Looking Out for our Neighbours

Raise awareness: Campaign support pack
Let’s spread the word from 15 March 2019

OurNeighbours.org.uk
#OurNeighbours
Let’s spread the word from 15 March and show we are all ‘Looking out for our neighbours’

Looking out for our neighbours is a campaign that aims to get people looking out for each other especially those that are most vulnerable so that we can stay happy, healthy and connected. This can help reduce demand on health and care services through early help and preventing ill health.

Although lots of people in West Yorkshire and Harrogate are already doing great things to help those around them, there is still more we can all do to positively impact on the wellbeing of others.

This pack includes one simple task you can do in the lead up to the launch to show your support for the campaign and the resources available to allow us to collectively make a positive impact across the region from 15 March and beyond.

We need your help to create a movement that involves a strong network of champions - just like you or your organisation.
Use the campaign resources to spread the word

All resources that you share and use to support the campaign should link to the main campaign site: ‘OurNeighbours.org.uk’ where people can either join the movement and download their neighbour pack or become a campaign supporter, like you.

In your resource pack you will find:
> Campaign logo suite and assets
> Posters (digital and print)
> Flyers (digital and print)
> Social media tweets and posts
> Social media images
> Plasma screens
> Editable posters, plasmas and social media images (including a space to personalise with your place/community name)
> Press release template for you to tailor as required

CLICK HERE FOR RESOURCES

Or go to: OurNeighbours.org.uk/resources

OurNeighbours.org.uk
Looking out for our neighbours

Let’s get #OurNeighbours trending

We invite you to show your support and champion togetherness across West Yorkshire and Harrogate by posting out an image with this prop to coincide with the campaign launch taking place on 15 March 2019.

Print a copy of the photo prop above (A3 if possible) and encourage your teams to show their support by taking a photo with the prop in preparation for the campaign launch. Save as many different photos as you can but don’t post anything until 15 March when the campaign launches - that’s the day we want #OurNeighbours to be trending.

On 15 March:

Post your image on Facebook, Twitter and Instagram announcing you are ‘proud to be Looking out for our neighbours’ using #OurNeighbours and signposting people to the campaign site: ourneighbours.org.uk
Press release and media launch
Not to be released until 15 March

From the 14 March West Yorkshire and Harrogate Health and Care Partnership teams have put out press calls and invited the media to venues across the region to capture a story for the campaign launch on 15 March.

Create your own media launch and release on 15 March
Whether you have press contacts or not, we’re inviting you (our supporting organisations) to join us and make some noise.

A pre-written press release can be found in your campaign resources
In the campaign resource pack you will find a pre-written press release for you to publish through your communications channels. Don’t forget to post and link to this on social media to generate further awareness. You can also include your own organisation’s quotes in this.

Local radio phone in
In your resource pack there is a press call and press release to encourage local radio stations to run a phone in on the subject of neighbours. If you are in contact with any of your local radio stations, please send this on and have a member of your team ready should your local station want someone to take part.

Include your photo prop photos
Alongside your press release, you may choose to use photos of your teams or community holding the photo prop included in this pack.
Posters and Eflyers

Your neighbours need you.
Join the movement: OurNeighbours.org.uk
#OurNeighbours

Champion togetherness in your neighbourhood.
Get your helpful neighbour pack here: OurNeighbours.org.uk
#OurNeighbours

It can start with a simple ’hello’.
Reach out to someone near you: OurNeighbours.org.uk
#OurNeighbours

NOTE: In your resources, there is a version of this poster you can edit or personalise with your local place name.

Download from: OurNeighbours.org.uk/resources
Tweets and posts

We'd love to have your support on your social media channels, here is a quick snapshot of just some of the pre-written tweets below you could copy and paste onto your social media accounts, using our hashtag: #OurNeighbours

Let's all stay happy, healthy and connected by looking out for #OurNeighbours. Download your helpful neighbour pack: OurNeighbours.org.uk

We're proud to be looking out for #OurNeighbours. Champion togetherness and download your helpful neighbour pack today: OurNeighbours.org.uk

Join the movement to help reduce social isolation in your neighbourhood. Get your helpful neighbour pack here: OurNeighbours.org.uk #OurNeighbours

Many of us are already looking out for #OurNeighbours but there is still many more simple things we can all do. Find out more: OurNeighbours.org.uk

Looking out for someone nearby can be as simple as saying ‘hello’ next time you see them. Get more inspiration at: OurNeighbours.org.uk #OurNeighbours

Want to get to know your neighbours better? Download your helpful neighbour pack for tips on how to spark a conversation: OurNeighbours.org.uk #OurNeighbours

We all want to have the peace of mind that good neighbours bring. Visit OurNeighbours.org.uk to download a helpful neighbour pack for inspiration to help you look out for people near you. #OurNeighbours

Did you know? Looking out for #OurNeighbours can help reduce the risks associated with dementia, heart disease and depression. Join the movement here: OurNeighbours.org.uk

See the next page for the images you’ll be able to download and use alongside the social media posts on this page (also in your campaign resource pack).

Download from: OurNeighbours.org.uk/resources
Social media images

- Looking out for our neighbours
- Did you know?
- Get your helpful neighbour pack.
- Your neighbours need you.
- Champion togetherness in your neighbourhood.
- It can start with a simple ‘hello’.
- Become a supporter.

^ These are examples of the social media posts you will be able to download from the resource pack. The images you download will support the previous page of posts and help promote the campaign as consistently.

Download from: OurNeighbours.org.uk/resources
Plasma screens

It can start with a simple ‘hello’.
Reach out to someone near you: OurNeighbours.org.uk
#OurNeighbours

^ Editable and pre-designed plasma screens will be available for download, these are to be displayed on screens within your organisation to spread the word.

Download from: OurNeighbours.org.uk/resources
Digital assets:

^ Digital assets can be used for social media profile takeover images, web banners, email footers, news and blogs.

Download from: OurNeighbours.org.uk/resources
Flyers

Looking out for our neighbours is a community campaign running across West Yorkshire and Harrogate to help people feel better in the place they live and have the peace of mind good neighbours bring.

Many of us are already doing a great job of looking out for others, but there is still more we could all do to make our communities healthier and happier.

Let’s be there for one another...

Whether it’s popping to the shops, offering a lift or just saying hello - however big or small the task, everyone can look out for a neighbour nearby.

By doing your bit to support people in your neighbourhood, you’ll help to rekindle neighbourly spirit, end social isolation and reduce the risks associated with illnesses such as dementia, heart disease and depression.

Join the movement: OurNeighbours.org.uk
#OurNeighbours

< In the resource downloads you will find a printable version and an Eflyer version to help raise awareness of the campaign.

Download from: OurNeighbours.org.uk/resources
OurNeighbours.org.uk/resources

If you have a query regarding any bespoke campaign assets or resources, please contact

Kim@wearemagpie.com or call 0113 318 3051