

East Lothian Health and Social Care Partnership

MSK Support Line Stakeholder Communications Toolkit

May 2020

Muscle or joint pain?

If you have an MSK problem and you are over 16, use our new MSK support line on **01620 642 968** on **Monday, Tuesday or Friday** between **09.00-11.30**

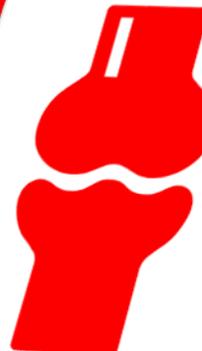
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About the MSK Support helpline

East Lothian Health and Social Care Partnership has set up an MSK support line to help people with muscle and joint pain. The impact of COVID-19 may mean that some people may not be getting the help they need, This could be because they are self-isolating, shielding or working from home. Or they may be hesitant about getting in touch with their practice because they view themselves as non-urgent.

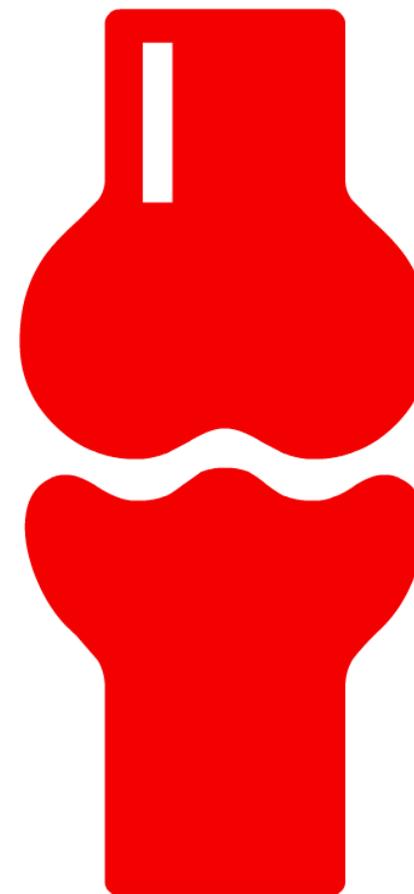
How it works

The East Lothian MSK support line is open from 09.00 to 11.30 on Mondays, Tuesdays and Fridays. People don't need a referral from a GP or other clinical professional to use it.

When they call, a member of our team will take their details and make an appointment for them for a telephone review with an advanced physiotherapy practitioner. The advanced practitioner will then call them back at a mutually convenient time, assess them over the phone and offer advice. All they have to do to access this service is to phone the support line on 01620 642 968 on Monday, Tuesday or Friday between 09.00 and 11.30.

About the stakeholder toolkit

This toolkit gives you some communications tools and messages that we hope you will use to promote the MSK support line to your patients.



More information

If you want to follow up anything in this pack please contact Jane Ogden-Smith on **07703 191 218** or **jogden-smith@eastlothian.gov.uk**

Website

It would be really useful if you could host the information below on your web site, particularly if this is a medical practice website.



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Social media

If you have a Twitter or Facebook page, it would be really helpful if you could post or tweet about the MSK support line on your social media accounts. Please make sure that anything you post contains this link—<https://bit.ly/2LkOcqq>

Here are a couple messages you might like to use. We will send you images to go with these posts along with the toolkit.

Facebook

Muscle or joint pain? See <http://nhsinform.scot> for services that can help. If you need advice on a MSK problem, phone @ELCHRehab on Mondays, Tuesdays or Fridays between 9am and 11.30am <https://bit.ly/2LkOcqq>

Twitter

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Newsletters

If your practice, organisation or group has a newsletter, we would be very grateful if you could include an article on the new East Lothian MSK support line in it. Here is some text you can use.

East Lothian Health and Social Care Partnership's Physiotherapy Team have launched a new helpline for people suffering from muscle and joint pain

Louise Dickson, Physiotherapy Clinical Lead at East Lothian Community Hospital, says:

'We know that there are lots of people putting up with muscle and joint pain at the moment because they can't visit their medical practice because of COVID-19 restrictions. That's not good for anybody.

'So, we have set up a phone-line to support people who are suffering from musculoskeletal (MSK) problems so that they can get an assessment, support and onward referral to more specialised support if they need it.

'We can deal with a wide range of MSK problems like stiff necks, bad backs, sore shoulders and knees. We're saying to people that you don't have to put up with joint or muscle pain, and, what's more, you shouldn't. The sooner we work out what the problem is, the sooner we can begin to make it better. It might be that you need something as simple as some special exercises and over-the-counter painkillers or you might need more specialised help – whatever you need, we'll get you the appropriate treatment and support.'

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Louise adds:

'Muscle and joint pain haven't just gone away because we're in lock-down. Please get in touch with us so that we can help you quickly and safely.'