

Let's talk about **NOROVIRUS**

Campaign toolkit

All files downloadable at: ourdorset.org.uk/media

Let's talk about **NOROVIRUS**

About the campaign

Key messages

Personalisation

Social media

Further materials

Let's talk about **NOROVIRUS**

What is norovirus?

Norovirus, also called the winter vomiting bug, is a stomach bug that causes vomiting and diarrhoea. It can be very unpleasant, but usually gets better in about two days.

Why are we talking about it?

Norovirus puts extra pressure on the NHS, especially in winter. The number of people using a hospital bed who have norovirus is up nearly 150% from the same time last year.

What can we do about it?

Communicate with staff and the public about what norovirus is, how to prevent it and what to do if you've got it. When it comes to norovirus, it's all about limiting the spread.

Norovirus is highly contagious, so it's vital that staff know how to protect themselves and others, and what steps to take if they become unwell.

By giving people practical advice on prevention and self-care, we can encourage positive behaviour change.



Let's talk about **NOROVIRUS**

The tactics

Internal communications go first! Let's spread the message (not the virus) with our own staff. As large employers within Dorset, our collective reach could be HUGE.

Let's inform staff:

- what to do if they catch norovirus
- the facts about norovirus
- how to limit the spread.

How we will do this:

Use existing channels like intranets, digital screens and staff newsletters. Most people know what norovirus is, it's just reminding them what to do and how important it is.

External audiences:

- Social media posts that cut through the noise

- Printable posters as a visual reminder
- Digital screens for waiting rooms and primary care.

The spread-stopping strategy

- Inform the public and our staff about what to do if you catch norovirus
- Inform the public and our staff on how to limit the spread
- Discuss the prognosis of norovirus and what it means for them
- Where to get help if they need it
- Our one stop shop for norovirus information will be on staywelldorset.nhs.uk/norovirus as a single place for people to get more information.

Let's talk about NOROVIRUS

How can individual organisations help?

Hospital pack – – – – –

Alongside using social media to spread the word about norovirus we have made some hospital specific materials to assist with communications:

- Digital screens
- Do not attend hospital with norovirus flyer
- Discharging a loved one with norovirus flyer
- Web page graphics
- Generic posters on the three key areas for display.

General practice pack – – – – –

Alongside using social media to spread the word about norovirus, we have made some general practice specific materials to assist with communications:

- Digital screens
- Do not attend a GP surgery with norovirus flyer
- Discharging a loved one with norovirus flyer
- Newsletter insert for direct to patient communications

Alongside the social media posts designed for all organisations, we have built personalised packs for different target areas that can be affected by norovirus.

- Web page graphics
- Generic posters on the three key areas for display.

Schools pack – – – – –

Alongside using social media to spread the word about norovirus we have made some school specific materials to assist with communications:

- Poster to send to parents
- Generic posters on the three key areas for display.

Care Home pack – – – – –

Alongside using social media to spread the word about norovirus we have made some care home specific materials to assist with communications:

- Do not attend a care home with norovirus flyer
- Discharging a loved one with norovirus flyer
- Generic posters on the three key areas for display.

Interchangeable top line
depending on our message

Let's talk about
NOROVIRUS

Stop the spread of
NOROVIRUS

What if I have
NOROVIRUS?

Let's talk about
NOROVIRUS

Let's talk about **NOROVIRUS**

What is norovirus?

Norovirus, commonly known as the winter vomiting bug (although you can catch it all year round), is a stomach bug that causes vomiting and diarrhoea.

How long does norovirus last?

For most people norovirus is an unpleasant but short-lived illness, with full recovery within two to three days without needing any medicine.

What are the symptoms?

Symptoms include sudden onset of feeling sick and wanting to vomit, projectile vomiting and diarrhoea. It can also include a high temperature, pain in the stomach area and aching limbs.

How long does norovirus last on surfaces?

Norovirus can survive on surfaces for days or weeks, which is one of the main reasons it can spread so easily.

What is the treatment for norovirus?

There is no specific treatment for norovirus. As it's a virus, antibiotics won't affect it. The best thing you can do is get plenty of rest and drink lots of fluids, as vomiting and diarrhoea will cause your body to lose water and salts.





Let's talk about NØROVIRUS

Social media carousel post with the five key 'let's talk' messages.

Designed to be visual, eye-catching and cut through the noise!



What if I have **NOROVIRUS?**

Stay at home and rest

Do not return to work or send children to school until 48 hours after symptoms have stopped.

Don't visit your GP or hospital while symptomatic

If you're concerned about your symptoms, you can contact NHS 111 online, by phone or ring your GP practice. Further advice on norovirus can be found at: [nhs.uk/conditions/norovirus](https://www.nhs.uk/conditions/norovirus)

Drink plenty of fluids to prevent dehydration

Vomiting and diarrhoea will cause your body to lose water and salts.

Avoid food prep whilst symptomatic

Try not to cook or help prepare meals for others until 48 hours after symptoms have stopped as norovirus can be spread through contaminated food.

Keep yourself and your surroundings clean

It's important to wash your hands regularly. Clean, wash or thoroughly disinfect any contaminated items or surfaces such as clothes, bedding, toilets, taps and door handles.



What if I have **NOROVIRUS?**

Social media carousel post with the five key 'what if' messages.

Designed to be visual, eye-catching and cut through the noise!



Stop the spread of **NOROVIRUS**

Wash your hands like you mean it
After using the toilet or changing nappies, wash thoroughly with soap and water, not hand gel! You should wash your hands for the amount of time it takes to sing “Happy Birthday” twice.

Clean hands, clean meals
Before preparing, serving, or eating food, give those hands another good wash. Think of it as quality assurance, for you and your lunch!

Handle laundry with care and heat
If clothing or bedding has been in contact with vomit or poo, wash it separately on a 60°C cycle. Your other laundry will be grateful.

Give your bathroom some love
Regularly clean toilet seats, flush handles, taps, and door handles. A quick wipe-down keeps germs from turning your bathroom into a breeding ground.

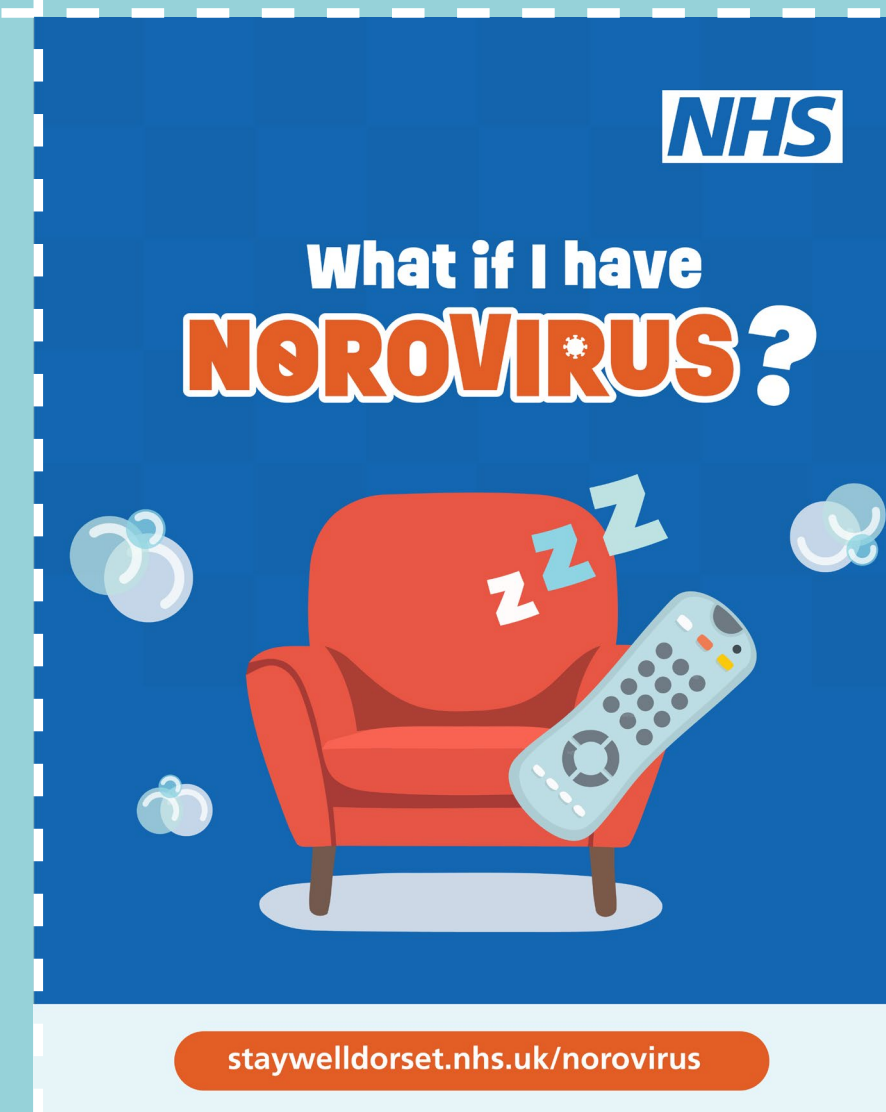
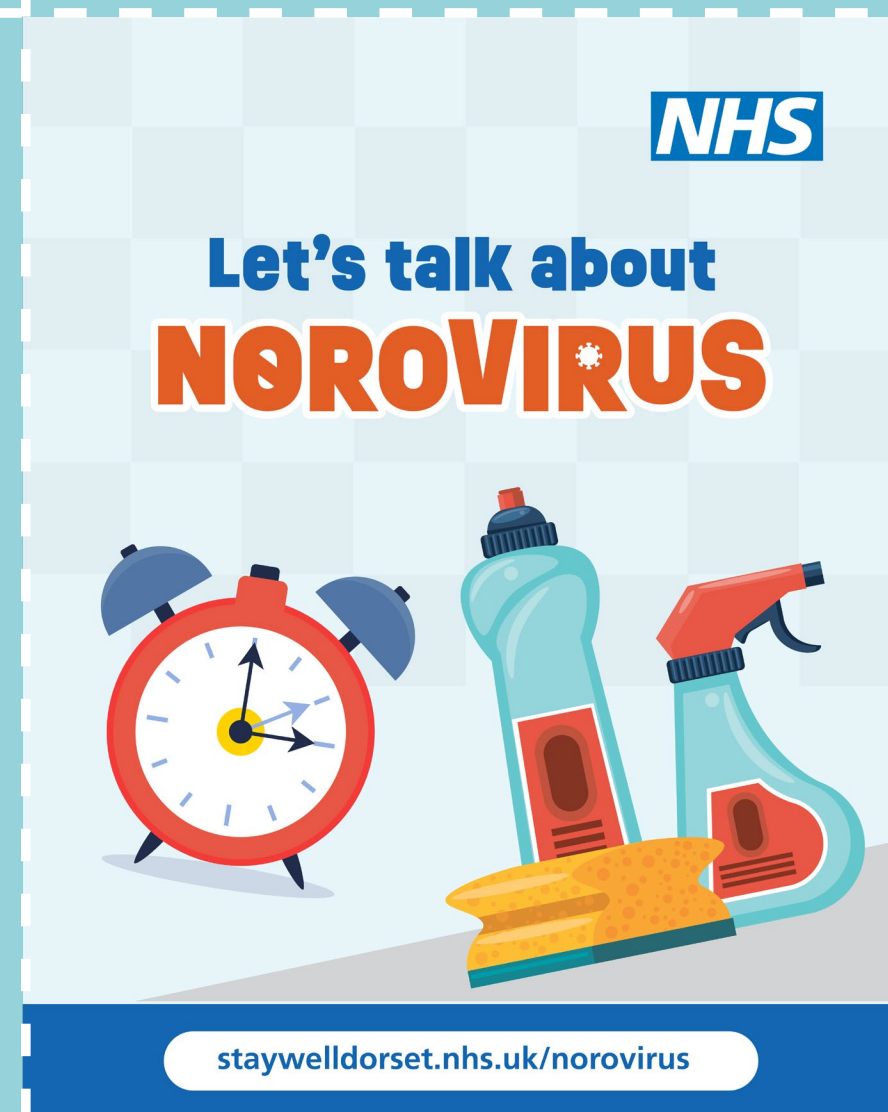
When in doubt, sit it out
If you’re feeling unwell, minimize contact with others. Rest up, avoid going into the office and return 48 hours after your last symptom. Your team will thank you!



Stop the spread of NØROVIRUS


Social media carousel post with the five key 'spread stopping' messages.

Designed to be visual, eyecatching and cut through the noise!




Let's talk about NOROVIRUS

Static social media posts that would complement longer form text and those channels without carousel ability.



Stop the spread of **NOROVIRUS**

If you've had vomiting or diarrhoea it's extremely important you are clear of symptoms for at least 48 hours before visiting a hospital.



Want the full lowdown on norovirus?
Your one-stop shop for staying germ-free.


Head to: staywelldorset.nhs.uk/norovirus

If you're having difficulty arranging for a loved one to be discharged from hospital due to norovirus:

1. Call the ward and let them know.
2. Ask a friend or family member if they could help.
3. If you need assistance that isn't covered by health or social care you can contact a voluntary assistance programme:

Dorset Council area
Community Response - run by Help and Kindness:
01305 595 958
bit.ly/dorsetcommunityresponse
dcr@helpandkindness.co.uk

BCP Council area
Wellbeing Collaborative - run by CAN:
01202 466 130
can100.org/wellbeing-collaborative
wellbeingcollaborative@can100.org



Stop the spread of **NOROVIRUS**

Guidance for carers

If you're having difficulty arranging for a loved one to be discharged from hospital due to norovirus:

Call the ward and let them know; they may have some specific advice.

Ask a friend or family member if they can help

If you need assistance that isn't covered by health or social care you can contact a voluntary assistance programme:

Dorset Council area
Community Response – run by Help and Kindness:
Call: 01305 595 958
Visit: bit.ly/dorsetcommunityresponse
Email: dcr@helpandkindness.co.uk

Bournemouth, Christchurch and Poole Council area
Wellbeing Collaborative – run by CAN:
Call: 01202 466 130
Visit: can100.org/wellbeing-collaborative
Email: wellbeingcollaborative@can100.org



Stop the spread of **NOROVIRUS**

If you've had vomiting or diarrhoea it's extremely important you are clear of symptoms for at least 48 hours before visiting a hospital.

If you have a non-urgent appointment please reschedule if possible. If you're not able to rearrange your appointment please call in advance to let staff know you're unwell.

Want the full lowdown on norovirus?
Your one-stop shop for staying germ-free.

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Stop the spread of **NOROVIRUS**

Do not attend a hospital

If you've had vomiting or diarrhoea it's extremely important you are clear of symptoms for at least 48 hours before visiting a hospital.

If you have a non-urgent appointment please reschedule if possible. If you're not able to rearrange your appointment please call in advance to let staff know you're unwell.


People can always phone or video call their loved one and visit when they are symptom free and feeling better.

Those who are well enough to visit can help prevent infection spreading by washing their hands with soap and water. This should be done when entering the hospital and before they leave the wards, rather than just using hand sanitiser.


NHS

Stop the spread of
NOROVIRUS


with soap + water




48 hours




avoid prep!



60+ degrees



with bleach



Let's talk about
NOROVIRUS

To stop the spread of norovirus you should:

Wash your hands regularly with soap and water (not hand sanitizer). Before preparing, serving, or eating food, give those hands another good wash. If clothing or bedding has been in contact with vomit or poo, wash it separately on a 60°C cycle. Give bathrooms and kitchens a quick wipe-down with bleach. And, when in doubt, sit it out. If you're feeling unwell, minimize contact with others.

Find out more at: staywelldorset.nhs.uk/norovirus

NHS

What if I have
NOROVIRUS?

With soap + water



48 hours



avoid prep!



Call 111



Drink water



Let's talk about
NOROVIRUS

If you have norovirus you should:


Stay at home and rest for 48 hours after symptoms have stopped. Do not visit your GP or hospital whilst symptomatic. If you are worried, contact NHS 111. Drink plenty of fluids to prevent dehydration. Wash your hands regularly and clean, wash and disinfect any contaminated clothes or surfaces. Finally, avoid cooking and preparing meals for others where possible for 48 hours after symptoms have stopped.

Find out more at: staywelldorset.nhs.uk/norovirus


NHS

Let's talk about
NOROVIRUS


2-3 days




high temp!




days or weeks



48 hours



Drink water



Let's talk about
NOROVIRUS

Things you should know about norovirus:

Norovirus is a short-lived illness, with full recovery usually within two to three days. Symptoms include sudden onset of feeling sick, vomiting and diarrhoea. It can also include a high temperature, pain in the stomach and aching limbs. It can last on surfaces for days or weeks, making it highly contagious! There is no specific treatment. The best thing you can do is get plenty of rest and stay hydrated.

Find out more at: staywelldorset.nhs.uk/norovirus

Let's talk about **NOROVIRUS**

Office printable posters for staff areas, waiting rooms and for digital distribution.

NHS

Stop the spread of

NOROVIRUS

Norovirus can cause upset stomach, vomiting, and diarrhoea. It's unpleasant but normally passes in a couple of days. Because it spreads so easily, we all need to do our part to keep it from moving through our school.

Please keep children at home for 48 hours after their last symptom.

staywelldorset.nhs.uk/norovirus

48 hours

If in doubt sit it out!

Clean your surfaces

with bleach

Wash clothes

60+ degrees

Wash your hands

with soap + water

Avoid prepping others' meals

NHS

Stop the spread of

NOROVIRUS

with soap + water

48 hours

avoid prep!

60+ degrees

with bleach

Let's talk about NOROVIRUS

To stop the spread of norovirus you should:

Wash your hands regularly with soap and water (not hand sanitizer). Before preparing, serving, or eating food, give those hands another good wash. If clothing or bedding has been in contact with vomit or poop, wash it separately on a 60°C cycle. Give bathrooms and kitchens a quick wipe-down with bleach. And, when in doubt, sit it out. If you're feeling unwell, minimize contact with others.

Find out more at: staywelldorset.nhs.uk/norovirus

NHS

What if I have

NOROVIRUS?

with soap + water

48 hours

avoid prep!

Call 111

Drink water

Let's talk about NOROVIRUS

If you have norovirus you should:

Stay at home and rest for 48 hours after symptoms have stopped. Do not visit your GP or hospital whilst symptomatic. If you are worried, contact NHS 111. Drink plenty of fluids to prevent dehydration. Wash your hands regularly and clean, wash and disinfect any contaminated clothes or surfaces. Finally, avoid cooking and preparing meals for others where possible for 48 hours after symptoms have stopped.

Find out more at: staywelldorset.nhs.uk/norovirus

NHS

Let's talk about

NOROVIRUS

2-3 days

high temp!

days or weeks

48 hours

Drink water

Let's talk about NOROVIRUS

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Norovirus is a short-lived illness, with full recovery usually within two to three days. Symptoms include sudden onset of feeling sick, vomiting and diarrhoea. It can also include a high temperature, pain in the stomach and aching limbs. It can last on surfaces for days or weeks, making it highly contagious! There is no specific treatment. The best thing you can do is get plenty of rest and stay hydrated.

Find out more at: staywelldorset.nhs.uk/norovirus

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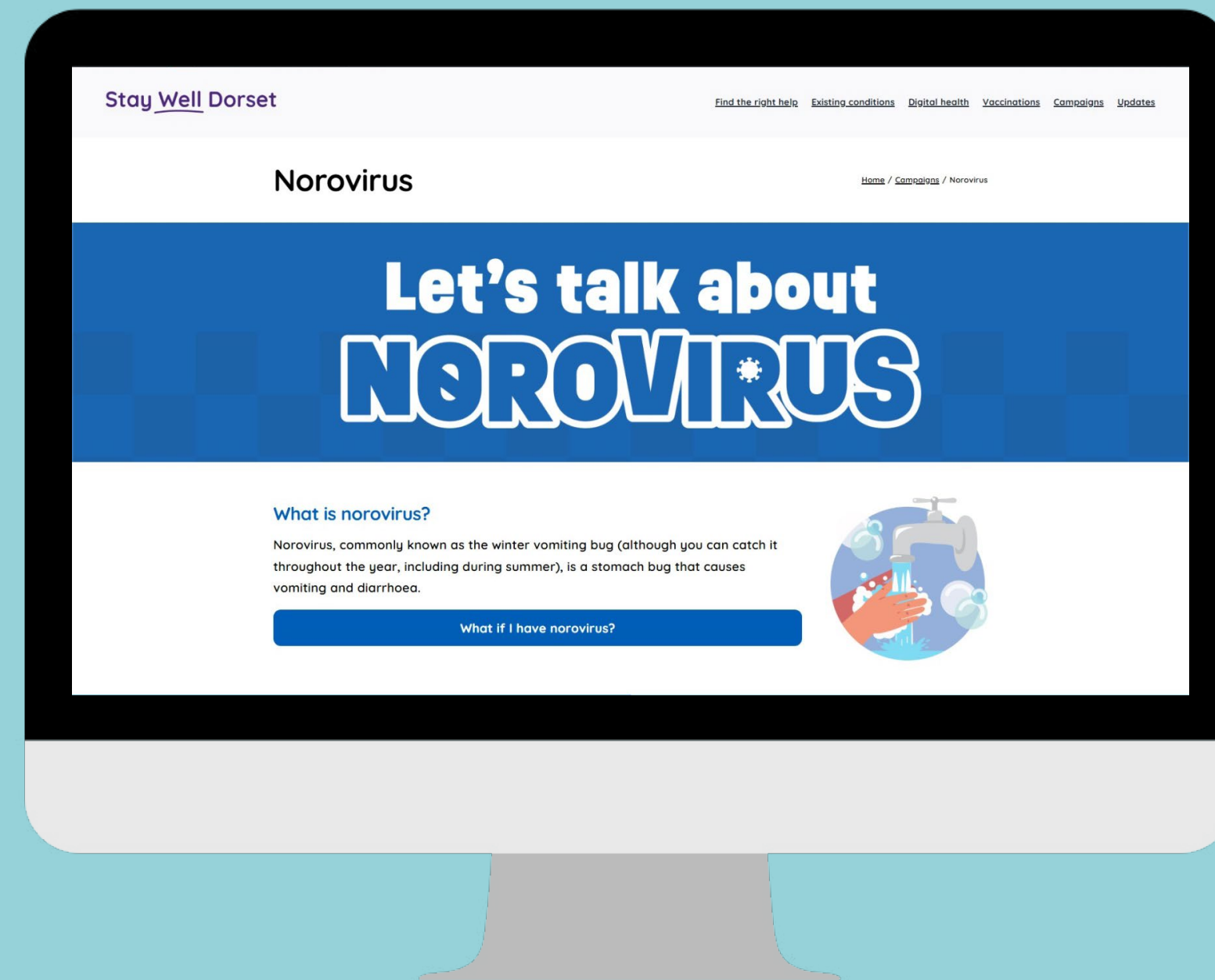
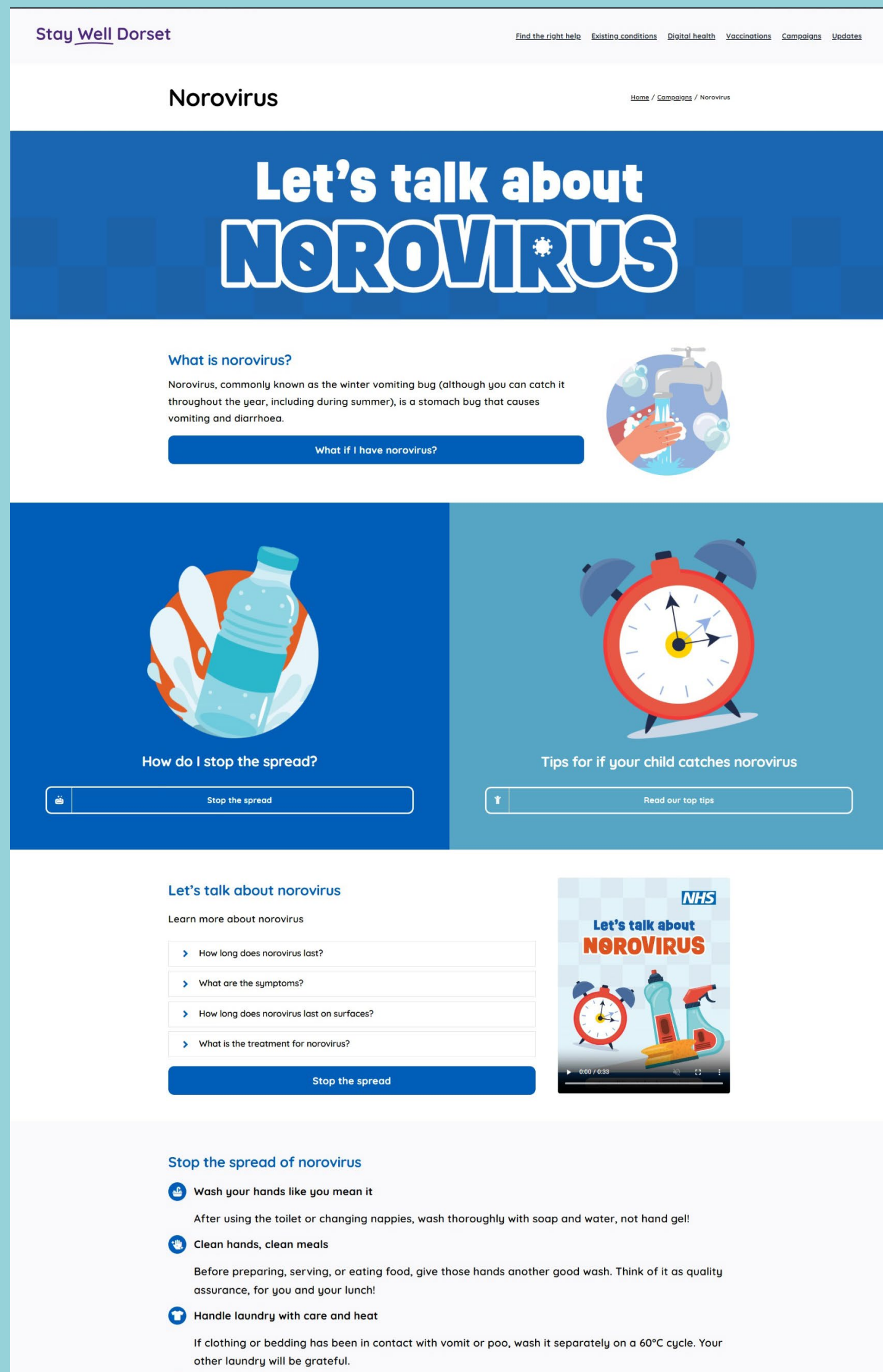
Office printable poster for schools and digital distribution poster that is small enough to send by email.



Let's talk about **NOROVIRUS**

Digital screens for staff areas, waiting rooms and for digital distribution. Including personalisation screens.

Both static and digital screens are available for download.



Let's talk about NOROVIRUS

Landing page for all things norovirus. If you think something needs to be added please contact: communication@nhsdorset.nhs.uk

If you have any news stories relating to norovirus you would like us to publish, please get in touch.

Let's talk about **NOROVIRUS**

If you need something not included within the toolkit that could make a difference, please get in touch with: communication@nhsdorset.nhs.uk