|  |  |  |
| --- | --- | --- |
| **Message** | **Asset(s)** | **Supporting Copy** |
| Wearing masks in clinical settings |  | **Version 1 – Flu cases on the rise**  📣 Did you know flu cases in hospital are more than seven times higher than last month?  🏥 To help protect patients and staff, please continue to wear a face mask in hospital.    **Version 2 – Over 65s and LTCs**  🌡️ If you're over 65, or have a long-term condition, cold weather can make some health problems worse and even lead to serious complications.  🏥 Please continue to wear a mask to protect patients and staff. |
| Poster for hospitals | image014.png | |

|  |  |  |
| --- | --- | --- |
| **Message** | **Asset(s)** | **Supporting Copy** |
| [Heading back to school](https://twitter.com/NHSEnglandLDN/status/1610244714741043203) |  | Find out how you can help protect your child against common illnesses like strep A, flu and norovirus this winter.  For more information and advice on common infections and what you can do if they get worse, visit <https://ukhsa.blog.gov.uk/2023/01/05/back-to-school-5-things-to-do-to-help-manage-winter-illness/> |