**ABB Healthier Together: Stakeholder Toolkit**

**What is it?**

A new online platform for both professionals and public to access child health & maternity information in the ABUHB area.

**What are the key benefits?**

* A central platform for professionals and public to access consistent advice, meaning improved patient safety
* A tool to help ease worry over health care concerns
* A great new way for expecting parents, parents and young people to access local health care advice and guidance of choosing how to access care

But don’t just take our word for it, take a look for yourself: <https://abbhealthiertogether.cymru.nhs.uk/>.

**How to use this tool kit**

This toolkit is to support you to get involved in the campaign for ABB Healthier Together. Within this toolkit for your use, you will find:

* Social Media text
* Social Media images
* Digital Posters

**How can you get involved?**

We greatly appreciate your support and there are many ways for you to get involved in the campaign:

**Firstly- Start the conversation with your teams:**

Using the poster and other materials spread the good word across your organisation on how this platform can help them and their community. Is there anywhere in your organisation you can share this information such as:

* Intranet
* Group Email
* Closed Professional Groups such as WhatsApp or Facebook
* Staff Room etc.

**Join the Conversation Online #ABBHealthierTogether**

Help us by joining in the conversation across your social media accounts and let your communities know about this fantastic new health care platform. To help you do this we have put together some suggested posts below, with a variety of different audiences please select a post that best fits your audience:

|  |  |
| --- | --- |
| **Audience Type** | **Social Media Post** |
| **Expecting Parents** | Are you currently expecting a child? Find lots of advice and support during your pregnancy on Healthier Together. #ABBHealthierTogether [www.abbhealthiertogether.cymru.nhs.uk](http://www.abbhealthiertogether.cymru.nhs.uk) |
| **Parents / Carers** | Is your child feeling under the weather? Make Healthier Together your first stop for advice when your child is unwell. It is free, easy to use and here for you. #ABBHealthierTogether [www.abbhealthiertogether.cymru.nhs.uk](http://www.abbhealthiertogether.cymru.nhs.uk) |
| **Young People** | It’s been a pretty intense year but you are not alone. ABB Healthier Together has lots of advice for you on health and well-being. Exam stress, eating, mental health and much more- get the support you need. #ABBHealthierTogether [www.abbhealthiertogether.cymru.nhs.uk](http://www.abbhealthiertogether.cymru.nhs.uk) |

**Your Feedback Matters To Us**

We welcome your feedback on this campaign and should you wish to get in touch please email [susan.dinsdale@wales.nhs.uk](mailto:susan.dinsdale@wales.nhs.uk).