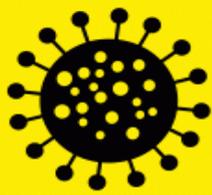




# Cork City Community Response

Local Information -- Local Assistance -- Local Care



Special Edition: November 2020

## AN TAOISEACH, MINISTER FOR HEALTH AND MINISTER FOR PUBLIC HEALTH, WELL BEING AND THE NATIONAL DRUGS STRATEGY LAUNCH “KEEP WELL” CAMPAIGN

An Taoiseach, Micheál Martin T.D, the Minister for Health, Stephen Donnelly T.D, and Minister of State for the Department of Health, with responsibility for Public Health, Well Being and the National Drugs Strategy, Frank Feighan T.D., have today (Thursday October 29<sup>th</sup>) launched the “Keep Well” campaign which aims to support people and communities to mind their physical and mental health over the coming months.

The Government Plan for Living with COVID-19: Resilience and Recovery 2020-2021 highlights the important role that individual and community resilience will play in contributing to our ongoing response to COVID-19.

Today’s launch is a call to action to everyone across our society. It is an invitation to individuals, communities, voluntary groups, sporting organisations, those involved in creativity and the arts, local heritage and history, businesses, as well as local and national government to find ways to support everyone to discover new activities and routines that will do us good.

The “Keep Well” campaign is aimed at showing people of all ages how we can mind our own physical and mental health and wellbeing by adding healthy and helpful habits to our daily and weekly routines. It will provide guidelines, information, and tips on things that will help us keep well through the coming months. All of this will be available on [gov.ie/healthyireland](http://gov.ie/healthyireland)

Today’s launch includes the allocation of funding from Sláintecare to support a number of initiatives through the Healthy Ireland Fund that will be rolled out over the coming months. Information about local resources and initiatives will also be available through Ireland’s Local Authorities.

### KEEP WELL

“Keep Well” campaign is focussed on five main themes:

**Keeping active \* Staying connected \* Switching off and being creative \* Eating well \* Minding your mood**

The HSE will launch a series of “Minding Your Wellbeing” resources in the coming days. In addition, the Children and Young Peoples’ Services Committees (CYPSC) around the country are being supported to provide enhanced services to children, young people and families over the coming months.

#### Speaking at the launch, An Taoiseach said:

*“The adjustment required of us all in the months since this pandemic came into our lives has been difficult for everyone but I am proud of the way we have adapted and come together to protect ourselves and others in the face of the threat posed by COVID-19. The necessary restrictions imposed to protect life, health and our healthcare services have had to continue for longer than many of us may have hoped at the outset and I understand that many of us are now experiencing fatigue. The aim of this new campaign is to equip people with ideas and strategies to help us through the winter. This will help strengthen communities and individuals and restore hope that brighter days are coming”.*

#### Minister for Health Stephen Donnelly said:

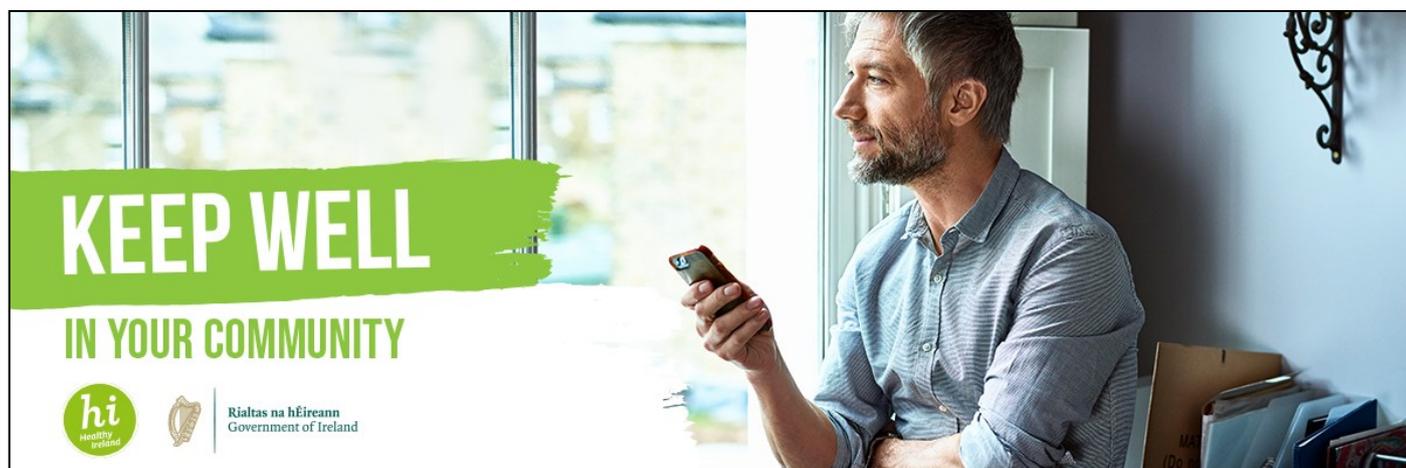
*“Since the beginning of this pandemic, we have been faced with many worries and stresses, and all of these have taken their toll. We are learning to live with COVID-19, but still many of us have concerns regarding our own health and wellbeing and that of our loved ones during this time. At the heart of the “Keep Well” campaign is helping people - individuals and communities - to make a plan to do things that are good for them over the coming months. People will be encouraged to plan to do something that is good for us each day or week and will be supported with information and resources to help them to do so. While we know it will be a difficult winter, the Keep Well campaign will help us to care for our health and wellbeing through the coming months. There is something for everything in the wide-ranging campaign and I would encourage every one of us to engage with it.”*

**We are all in this together**





Rialtas na hÉireann  
Government of Ireland



## Government Resilience Campaign

**The Government Plan for Living with COVID-19: Resilience and Recovery 2020-2021 highlights the important role that individual and community resilience will play in contributing to our ongoing response to COVID-19.**

This campaign is aimed at showing people of all ages how we can mind our own physical and mental health and well-being by adding healthy and helpful habits to our daily and weekly routines. It will provide guidelines, information, and tips on how we can make a plan to do things that are good for us everyday. The campaign website will be hosted on [gov.ie/healthyireland](http://gov.ie/healthyireland) and will signpost to information about local resources and initiatives that will be available through the Local Authorities.

The campaign also includes an allocation of funding from **Sláintecare** to support a number of initiatives through the Healthy Ireland Fund that will be rolled out over the coming months.

### CAMPAIGN MESSAGES

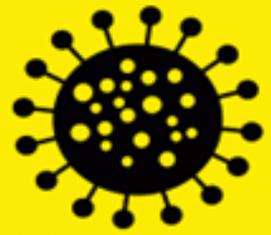
**This will be one of the most difficult winters that we've faced in a long time.  
Nothing has ever felt so abnormal in living memory.**

We're not going to attempt to dismiss that or force an outlook on people. But we want to be upbeat. We will acknowledge that 'this' isn't normal before pointing to things we can all do 'everyday' to make it a bit easier. We will encourage people to make a weekly plan to do these things. Things like:

- Keeping active and being outdoors** - even during the winter, it is important to help physical and mental health and wellbeing.
- Staying connected** - staying connected with people and addressing isolation as person-to-person connection is important to our wellbeing.
- Switching off and being creative** - switching off and being creative or learning something new, getting back to nature and finding ways to relax can help our general wellbeing.
- Eating well** - by nourishing your body and mind we can positively impact our physical and mental wellbeing.
- Managing your mood** - equipping people with information on where to go if they need support e.g. HSE's Your Mental Health website.

### MULTIMEDIA

The campaign is a multimedia campaign which will run for the next five months across National TV, National and local radio, video on-demand, digital platforms, social channels and is supported by media. It will sign post people the Government Departments and relevant agencies who have an offering in this wellbeing space.



### NEW WINTER INITIATIVES

New initiatives will be rolled out under the “Keep Well” campaign over the coming months. Initiatives that are currently being developed and implemented include:

**Keeping active** - Sport Ireland is leading a series of initiatives that will support people to stay active in their own local areas throughout the winter. Sporting organisations and clubs will be developing ways to support local communities.

**Staying connected** - Building on the Community Call response earlier in the year, Local Authorities will be providing a local community helpline and befriending service.

**Switching off and being creative** - The Local Authorities and libraries in partnership with Creative Ireland, and working with partners at national and local level, will provide a range of initiatives to support individual and community creativity in the arts, crafting, culture and heritage.

**Eating well - safefood** will implement the next phase of their “START” campaign, focusing on making the most of family time and adding healthy habits. Bord Bia will provide information and resources to support healthy eating this winter. In addition, the network of libraries around the country will facilitate a major initiative in early 2021, to support more people to grow their own food.

**Minding your mood** – The HSE will launch a series of “Minding Your Wellbeing” resources in the coming days. In addition, the Children and Young Peoples’ Services Committees (CYPSC) around the country are being supported to provide relevant activities and supports to children, young people and families over the coming months.

### CAMPAIGN PARTNERS

Your local response to this campaign is a really welcome addition and adapting your content to fit the campaign will help us all push out further the local initiatives and resources which you have developed to help people cope at this time.

We will make the campaign creative materials (web/radio/video/digital/social) available to you so that you can badge your work streams with the ‘Keep Well’ creative.

We encourage the generation of ideas that could be implemented nationally or locally and to align any relevant initiatives, already underway or in development, under “Keep Well – in Your community”.

Please do not hesitate to get in touch with ideas.

### #Keepwell



# Cork City COVID-19 Community Call Helpline



Here for you if you need ...

- ✓ Food, household items, fuel, medications collected or delivered
- ✓ Someone to talk to or other social supports
- ✓ Meals delivery
- ✓ Response to Garda related concerns
- ✓ Help with other medical or health needs
- ✓ Library books



1800-222-226



covidsupport@corkcity.ie



Comhairle Cathrach Chorcaí  
Cork City Council

## Other Useful Phone Numbers:



Cork City Age Friendly.....021 4924076

Friendly Call Cork.....021 4301700 **or** 087 6366407



Garda Síochána (Community).....021 4522000

HSE National Helpline Number.....1850 241850



Seniorline Freephone.....1800 804591

Age Action Cork.....021 2067399



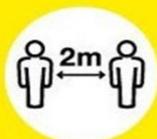
**Wash**



**Cover**



**Stop**



**Distance**



**Avoid**



**Clean**