**Barnardo’s**

**Boloh Campaign Support**

Barnardo’s has launched a special helpline called ‘Boloh’, for parents and carers from Black, Asian and Minority Ethnic backgrounds.

We are asking fellow NHS communicators to **help us in raising awareness** of Boloh in their colleagues and service users, with a particular focus on serving the Black, Asian and Minority Ethnic communities.

Below we have provided:

* Social media text – for use on Twitter, Facebook, Instagram etc
* Newsletter text – for use in email communications
* Long text which can be used
	+ On a web page
	+ As a local press release
	+ For briefing colleagues
	+ To copy/paste more information for additional social media posts

Social media images and a PowerPoint presentation which can be used to help brief colleagues are available to download in the Boloh Campaign Teams channel.

Send your email address to lalah@bluelozenge.co.uk for access to the campaign materials.

Note: Please use the Browser version of Teams when you log in.

Yours sincerely,

Lalah-Simone Springer and the rest of the Blue Lozenge team

**Boloh Campaign Content**

**Social media text**

*For use on Facebook, Twitter, Instagram etc*

Asylum seekers can access free therapy and advice through the @barnardos Boloh helpline, online or by phone in over 15 languages. Learn more: https://bit.ly/BolohHelpline

Need support registering with a GP? Boloh helpline works with Black, Asian and Minority Ethnic communities to give practical, NHS-approved advice in over 15 languages. Learn more: https://bit.ly/BolohHelpline

Caring for a child with a respiratory infection? Call the @barnardos Boloh helpline for NHS-approved advice in over 15 languages, tailored to Black Asian or Minority Ethnic parents and carers: https://bit.ly/BolohHelpline

Suggested hashtags: #TeamNHS #AsylumSeekers

**Newsletter text**

*For use in email communications*

Barnardo’s has launched a special helpline called Boloh, for parents and carers from Black, Asian and Minority Ethnic backgrounds.

Boloh is a safe space for asylum seekers and parents from a range of backgrounds to get NHS-approved advice on registering with a GP, coughs, colds and chest infections or even free therapy.

Find out more about Boloh and how to contact the helpline here: <https://helpline.barnardos.org.uk>

**Long text**

*For use on websites and other written communications*

Barnardo’s has launched a special helpline called Boloh, for parents and carers from Black, Asian and Minority Ethnic backgrounds.

**What is Boloh about?**

The word ‘Boloh’, means to speak or talk in Urdu and Hindi, and the helpline is a safe space for families with young children experiencing coughs, colds and chest infections to seek advice about what to do when their child is unwell.

Staff have been trained by health professionals to signpost callers to the right medical support when needed. The helpline also provides practical and emotional support and can also help callers access health services and find community support.

**Boloh can provide support with:**

* registering with a GP
* contacting NHS111
* mental health and well-being services
* support for young people
* linking to online information
* accessing devices to support learning, food items, clothing and other practical needs.

Helpline Advisors speak a range of languages including **English, Punjabi, Arabic, Hindi, Urdu, Albanian** and **Polish**. Callers can also access interpreters when required.

**Contacting Boloh:**

**The helpline is open:**

* Monday – Friday from 10am-8pm
* Saturday from 10am – 3pm

**Boloh can be accessed by:**

* Phone (free from mobiles and landlines) on **0800 151 2605**
* Boloh can also be accessed by web chat and email

**You can find out more about Boloh and how to contact the helpline here:** [**https://helpline.barnardos.org.uk**](https://helpline.barnardos.org.uk)