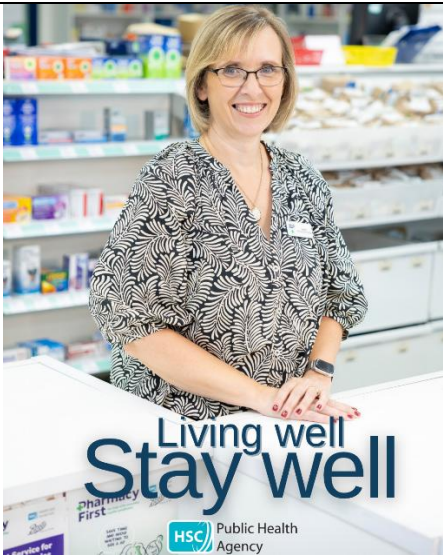
Call in to your local pharmacy to find out more or click in the link in the comments.

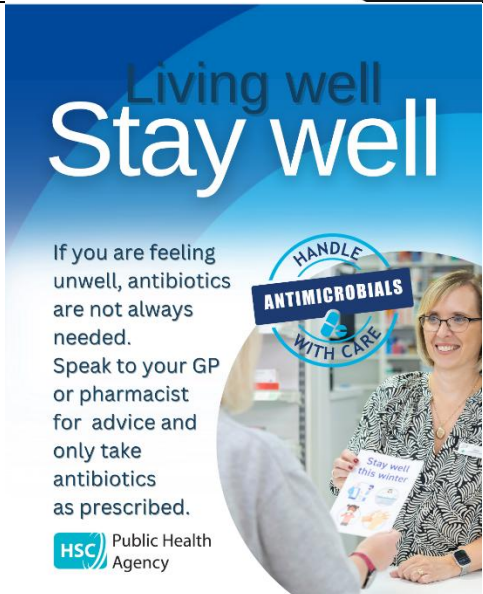
#LivingWell #StayWell #WinterVaccines

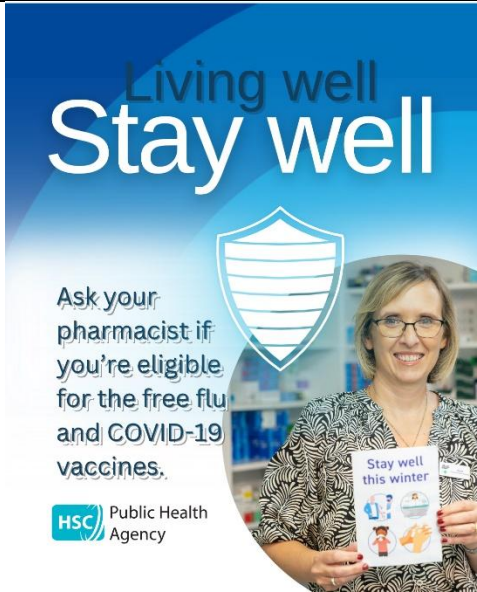
First comment:

Find out more at www.nidirect.gov.uk/flu-vaccine

Saturday 24 October		Stay well this winter! ✂ Catch it. Bin it. Kill it' ✂ Wash your hands ✂ Speak to your pharmacist about over-the-counter remedies and remember antibiotics don't work on viruses. ✂ Winter vaccines – if eligible get your COVID-19 booster, flu vaccine and RSV vaccine. Call in to your local pharmacy to find out more or click in the link in the comments. #LivingWell #StayWell First comment: Find out more at www.pha.site/Staywellthiswinter	
Thursday 29 October		Stay well this winter During winter a number of respiratory viruses circulate. Getting your flu and COVID-19 vaccines, if you are eligible, are two of the most important things you can do to protect yourself and others around you this winter. Call in to your local pharmacy to find out more or click in the link in the comments. #LivingWell #StayWell #WinterVaccines	

		First comment: Find out more at www.nidirect.gov.uk/flu-vaccine	
Monday 2 November		Stay well this winter Self-care is often the best choice to help treat minor illnesses. Pharmacists can give advice about different health matters, including minor illnesses, so consider speaking to a pharmacist before going to your GP. #LivingWell #StayWell In an emergency always call 999. First comment: Find out more at www.pha.site/Staywellthiswinter	

Wednesday 11 November		Stay well this winter It's important to keep warm in winter – both inside and when outdoors. Find out how you can stay warm and help protect your health and wellbeing in the comments below. #LivingWell #StayWell #StayWarm First comment: Find out more at www.pha.site/Staywellthiswinter	
Wednesday 18 November		Stay well this winter World Antimicrobial Awareness Week (WAAW) runs from 18 to 24 November. With many minor illnesses not requiring antibiotics, self-care is often the best choice. Pharmacists are qualified to give advice about different health matters, including minor illnesses, so consider speaking to a pharmacist before going to your GP. Find out more in link in comments. First comment	World AMR Week

		Find out more at www.pha.site/Staywellthiswinter #LivingWell #StayWell #AMR	
Monday 23 November		Stay well this winter During winter a number of respiratory viruses circulate. Getting your flu and COVID-19 vaccines, if you are eligible, are two of the most important things you can do to protect yourself and others around you this winter. Call in to your local pharmacy to find out more or click in the link in the comments. #LivingWell #StayWell #WinterVaccines First comment: Find out more at www.nidirect.gov.uk/flu-vaccine	