

# **NHS 111 Campaign**

## **Communications Toolkit for Stakeholders**

Dear Stakeholder,

Our local NHS is under extreme pressure this winter. A surge in cases of Norovirus, Flu, Covid and RSV- dubbed a “quad-demic” are putting hospitals, GP practices and ambulance services under significant strain. That is why we are launching a targeted NHS 111 campaign to support our system during this time of immense pressure and highlight the convenience and benefits of using NHS 111.

We need your help to ensure that our campaign reaches our target audience, so we have compiled this toolkit to support you.

### **Target audience:**

We are targeting 6 areas in Humber and North Yorkshire where Emergency Department usage is the highest and NHS 111 usage is the lowest. According to our data, the age range of people who use NHS111 the least in these 6 areas are people aged 35 years- 64 years.

### **The key messages of the campaign:**

* If you need urgent help or advice for yourself or a loved one, use NHS111.
* NHS 111 can be contacted via phone, the NHS App or by visiting 111.nhs.uk
* NHS 111 is a FREE service available 24/7, 365 days a year and is always available for help, advice and direction to the most appropriate service.
* There are translators available for people who need them.
* You can use NHS 111 for:
  + An urgent illness or injury
  + Urgent dental help
  + Urgent mental health help
  + Help with urgent medication advice/ prescriptions

### **Marketing campaign and engagement activity:**

* We launched a targeted social media ad campaign on 15th January 2025.
* Case study videos will be shared showcasing the positive experiences of those accessing NHS 111.
* We will be posting NHS 111 leaflets to households within a short radius of the six main target areas.
* We will be hosting outreach sessions in community areas local to our identified audience where will hand out leaflets and talk to people enforcing our key messages.
* At the end of January and into February, we will be carrying out mini-outreach sessions in the six communities/GP practices we are targeting. We will be talking to people about the benefits of using NHS 111, how it can help and the services available.
* We will be working with our partners and stakeholders to share our material and messages as widely as possible.

For further information about the campaign, please email the ICB Communications, Engagement and Marketing Team: [hnyicb.communications@nhs.net](mailto:hnyicb.communications@nhs.net)

### **TV screens:**

We have created a short video for you to upload to your TV screens/ digital displays. It can be downloaded on our partnership website: [NHS 111 2025 Campaign Material.](https://humberandnorthyorkshire.org.uk/nhs-111-2025-campaign-material/)

### **Text message:**

Please feel free to use the wording below if you have any text messaging facilities available.

*“If you or a loved one are unwell and need urgent but non-life-threatening help, please use NHS 111. NHS 111 is available 24/7, 365 days of the year. Get advice for illness or injury, dental help, mental health help or for an urgent repeat prescription. Call NHS 111 or visit 111.nhs.uk”.*

### **Copy for newsletters**

The local NHS in Humber and North Yorkshire is encouraging people to use NHS 111 when they have an urgent health need. Open 24/7, 365 days a year, there is always someone on hand to support people to get the right care and advice when they need it.

Highly trained NHS 111 advisors assess and direct people to the most appropriate service. Sometimes that is an urgent hospital treatment centre, GP practice or pharmacist. Sometimes it may be that important medication is prescribed, or useful self-care tips are given to help people stay well at home. If needed, a call back can be arranged with a nurse, doctor or paramedic for specialist advice.

NHS 111 can help with an urgent illness or injury, dental problem, an urgent mental health need or with an urgent prescription.

Contact the service by calling 111 on your phone, going online to 111.nhs.uk or through the NHS App. Translation services are available for people who need them.

### **NHS 111 leaflet**

Copies of our [NHS 111 leaflet and accessible NHS 111 resources](https://letsgetbetter.co.uk/accessing-free-health-advice-and-information/) are available to view and download on our Let’s Get Better website.

### **Social media content**

Please support the campaign by sharing posts from our [Facebook](https://www.facebook.com/letsgetbetterhny) and [Instagram](https://www.instagram.com/letsgetbetterhny/) pages, or by uploading the below suggested social media posts on your channels.

All of the social media resources can be found and downloaded on our partnership website: [NHS 111 2025 Campaign Material.](https://humberandnorthyorkshire.org.uk/nhs-111-2025-campaign-material/)

The social media images can all be downloaded in each of the sizes you need for different social media platforms:

* 1x1 Facebook and Instagram square posts
* 9x16 Instagram stories and TikTok videos

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| **Copy** | **Media** |
| If you or a loved one are unwell and need urgent but non-life-threatening help, please use NHS 111.  NHS 111 is available 24/7, 365 days of the year.  Get advice for illness or injury, dental help, mental health help or for an urgent repeat prescription.  Call 111 or visit 111.nhs.uk  More info: <https://letsgetbetter.online/rightcare> | Media: Sick Husband |
| If you or a loved one are unwell and need urgent but non-life-threatening help, please use NHS 111.  NHS 111 is available 24/7, 365 days of the year.  Get advice for illness or injury, dental help, mental health help or for an urgent repeat prescription.  Call 111 or visit 111.nhs.uk  More info: <https://letsgetbetter.online/rightcare> | Media: Sick Daughter |
| If you or a loved one are unwell and need urgent but non-life-threatening help, please use NHS 111.  NHS 111 is available 24/7, 365 days of the year.  Get advice for illness or injury, dental help, mental health help or for an urgent repeat prescription.  Call 111 or visit 111.nhs.uk  More info: <https://letsgetbetter.online/rightcare> | Media: Kidney Infection |
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### **Posters**

There is a printable NHS 111 poster available to download on our partnership website with the [NHS 111 2025 Campaign Material.](https://humberandnorthyorkshire.org.uk/nhs-111-2025-campaign-material/)