



It All Counts – communications toolkit

Background

The 'It All Counts' campaign focuses on raising awareness of the importance of hydration, in particular in our over 65s local population.

It reminds local people that staying hydrated helps you to stay healthy and prevent common effects of dehydration such as constipation, urine infections, headaches and other illnesses.

It also stresses to local people that staying hydrated isn't just about drinking water. Hot drinks, fruit juices, even bowls of soup and other fluid rich foods such as yoghurts, jelly and ice lollies can all help keep you hydrated – it all counts. Please find enclosed content for you to use to help us to promote the **It All Counts** campaign.

This includes:

1. Text for website/newsletter article
2. Three social media posts with campaign images or MP4 to use.
3. Other assets are able to be downloaded from our campaign website: www.cpics.org.uk/it-all-counts which include digital screen resources (PDF, .ppt and PNG), higher resolution social assets, printable posters and leaflet.

ARTICLE FOR WEBSITE/NEWSLETTER

It All Counts – stay hydrated and healthy

Staying hydrated is so important for your health and wellbeing. It can help prevent constipation, urine infections, headaches and other illnesses.

A new NHS campaign, 'It All Counts', aims to raise awareness of the importance of hydration, in particular in those over the age 65 living in Cambridgeshire and Peterborough.

Staying hydrated isn't just about drinking water. Hot drinks, fruit juices, even bowls of soup and other fluid rich foods such as yoghurts, jelly, ice lollies and some pieces of fruit can all help keep you hydrated – it all counts.

So whether that is having a glass of juice at breakfast, extra milk on your cereal, having soup or a yoghurt with your lunch or enjoying an ice lolly whilst out in the garden – all of these drinks or fluid rich foods can help keep you hydrated throughout the day.

The recommended minimum amount of fluid intake for an adult is between 1,600 and 2,000 mls (3-3.5 pints) which is around eight glasses or mugs of fluid per day. All fluids count apart from alcohol, which can actually cause dehydration.


For those taking regular medicine, it's important to take with a full glass of water to help wash them down and ensure they are absorbed as intended. Always ask your pharmacist for advice if you are unsure on how you should take your medicine.

Find out more about the importance of good hydration online at www.cpics.org.uk/it-all-counts

SOCIAL MEDIA POSTS

A choice of images and MP4 graphics are available in this toolkit or there is a drop down menu on the bottom of the [campaign webpage](#) where you can download all the high resolution assets.

Please see below suggested copy for social media posts for our **It All Counts** campaign.

Message	Asset	Alt text
<p>Staying hydrated is so important for your wellbeing. It can help prevent constipation, urine infections, and other illnesses. Hot drinks, fruit juices and even bowls of soup can all help keep you hydrated – it all counts.</p> <p>Find out more via cpics.org.uk/it-all-counts #ItAllCounts</p>	 <p>The graphic features the 'Every Cuppa Counts' logo at the top, with 'Every' in a pink box, 'Cuppa' in a blue box, and 'Counts' in a pink box. Below the logo is the text 'Why not have a tea or coffee with your morning catch-up?' in bold. The background is a photograph of three people sitting on a sofa: an elderly woman in a light green shawl, a woman in a yellow top, and an elderly man with a white beard and turban. They are all smiling and holding mugs of tea or coffee.</p>	<p>White background with a photo of three people sat on a sofa talking and drinking a cup of tea and the Every Cuppa Counts logo. Text reads: Why not have a tea or coffee with your morning catch-up?</p>

Hydration is not limited to what we drink; it includes what we eat! Soup and other fluid rich foods such as yoghurts, ice lollies and some pieces of fruit can all help keep you hydrated – it all counts.

Find out more via [cpics.org.uk/it-all-counts](https://www.cpics.org.uk/it-all-counts)
#ItAllCounts
#HydrationMatters



White background with a photo of two people talking and enjoying a cup of coffee and the It All Counts logo.

When caring for older people, good hydration is so important. It's not just about water, but a varied intake of fluids and hydration-rich foods can all help prevent constipation, headaches and other illnesses.

Every glass, cup, and bowl counts!
#ItAllCounts
#HydrationMatters



Facebook MP4 available to download from toolkit on www.cpics.org.uk/it-all-counts

Instagram reel asset

Hot drinks, fruit juices, even bowls of soup and pieces of fresh fruit, can help keep you hydrated – it all counts.



Instagram MP4 available to download from toolkit on www.cpics.org.uk/it-all-counts

If you have any questions, please email us at Jo.hobson@nhs.net or cpicb.comms@nhs.net