**Our NHS. The next chapter.**

Communications and Marketing Toolkit

The local NHS across Humber and North Yorkshire is embarking on **We Need to Talk** – a four-week conversation with people through social media and in-person focus groups about the future of the NHS in our area.

Starting 14 October, it lays bare some of the difficulties faced by the NHS, whilst giving people an opportunity to signal how they might want the NHS to change to meet the challenges of today and the demands of the future.

In a snap poll carried out by NHS Humber and North Yorkshire Integrated Care Board ahead of the public engagement, almost 63 per cent of the 428 people who responded said the NHS needed to change.

There's further information about **We Need to Talk** and details of how people can get involved in the conversation at [www.ourNHS.org](http://www.ourNHS.org)

**The ask.**

We would really appreciate your help and support in amplifying the campaign over the next four weeks and hope you find the resources in this toolkit useful. If you require anything additional or in alternative sizes, please email hnyicb.communications@nhs.net. All of the assets can be found on our [campaign hub](https://humberandnorthyorkshire.org.uk/our-nhs-we-need-to-talk/).