

YOU SAID WE DID

In March 2019, we asked you for feedback on a range of existing communications materials for our urgent care services. Here are some of the things we have done in response to what you said.

Promote 111 as a free phone number.

We have been promoting NHS 111 as a free number in all our communications – including on our websites, on social media and in any printed material.

Tell people that urgent care is the service to use if you cannot get an appointment with your GP and you need medical advice the same day.

We have been promoting that urgent care is for non-life threatening issues and encouraging patients to call 111 for a GP appointment out of hours or for any health-related advice.

We should produce a wallet-sized card with the 111 telephone number and basic details about the urgent care service.

As we've had an increased number of children attending A&E, we are producing a pocket-sized guide for parents with babies and toddlers to help them know where to go for the right treatment.

Use electronic screens in GP practices and Facebook to promote the service.

We have been using the GP screens to make sure patients know where to go for the right treatment. We're also planning to use Facebook advertising in the future.