



**Online.
On the phone.**

Healthcare advice
you can trust - 24 | 7

Toolkit

111.WALES.NHS.UK

Overview

To increase awareness, understanding and trust that NHS 111 Wales helps patients get the right care, in the right place, first time.

This multi-channel marketing campaign will soft launch on 14 November through digital activation (paid and organic social) supported by PR and digital out-of-home.

The campaign will ramp up from 26 December with a new TV ad airing on TV, Video on Demand, broadcast and digital radio, social and digital media, PR and influencer activity.

An initial social media and poster asset package is available to download [here](#). Most assets for the public facing marketing campaign are expected to be added from mid-December.

The campaign

Our core campaign objective is to raise awareness of NHS 111 Wales.

There is currently a lack of awareness, understanding and confidence around clinically safe alternatives to attending hospital – including NHS 111 Wales.

As part of the Six Goals for Urgent and Emergency Care, this campaign is sponsored by Goal 2, “Signposting people with urgent care needs to the right place, first time”. It aims to increase awareness, understanding and trust in NHS 111 Wales, and help patients with urgent care needs get the right care, in the right place, first time.

This campaign will encourage digital first behaviours, where people will use the [NHS 111 Wales website](#), including the online symptom checkers, before relying on more traditional forms of face-to-face care, therefore enabling higher levels of personal reliance and resilience.

It will encourage people to use NHS 111 Wales in a situation that’s urgent but not life threatening, rather than calling 999 and/or attending hospital emergency departments.

This campaign forms a sister branch to the wider NHS Wales and Welsh Government ‘Help Us, Help You’ campaign.

Brand consistency



Please always refer to the service as NHS 111 Wales to ensure there is no confusion between this service and other NHS services, or similar services existing elsewhere across the UK.

Key messages

NHS 111 Wales. Online. On the phone.

**NHS 111 Wales. Healthcare advice
you can trust - 24 | 7**

**Visit the NHS 111 Wales website to
check your symptoms and find
local healthcare services.**

**For urgent but non-life-threatening
concerns, call 111.**

Timings*

Phase One

Launch date 14th November

The first phase will be digital led, both organic and paid, to raise awareness of the NHS 111 Wales service during a peak time of service pressure pre-Christmas.

This phase will be reliant on key stakeholders sharing messages to raise awareness of the NHS 111 Wales service, with one simple message.

We have prepared a selection of posters and digital assets ready for you to share [here](#)

We will also be running a two-week digital screen campaign during the first two weeks of December in Cardiff for high visibility and reach.

Phase Two

Launch date 26th December

The second phase will see a new TV and radio advert broadcast into homes across Wales through live TV and radio and on demand services.

The TV ad will be supported by pan Wales out of home advertising on buses, paid digital, and influencer activation. We will be sharing assets for scheduling ahead of Christmas, **please do not publish phase two assets until 26th December.**

*Please visit <https://padlet.com/nhs111wales> for timetable of planned activity.

How can you help?

- ✔ Follow us on social media:    @NHS111Wales
- ✔ Share social media posts and graphics from **14th November 2022**
- ✔ Download the printable posters to display [here](#)
- ✔ Download the digital assets in English and Welsh [here](#)
- ✔ Share any positive experiences of using NHS 111 Wales

Assets - Static Social



Tile



Landscape

Assets - Social carousel

NHS 111 **Wales** 



Online. On the phone.

111.WALES.NHS.UK   

NHS 111 **Wales** 

**Check your symptoms
at 111.wales.nhs.uk.**

111.WALES.NHS.UK   

NHS 111 **Wales** 

**For urgent but
non-life-threatening
concerns, call 111.**

111.WALES.NHS.UK   


NHS 111 **Wales** 




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Assets - Social story


NHS 111 **Wales** 



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111.WALES.NHS.UK

 **Recite**  **Relay UK**  **SignVideo**

NHS 111 **Wales** 

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Supporting social copy (three options)

We've outlined three options below to accompany social assets. Please stick to this wording to help us ensure consistency of message about the NHS 111 Wales service. If you need any support or guidance, please contact 111 Communications Specialist, Naomi Machin - naomi.machin@wales.nhs.uk

Option 1

NHS 111 Wales provides 24 | 7 expert healthcare advice, both online and on the phone, to help you get the right care, in the right place, first time.

Option 2

If you are feeling unwell, but are not sure what to do, or where to go, NHS 111 Wales can help. NHS 111 Wales online can check your symptoms, provide trusted healthcare advice, and find your local GP, pharmacies, Minor Injuries Unit and other professional services nearby.

Option 3

If you or a loved one have an urgent but non-life-threatening concern, call 111 and highly trained call handlers will give you trusted advice on your next steps.

Social post image ALT text

Static social

The text reads '111. Online. On the phone. Healthcare advice you can trust - 24 | 7. 111.wales.nhs.uk'. The NHS 111 Wales and NHS Wales logos are in the top right corner. The orange Welsh language speaker bubble badge, Recite Me, Relay UK and Sign Video logos are in the bottom corner.

Social carousel

1. The text reads '111. Online. On the phone. 111.wales.nhs.uk'. The NHS 111 Wales and NHS Wales logos are in the top right corner.
2. The text reads 'Check your symptoms at 111.wales.nhs.uk. 111.wales.nhs.uk.' The NHS 111 Wales and NHS Wales logos are in the top right corner.
3. The text reads 'For urgent but non-life-threatening concerns, call 111. 111.wales.nhs.uk.' The NHS 111 Wales and NHS Wales logos are in the top right corner.
4. The text reads '111. Healthcare advice you can trust - 24 | 7. 111.wales.nhs.uk.' The NHS 111 Wales and NHS Wales logos are in the top right corner.

Social story

1. The text reads '111. Online. On the phone. 111.wales.nhs.uk'. The NHS 111 Wales and NHS Wales logos are in the top right corner.
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You can find how to add ALT text [here](#)

Poster A3 & A4



A3



A4

Internal digital assets



Email banner



Intranet banner

Digital GDN (sample)



Square



Landscape

Digital posters

GIG 111 Cymru  **NHS 111 Wales** 

111

Ar-lein. Ar y ffôn. **Online. On the phone.**

Cyngor gofal iechyd y gallwch ymddiried ynddo - 24 | 7
Healthcare advice you can trust - 24 | 7

111.GIG.CYMRU | 111.WALES.NHS.UK

   **Relay UK**  **SignVideo**

Newsletter copy

Long copy – 143 words

111. Online. On the phone.

Healthcare advice you can trust 24 | 7.

If you are feeling unwell, but are not sure what to do, or where to go, NHS 111 Wales can help.

NHS 111 Wales provides round-the-clock expert healthcare advice, both online and on the phone, making it easier for you to get the right care, in the right place, first time.

The NHS 111 Wales website can check your symptoms, provide trusted healthcare advice, and help you find your local GP, pharmacies, Minor Injuries Unit and other professional services nearby.

If you or a loved one have an urgent but non-life-threatening concern, call 111 and highly trained call handlers will give you trusted advice on your next steps.

[NHS 111 Wales](#)

Short copy – 99 words

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[NHS 111 Wales](#)

NHS 111 **Wales**

