



Only order what you need

Distribution pack

NHS Dorset medicines waste campaign
for asset sharing and learning

2023/2024



Asset showcase

Page 3 - Poster Design

Page 3 - A5 Tent Folds

Page 4 - Magazine artwork

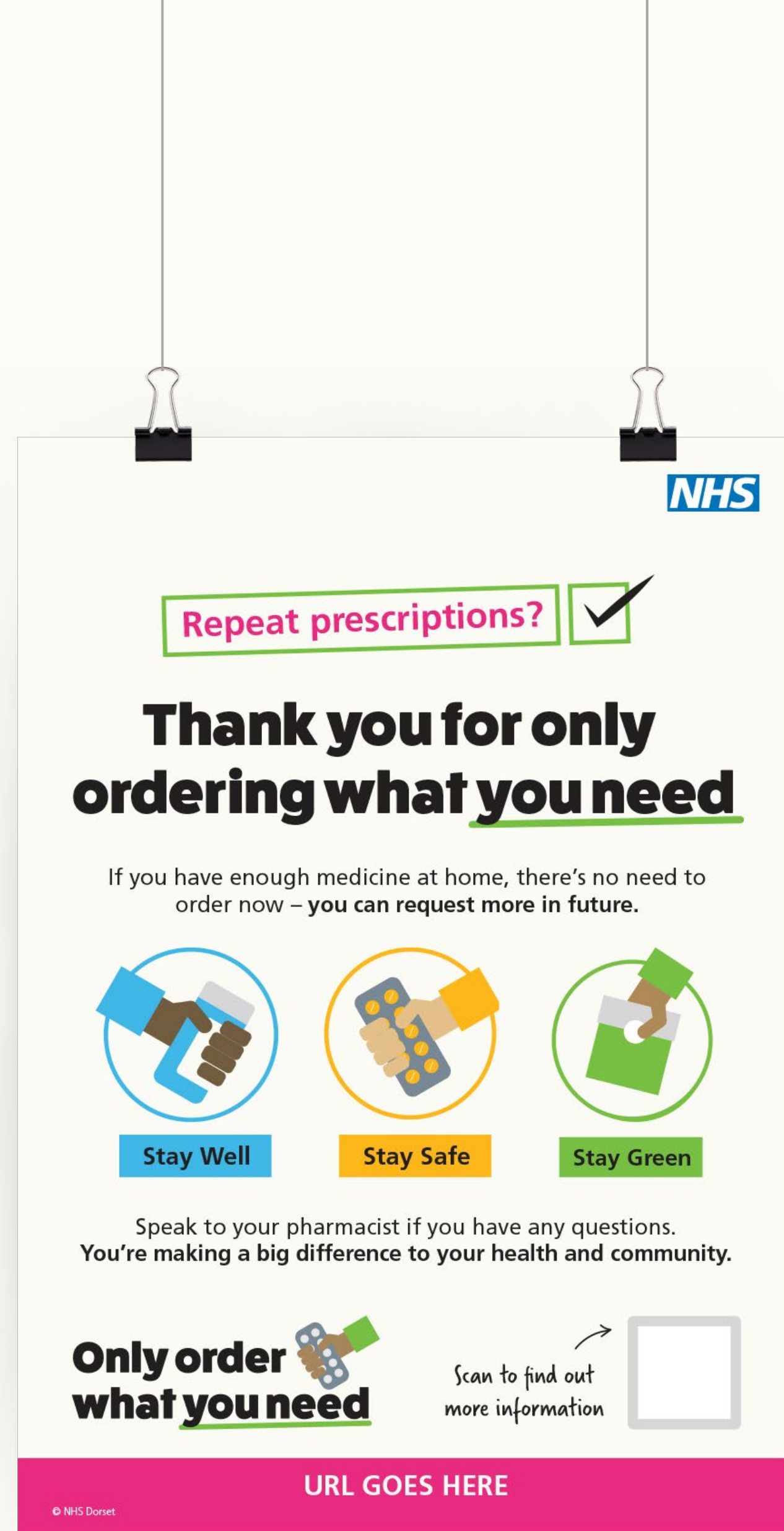
Page 4 - Pull up banner

Page 5 - Digital Screens

Page 6 - Social media phase 1

Page 7 - Social media phase 1 animations

Page 8 - Social media phase 2



Tent fold

Editable URL in the InDesign file.
Artwork size: folds to A5

Use: Directly mailed to Dorset GP practices and pharmacies to participate in the campaign.



Poster

Editable URL and QR code space in the InDesign file.
Artwork size: A4

Use: Directly mailed to Dorset GP practices and pharmacies to participate in the campaign.



Magazine page

Editable text and image space in the InDesign file.
Artwork size: suitable for A4

Use: Used in local magazines distributed directly to houses across the Dorset county area.

Pull up banner

Editable URL in the InDesign file.
Artwork size: 600mm x 1600mm

Use: Taken to medicines conferences and local health events in Dorset.



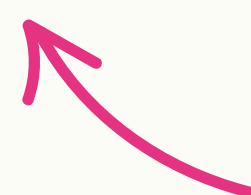


Digital screens

Editable URL space in the InDesign file.
Artwork size: 1920 x 1080, 1080 x 1920

Use: Distributed to pharmacies and GP practices across Dorset.





Phase 1 - social media

Editable URL in the InDesign file.

Artwork size: 1080 x 1080

Use: Social media posts for phase 1 of our digital campaign. Used primarily on Facebook.

All social media posts come with a call to action card that directs to our campaign page.



Canva template



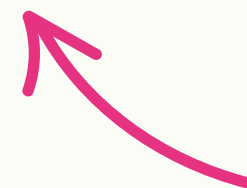
Canva template



Canva template



Canva template



Phase 1 - animated graphics

Editable text and timings in Canva.
Artwork size: 1080 x 1080

Use: Social media animations for phase 1 of our digital campaign. Used primarily on Facebook and our campaign page.

All animated posts end with our call to action card.



Canva template



Canva template



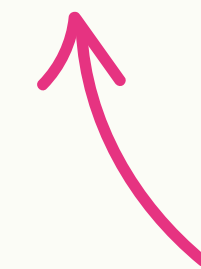
Canva template



Canva template



Canva template



Phase 2 - photographic animations

Editable text and timings in Canva.
Artwork size: 1080 x 1080

Use: Social media animations for phase 2 of our digital campaign. Used primarily on Facebook.

All animated posts end with our call to action card.



We would love to hear from you!

If you are using the medicines waste assets, please share with us your learnings and any evaluation.

We'd love to know what went well and what didn't.

communication@nhsdorset.nhs.uk

