

REDESIGNING URGENT CARE STAKEHOLDER TOOLKIT

3 December 2020



**Right Care
Right Place**

INTRODUCTION

- This communications toolkit has been created to provide information and assets to support the national roll out of the Redesign of Urgent Care (RUC) in December, following the successful pathfinder in Ayrshire and Arran.
- The 'Right Care Right Place' national social marketing campaign aims to raise awareness of the new approach to accessing urgent care with a view to diverting some of the 20% that currently self-present at A&E to more appropriate services for their needs, often closer to home.
- With coronavirus, it's more important than ever that people access the right care in the right place.



COMMUNICATIONS PLANS

- The paid-for campaign goes live in social media/digital and local press from beginning of December.
- A full national campaign with TV, radio, press and digital/social will follow from in January. TV and radio assets will be shared when ready.
- PR activity will also run alongside the advertising. If you would like to contribute to the PR campaign, want to update us about local activity, or just need some advice about getting local publicity, please contact health@smarts.agency
- Our national 'Right Care Right Place' door drop, delivered into all households in Scotland, is planned for 18th January.



KEY MESSAGES

If you are writing about the campaign to your followers or on your website, here are some campaign key messages to include:

- The way we access urgent care has changed due to coronavirus.
- **If you think you need A&E, but it's not life-threatening, you can now call NHS 24 on 111, day or night.**
- Or you can still contact your GP as normal, during the day.
- If it's an emergency, you should continue to call 999 or go to your local A&E.



NHS INFORM

A [landing page](#) has been created on NHS inform: [NHSinform.scot/right-care](https://www.nhs.uk/scot/right-care)

The landing page will also be made available in BSL.



CAMPAIGN LOCK UP

- A visual identity 'lock up' has been created to appear alongside logos.
- We'd encourage it to be displayed not only on the RUC campaign assets, but also on other materials signposting NHS Scotland services (e.g. Pharmacy First).
- Download lock up assets via [Dropbox](#) or [WeTransfer](#).



POSTER

- Our campaign poster is available in A4 and A3 sizes via Public Health Scotland's [web2print](#) – see folder 'Scottish Government'.
- There you can customise the posters with your own health board logo and order printed copies.
- The posters with NHS Scotland logo are available to download via [Dropbox](#) or [WeTransfer](#).



CAMPAIGN STYLE

- FONTS

The main font used for headings and text is Sans Thirteen Black Regular.

The font used for the url at base is Frutiger Bold.

- COLOURS

The text is made up of 2 colours:

Dark blue - c100 m56 y0 k0

Black

- FONTS

WeTransfer: [NHS Scotland](#) / [Healthier Scotland](#) / [NHS 24](#)

Also available from [Dropbox](#).



THE WAY WE ACCESS URGENT CARE HAS CHANGED

If you think you need A&E, but it's not life-threatening, you can now call NHS 24 on 111, day or night.



CALL NHS 24 ON 111 DAY OR NIGHT **CONTACT GP PRACTICE DURING THE DAY** **CALL 999 OR GO TO A&E FOR EMERGENCIES ONLY**

Right Care Right Place

NHSinform.scot/right-care



CAMPAIGN IMAGES

- The three images with the watercolour effect are available to download via [Dropbox](#) or [WeTransfer](#).
- **IMPORTANT:** Photographer usage rights stipulate that the images can **only** be used within the Right Care Right Place campaign. The Right Care Right Place lock up must appear on the material.



EDITORIAL COPY – LONG

Getting the Right Care in the Right Place

A&E always there for those who need it

The way people access A&E services is changing to keep patients and NHS Scotland safe this winter – making sure everyone gets the right care in the right place.

Local A&E departments remain open for those who have a life-threatening emergency. However, to ensure patients have the fastest access to the treatment they need, anyone with a non-life threatening condition who would usually go to A&E should now call NHS 24 on 111 first, day or night, to be directed to the right NHS service.

If A&E is the most appropriate place to provide the right care, patients will either be directly referred to A&E by NHS 24 or a telephone or video consultation with a senior clinical decision maker.

The remote consultation approach is designed to avoid unnecessary waits in crowded waiting areas and offer care much closer to home whenever possible. If senior clinical decision makers determine the patient needs to go to A&E, they may be offered an appointment to attend, and the team will know to expect them so they can be seen directly at that time.

NHS 24 on 111 is also there for those who need urgent medical attention but can't wait for their GP practice or dentist to re-open.



Those with life-threatening conditions including suspected heart attacks or strokes, severe breathing difficulties, severe bleeding, or severe injury should continue to go straight to A&E or call 999.

This new way of delivering urgent care – which is being supported by a £20 million funding package – has been designed to help people get the right care in the right place this winter, at time when there is increased pressure on NHS services.

From December, the public are asked to:

- use the NHS inform website to access advice on common symptoms, guidance for self-help and where to go if further medical care is needed
- contact their local GP practice during the day for an appointment or over-the-phone advice
- call 111 day or night when they think they need A&E but it is not life-threatening
- call 111 and select the Mental Health Hub to access mental health advice and guidance or call the Breathing Space telephone helpline on 0800 83 85 87
- call 111 or use NHS inform out of hours when they are too ill to wait for their GP practice to open, or for worsening symptoms of COVID-19
- use NHSinform.scot to access the location of their local minor injuries unit for non-life threatening but painful injuries such as a deep cut, a broken or sprained ankle or a painful burn injury



EDITORIAL COPY – LONG CONT.

Health Secretary Jeane Freeman said:

“The NHS is always there for you. However, for many of us, A&E is not the right place for the care we need. That is why we are making it easier to get the right care in the right place. From December, if you think you need to go to A&E for care that is not life-threatening, the NHS 24 telephone service on 111 will be available day and night to direct you to the care you need.

“Your GP Practice is also always there for you and can be contacted for urgent but non-life threatening conditions. However, in an emergency, you should continue to call 999 or go to your nearest A&E department.

“By doing so, we will continue to help our doctors and nurses through this pandemic, and ensure A&E provides the fastest and most appropriate care for people when they really need it. Help us keep you and our NHS safe by making the right call at the right time to access the right care in the right place for you and your family.”

Dr Laura Ryan, NHS 24 Medical Director said:

“In a life-threatening emergency, you should always go to A&E or dial 999. However if you need urgent medical attention, and it’s not life-threatening, calling NHS 24 on 111 in the first instance means you will be able to be assessed over the telephone and referred to the right healthcare professional.

“This can avoid unnecessary trips to hospital and allow you to access care as close to home as possible.”

For further information on where to access the right medical care, visit [NHSinform.scot/right-care](https://www.nhs.uk/information-scotland/right-care)

Download Word document of editorial from [WeTransfer](#).



EDITORIAL COPY – SHORT

Getting the Right Care in the Right Place

A&E always there for those who need it

The way people access A&E services is changing to keep patients and NHS Scotland safe this winter – making sure everyone gets the right care in the right place.

Local A&E departments remain open for those who have a life-threatening emergency.

However, to ensure patients have the fastest access to the treatment they need, anyone with a non-life threatening condition who would usually go to A&E should now call NHS 24 on 111 first, day or night, to be directed to the right NHS service.

If A&E is the most appropriate place to provide the right care, patients will either be directly referred to A&E by NHS 24 or a telephone or video consultation with a senior clinical decision maker.

For further information on where to access the right medical care, visit [NHSinform.scot/right-care](https://www.nhs.uk/information/right-care)

Download Word document of editorial from [WeTransfer](#).



SOCIAL MEDIA – CHANNELS

As the campaign progresses, we will share updates on social media. We'd encourage you to share our content with your followers:

- Our Facebook page is: facebook.com/TheScottishGovernment
- Our Twitter handles are: twitter.com/scotgov & twitter.com/scotgovhealth
- Our campaign hashtag is: #RightCareRightPlace
- Our campaign URL is: NHSinform.scot/right-care



SOCIAL MEDIA – POSTS

Below is suggested social media copy to share across your own social media channels:

- If you think you need A&E, but it's not life-threatening, you can now call NHS 24 on 111, day or night. Or you can still contact your GP practice as normal during the day. More info at [NHSinform.scot/right-care](https://www.nhs.uk/information/nhsinform/scot/right-care) #RightCareRightPlace
- If you need urgent care, but it's not life-threatening, you should call NHS 24 on 111 before going to A&E. Help us keep you and the NHS safe this winter. If it's an emergency, you should still call 999 or go straight to A&E. More info at [NHSinform.scot/right-care](https://www.nhs.uk/information/nhsinform/scot/right-care) #RightCareRightPlace
- Think carefully before going to A&E this winter. If your condition isn't life-threatening, you should call NHS 24 on 111, day or night, to access the right care. Or contact your GP practice as normal during the day. If it's an emergency, you should still call 999 or go straight to A&E. More info at [NHSinform.scot/right-care](https://www.nhs.uk/information/nhsinform/scot/right-care) #RightCareRightPlace
- If you need urgent care, but it's not life-threatening, you can now call NHS 24 on 111, day or night. Or you can contact your GP practice during opening hours. If it's an emergency, you should still call 999 or go straight to A&E. More info at [NHSinform.scot/right-care](https://www.nhs.uk/information/nhsinform/scot/right-care) #RightCareRightPlace

Right Care
Right Place



SOCIAL MEDIA – IMAGES

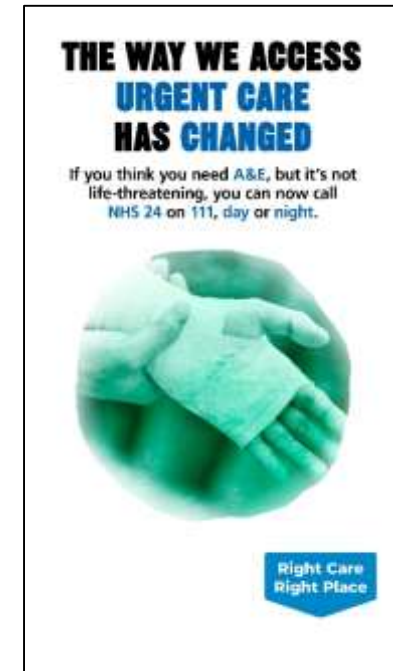
1:1 (Facebook and Instagram)



16:9 (Twitter)



9:16 (FB and IG Stories)



These images are available to download via [Dropbox](#) or [WeTransfer](#).

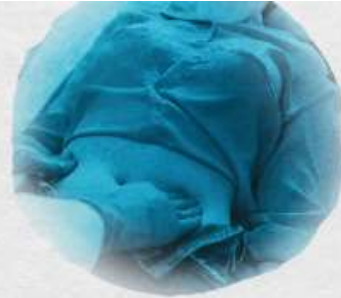


SOCIAL MEDIA – 15” VIDEO

**THE WAY WE ACCESS
URGENT CARE
HAS CHANGED**



**CALL NHS 24
ON 111 DAY OR NIGHT**



**CONTACT YOUR
GP PRACTICE
DURING THE DAY**



**CALL 999
OR GO TO A&E FOR
EMERGENCIES ONLY**

**Right Care
Right Place**

NHS
SCOTLAND

 **Healthier
Scotland**
Scottish
Government

NHS
24

The video are available to download in 1:1, 16:9 and 9:16 via [Dropbox](#) or [WeTransfer](#).

**Right Care
Right Place**

NHS
SCOTLAND

 **Healthier
Scotland**
Scottish
Government

NHS
24

NHS SCOTLAND SERVICES – GUIDE

- An 'at a glance' guide to NHS Scotland services is also available via [Dropbox](#) or [WeTransfer](#).

GET THE RIGHT CARE IN THE RIGHT PLACE NHS SCOTLAND

NHS Inform includes self-help guides for a range of common conditions. NHS Inform.scot/self-help-guides
If you think you need A&E, but it's not life-threatening, call NHS 24 on 111. If you need same day medical attention that cannot wait for your GP Practice to reopen, call NHS 24 on 111.

	<ul style="list-style-type: none">- Colds- Cold sores- Sore throat- Diarrhoea or constipation	<ul style="list-style-type: none">- Indigestion- Aches and pains- Help if you run out of your repeat prescription	NHS 24
	<p>Contact your GP Practice Call NHS 24 on 111, 24/7, 365 days a year Breathing Space: 0800 83 85 87 Weekdays: Monday - Thursday open to 2am Weekend: Friday open - Monday 8am</p>		Pharmacist
	<ul style="list-style-type: none">- Tooth pain- Swelling to your mouth- Injury to your mouth	<ul style="list-style-type: none">- Painful or bleeding gums- Advice on oral hygiene	Mental Well-being
	<ul style="list-style-type: none">- Red or sticky eye- Pain in or around your eye	<ul style="list-style-type: none">- Blurred or reduced vision- Itches and rashes	Dentist
	<p>A range of clinicians, including doctors, nurses and sometimes pharmacists and physiotherapists to help you with both mental and physical health issues.</p>		Optometrist
	<ul style="list-style-type: none">- Cuts and minor burns- Sprains and strains- Suspected broken bones and fractures		GP Practice
	<ul style="list-style-type: none">- Suspected heart attack or stroke- Breathing difficulties- Severe bleeding		Minor Injuries Unit
			A&E or 999

If you are unsure about where to go or who to see, find out at: [NHSinform.scot/right-care](https://www.nhs.uk/infomedia/scot/right-care)



SCOTLAND'S SERVICE DIRECTORY

Scotland's Service Directory has been developed by NHS 24 in partnership with Macmillan Cancer Support and The Alliance. The directory is available on NHS inform - [nhsinform.scot/scotlands-service-directory](https://www.nhsinform.scot/scotlands-service-directory)

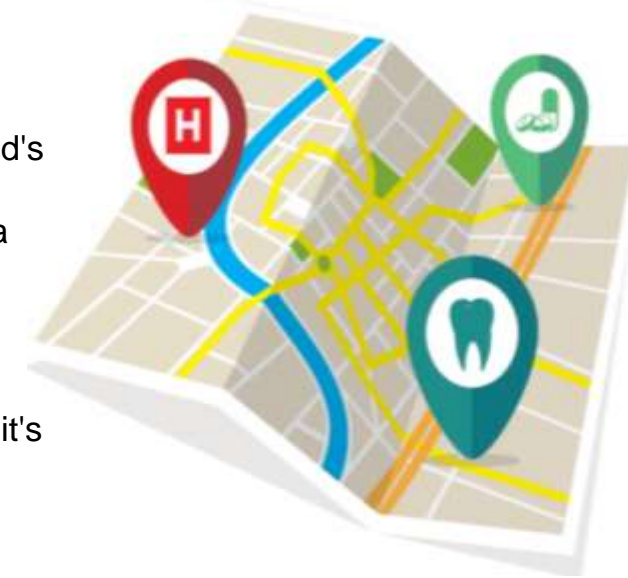
The directory aims to provide a localised online directory of quality-assured health and care services across all regions in Scotland.

Health care professionals and members of the public can visit the directory and access information on where to find local NHS services. The directory also provides information on a wide range of health and wellbeing services, including advice on how to stay active, cancer services and money advice.

Suggested content to promote Scotland's Service Directory:

Facebook: Do you know where local health and well-being services are and how to contact them? Try Scotland's Service Directory. Developed with NHS 24, Macmillan Cancer Support and the Health and Social Care Alliance (The Alliance) to bring you an easy to access directory of local services. From your Emergency Department to a local Dementia Cafe, your first place to look is Scotland's Service Directory. www.nhsinform.scot/scotlands-service-directory

Twitter: Through Scotland's Service Directory you can find the names, addresses, opening times and service details for your local health and well-being services. Developed with @macmillancancer and @ALLIANCEscot it's your first place to look for services. www.nhsinform.scot/scotlands-service-directory



OTHER USEFUL CAMPAIGNS

- Primary Care – [Changes to Your Community Health Care Services](#). Toolkit for this campaign is available from [NHS24.scot](#) and covers GP practices, Pharmacy, Optometry and Dentistry and how these services have changed due to coronavirus.
- NHS 24 – ‘Show you Care. Prepare’ is the refreshed winter health campaign designed to help people take a few simple steps to prepare for seasonal illnesses. Campaign assets can be found [here](#).



WE'RE LOOKING FORWARD TO WORKING WITH YOU DURING THE **RIGHT CARE RIGHT PLACE** CAMPAIGN.



If you have any questions, suggestions or comments, please contact the team:

Maria Solarin, Senior Marketing Manager
Scottish Government
maria.solarin@gov.scot

PR
Smarts
health@smarts.agency

