

NHS inform - Communication Toolkit

Everyday questions
about your health

The answer is NHS inform



www.nhsinform.scot

0800 22 44 88



NHS
inform 
Health information you can trust



Everyday Questions about your health

NHS inform is Scotland's leading digital health and care information service, provided by NHS 24.

The website **www.nhsinform.scot** has been fully redesigned bringing a range of new content and features to help people manage their own health and wellbeing.

To raise awareness of NHS inform there will be advertising from mid April, which will be supported by PR and social media activity.

We need you!

Any help to raise awareness of the redesigned NHS inform website would be much appreciated.

We have developed a range of tools for use across internal and external channels, including websites and social media. Please do not hesitate to contact us if you need additional materials or information.

Key Facts:

NHS inform is a service for Scotland offering reliable, quality assured information across a range of channels including online, telephone, webchat and social media.

The website has enhanced features and digital tools to allow people to tailor the information, making it more personal for them:

- ✓ **Info for Me** is a personalisation tool, which enables people to bring together information relevant to them into a single place, which can be easily printed saved or shared.
- ✓ **National Services Directory**: information on health services across Scotland.

- ✓ **Self Help Guide:** fully revised, updated and aligned to the 111 service the new Self Help Guide allows you to check your symptoms online and get advice to manage your condition or signpost to the right service.
- ✓ **Browsealoud** is a feature that makes the website more accessible with speech, reading and translation tools.
- ✓ **Webchat** access is available throughout the site.

- People who choose to talk to the health information team can call the service on 0800 22 44 88 everyday.
- People can use the website to interact with other users and professionals around specific conditions in community forums to support self-management.

Communication material:

Here is some copy that you might use for your staff newsletter or intranet.

NHS inform – for everyday questions about health

Finding the right health and care information can make a real difference to how people manage their wellbeing. Making information accessible, quality assured and up to date helps people to make positive choices.

NHS inform (www.nhsinform.scot) is Scotland's dedicated resource offering up-to-date facts on health, services and campaigns. It also has a wealth of information available online, over the telephone or via webchat:

- tests and treatments
- illnesses and conditions
- injuries
- healthy living (including stopping smoking, screening and keeping active)
- care, support and health rights

One of the many great features of the new website is that people can personalise the information that's relevant to them using the 'Info for Me' tool. People can also interact and find out about specific conditions in community forums using the 'Health Unlocked' facility. Of course, there is always the option to talk to the health information team by telephone or using webchat.

Want to try the new service? Visit: www.nhsinform.scot or call: 0800 22 44 88

Ends 188 words

Digital Media #nhsinform

Websites

We have produced a range of digital assets to promote NHS inform across websites. The following examples are available in a range of formats that can be resized. Your web content team can request assets via HISPartnership&EngagementTeam@nhs24.scot.nhs.uk



Social Media

We have social media activity planned for both Twitter and Facebook and would ask you to re-tweet, quote, like and share our posts. Our accounts are:



@nhs24
@nhsinform



www.facebook.com/NHS24
www.facebook.com/nhsinform

If you want to spread the word using your own channels, we have put together some sample posts that you can use. We appreciate all your support, whether that is using our stock tweets or Facebook posts below, choosing to deploy your own content using #nhsinform or simply 'Like' or share a post on your Facebook page.

We would really appreciate it if all Tweets supporting the service could include #nhsinform

Sample Tweets

- Check your symptoms online, get advice to manage your condition or signpost to the right service. www.nhsinform.scot #nhsinform
- Info for Me: collect information relevant to you in a single place, which you can print, save or share www.nhsinform.scot #nhsinform
- It's your voice, your health, your information – you're in control. Check out new digital tools on www.nhsinform.scot #nhsinform
- Healthy living choices are now easier with the new #nhsinform. From stop smoking to start exercising get the help you need at www.nhsinform.scot
- Healthy living choices are easier from stopping smoking to keeping active get the help you need at www.nhsinform.scot #nhsinform

Sample Facebook Posts

Below are some sample posts that you and your organisation can upload to your Facebook pages to show your support.

Scotland's health and care information service NHS inform has been revamped. Now with even more Scotland specific information about services, screening and healthy living you can get up to date health information and advice via www.nhsinform.scot or call 0800 22 44 88.

If you or someone you care for, has a long-term health condition why not visit www.nhsinform.scot. The site has been refreshed and you can now save all the information that's relevant to you in one place using the 'Info for Me' function. Easier, quicker and personal – NHS inform makes your health information personal!