# The National Primary Care for Clean Air Project Comms Pack

This communications pack is for health professionals in GP surgeries across England to share information on air pollution with their patients, peers and networks. It contains ready-to use text messages, website and social media content, as well as files you can use in other settings such as electronic screens.

## Contents

* Text message
* Website copy
* Social media copy and graphic
* Poster
* Interactive board slides

## Text Message

The following is designed to be shared with patients via text message. Change the text if you wish so that it is relevant for the specific patient group and your surgery.

*If you suffer from long term lung disease including asthma or COPD, heart and circulatory disease, diabetes, dementia or are pregnant, you may be more vulnerable to the impacts of air pollution.*

*Find health expert approved guidance with simple steps that you can take to tackle air pollution and protect your health at cleanairhub.org.uk*

**Website copy**

This can be published on your surgery or NHS Network website. Please edit so that it is relevant for the specific patient group and your surgery.

*Air pollution impacts us all. It can move from your lungs into your bloodstream and reach many organs in the body.*

*If you suffer from long term lung disease including asthma or COPD, heart and circulatory disease, diabetes, dementia or are pregnant, you may be more vulnerable to the impacts of air pollution.*

*Find health expert approved guidance with simple steps that you can take to tackle air pollution and protect your health at cleanairhub.org.uk*

**Social media copy and graphic**

The text and graphics are designed to be published on your surgery or NHS Network social media channels. Please edit so that it is relevant for the specific patient group and your surgery.

There are options for both Twitter and Facebook. The graphics can also be used on screens and interactive boards.

## Twitter

|  |  |
| --- | --- |
| **Suggested copy** | **Suggested digital asset (see folder attached)** |
| Air pollution can move from your lungs into your bloodstream and reach many organs in the body. Find health expert approved guidance with simple steps that you can take to tackle #airpollution and protect your health at >> cleanairhub.org.uk |  |

## Facebook

|  |
| --- |
| Air pollution impacts us all. It can move from your lungs into your bloodstream and reach many organs in the body. Find health expert approved guidance with simple steps that you can take to tackle #airpollution and protect your health at >> cleanairhub.org.uk |

**Posters**

These posters are designed to be printed and pinned around your surgery’s noticeboard, waiting room and toilets.

Diagram

Description automatically generatedText

Description automatically generated

**Interactive board**

These slides are designed to be printed displayed as a slide show on your surgery’s interactive boards in waiting rooms and hallways.

A picture containing company name

Description automatically generated

Diagram

Description automatically generated

Diagram

Description automatically generated

A picture containing graphical user interface

Description automatically generated



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Charity registered in England and Wales No. 1026148, in Scotland No. SC041260

Registered company in England and Wales No. 2838296

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