

Help Us, Help You

GP Access

December 2018

Please note that content in this toolkit is embargoed and content should not be used until 00:01 Monday 3rd December 2018.

If you have any queries, please contact the NHS team at freuds on winter@freuds.com

Campaign Overview

This winter, NHS England and Public Health England are introducing a new overarching brand that brings together all the winter pressures campaign activity - 'Help Us, Help You'.

The winter months can be challenging for the NHS, especially for urgent care services. The winter pressures campaign is delivered across a range of phases that target different audiences with different calls to action to help reduce these pressures. This includes messages about flu immunisation, staying well in winter, NHS 111, community pharmacy, and evening and weekend general practice appointments.

In recent years there has been an increasing emphasis on people taking responsibility for staying healthy and managing their own health and 'Help Us, Help You' is a powerful new way to build on this.

The unifying 'Help Us, Help You' campaign brand is based on the principle of reciprocity and aims to increase peoples' understanding of the actions they can take to help the NHS to help them. Following the expert advice of NHS staff, people can help the NHS help them to stay well; prevent an illness getting worse; take the best course of action; and get well again sooner.

Unlike the other phases of 'Help Us, Help You' which aim to help the NHS manage winter pressures, access to evening and weekend general practice appointments is a phase designed to raise awareness more generally of the availability of appointments with GPs, nurses and other health care professionals outside of working hours. Increased usage of evening and weekend appointments means those who usually find it harder to access healthcare appointments during usual working hours, may be less likely to go through urgent and emergency care services.

The campaign will start on Monday 3rd December with out of home and ambient advertising, radio, press, social, partnerships and disability groups' communications. The key audiences are working adults aged 20 to 40 years of age and self-employed adults. These individuals are more likely to access healthcare through urgent and emergency care services due to being unable to access other health care services during working hours.

The following document includes approved messaging and copy which can be used for communications and materials to highlight the '*Help Us, Help You*' GP Access campaign in December 2018.

All campaign assets can be ordered or downloaded free of charge from the [PHE Campaign Resource Centre](#).

You can find more information online about evening and weekend appointments by visiting:
www.nhs.uk/GPaccess.

Please note that all content in this document is strictly embargoed until 00:01 Monday 3rd December 2018.

Key Messages

The following outlines the key messages for the evening and weekend general practice appointments phase of the 'Help Us, Help You' campaign, and can be used in communications from **Monday 3rd December**:

- Appointments with a GP, nurse or other healthcare professional are now available in the evenings and weekends, either at your local practice or another nearby NHS service
- If you work 9 to 5 and find it hard to access normal hours for a general practice appointment, you can now get evening or weekend appointments with a GP, nurse or other healthcare professional
- Evening and weekend appointments provide you with more choice, greater convenience and increased access to general practice appointments, when and where you need them
- Winter can be seriously bad for your health. If you feel unwell don't wait until it gets worse, book an appointment with a local GP, nurse or other healthcare professional
- If you struggle to be available for general practice appointments during usual working hours, speak to your practice about booking an appointment with a GP, nurse or healthcare professional in the evenings and at weekends

Long and Short Copy

Please find below some examples of copy that you could use when communicating with your audiences about the campaign specifically. This can be used across a range of channels, for example, websites, e-bulletins and newsletters.

More information about the campaign will become available as it is developed so please regularly check the PHE Campaign Resource Centre:

<https://campaignresources.phe.gov.uk/resources/campaigns/81-help-us-help-you>

Long copy (182 words)

Help Us Help You, GP Access

This December, NHS England and Public Health England are introducing a new campaign '*Help Us, Help You*' GP Access to highlight that appointments with a GP, nurse or other healthcare professional are now available in the evenings and weekends, either at a local practice or another nearby NHS service.

The campaign will highlight that evening and weekend appointments provide the public with more choice, greater convenience and increased access to healthcare appointments, when and where they need them. By utilising these appointments, the public can stay well, prevent illness getting worse, access the correct healthcare when they need it and get well again sooner.

The 'Help Us Help You' campaign aims to make it easier for the public to understand the things they can do to manage their own health and get the best out of the NHS. This includes helping the public navigate the right NHS services for their medical need, such evening or weekend appointments with a local GP, nurse or other healthcare professional.

For more information on GP Access service visit www.nhs.uk/GPaccess.

Short copy (91 words)

Help Us Help You, GP Access

NHS England and Public Health England are introducing a new campaign - '*Help Us Help You*' GP Access campaign to highlight that appointments with a GP, nurse or other healthcare professional are now available in the evenings and weekends through local NHS services and sometimes a patient's own GP practice.

By utilising the evening and weekend appointments, the public can stay well, prevent an illness getting worse, access the correct healthcare when they need it and get well again sooner.

For more information visit www.nhs.uk/GPaccess.

Social Media Advice

Social media is a key element of any health awareness campaign as it enables us to spread the important message of the campaign.

A social media calendar, provided by NHS Digital, outlining suggested wording for social media posts and containing key information about the new *'Help Us, Help You'* campaign, can be found on [PHE's Campaign Resource Centre](#)

If you have any questions regarding the social media calendar, please get in touch with George London: george.london@nhs.net

There are also additional campaign materials on the [Campaign Resource Centre](#) which you can use alongside your posts.

Please share these posts from **0.01 Monday 3rd December 2018** on your social channels to help amplify support for the campaign on social media.

Please also follow the NHS UK Twitter ([@NHSuk](#)) page, and PHE Twitter ([@PHE_uk](#)) and Facebook page ([@PublicHealthEngland](#)) and retweet/share where possible. We would recommend using **#HelpUsHelpYou** where possible.