

Campaign Overview

Help Us, Help You

September 2018

HELP US, HELP YOU CAMPAIGN BACKGROUND

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 extended GP hours.

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.

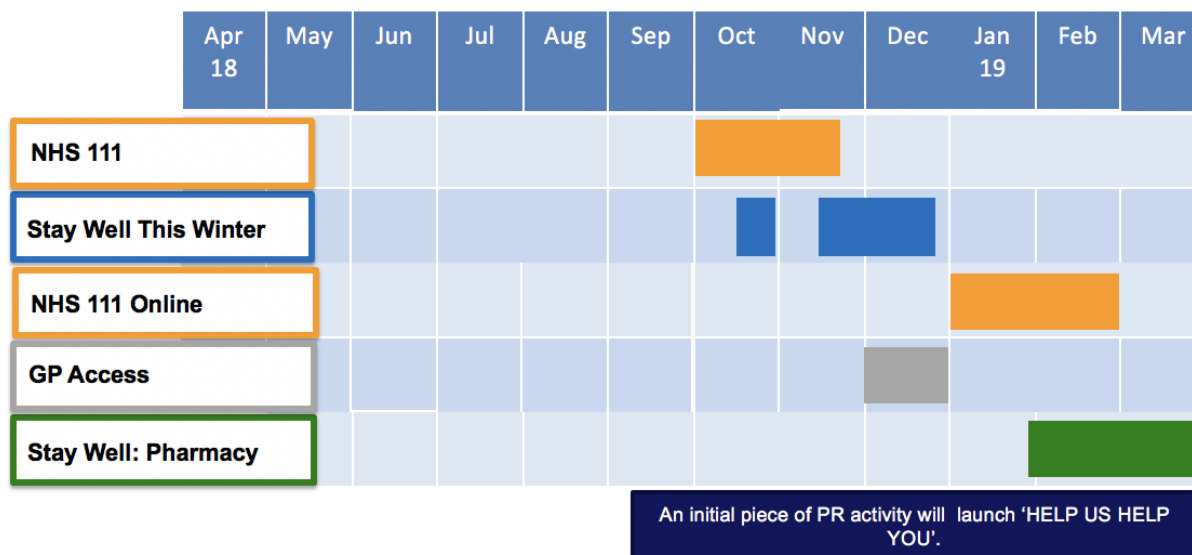
The unifying 'Help Us, Help You' campaign brand is based on the principle of reciprocity and aims to increase peoples' understanding of the actions they can take to help the NHS to help them. Following the expert advice of NHS staff, people can help the NHS help them stay well; prevent an illness getting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

'Help Us, Help You' will help the NHS manage winter pressures, however it has the flexibility to extend to other interventions that will encourage the public to help the NHS to help them.

'Help Us, Help You' is an integrated multichannel campaign, involving advertising, partnerships, PR, social media, specific Black, Asian and Minority Ethnic (BAME) and disability groups' communications. It will focus on different messaging and audiences and in the winter months 'Help Us, Help You' will deliver campaigns for flu, NHS 111, staying well in winter, extended GP hours and pharmacy.

The campaign has been jointly commissioned by NHS England and Public Health England, with additional support from a wide range of NHS trusts, local authorities, charities and commercial sector partners.

TIMINGS AND MESSAGING FOR 2018/19



PHASES OF THE CAMPAIGN

Phase 1 – NHS 111

October 2018

- The NHS 111 phase of the winter pressures campaign starts on 1st October and will run until 25th November
- The aim of this phase is to increase the number of people calling 111 when they have an urgent, but non-life-threatening medical need so that they can be directed to the most appropriate service. In turn, this will help reduce the number of people attending A&E or calling 999 with non-serious or life-threatening conditions
- The primary audience is all members of the public over the age of 16, with a focus on groups that NHS statistics show to be more frequent users of A&E departments such as parents with children aged 0-4

A targeted PR activity will be taking place at the end of October to communicate the overarching proposition of 'Help Us, Help You' to key broadcast, national and consumer media. There will be a regional template press release to support this activation.

Phase 2 – Stay Well This Winter flu vaccination programme

October 2018

- The flu vaccination phase will run from 8th October to 31st October 2018 with aims to promote flu vaccination uptake amongst pregnant women, children aged 2-3 years, (targeting their parents), and those aged 16 -64 with long term health conditions, particularly respiratory diseases (e.g. COPD or bronchitis)
- This activity will be supported with advertising, partnerships, PR, social media, specific Black, Asian and Minority Ethnic (BAME) and disability groups' communications

Phase 3 – Stay Well This Winter

November 2018

- This phase aims to reduce the number of people being admitted to hospital via A&E for serious respiratory ailments that could have been prevented with early access to effective treatment and management
- The two priority audiences for this activity are older people, particularly those who are frail and over 70, and working age people with long-term health conditions

Phase 4 – Extended GP access

December 2018

- The aim of this work is to increase the utilisation of GP appointments at evenings and weekends and awareness of extended GP hours. Messaging will primarily be targeted at groups who find it harder to access GP appointments during normal appointment times and are therefore more likely to access healthcare through urgent and emergency care services
- This means priority audience segments are working adults aged 20 to 40 years of age and self-employed adults

Phase 5 – NHS 111 online

- The strategic aim of this phase is to raise awareness of the NHS 111 online service and increasing the number of people accessing the NHS 111 service, via phone or online, when they have an urgent, but non-life-threatening medical need, so that they can be directed to the most appropriate local service
- The primary audience is all members of the public over the age of 16

Phase 6 – Pharmacy

February 2019

- This phase aims to increase people's use of community pharmacy services by encouraging them to access clinical advice and support or access self-care information
- This primary audience for this campaign is all adults who are suffering minor health conditions that do not require a GP appointment, with a particular focus on parents and carers of children under the age of 5

- The campaign is running at this time of year to target our key audiences prior to the Easter period when GP surgeries will be closed for four days

CREATIVE EXECUTION

Help Us, Help You is a new brand identity which presents the NHS as a team of experts ready to give people the care and help they need but that the patient can effectively help the NHS by taking early, timely and appropriate action.

Every communication is fronted by a healthcare professional who is qualified to convey the campaign message in a relevant healthcare setting. The image of our health care professional provides warmth and reassurance to the audience, while also delivering easy to understand information.

There will also be a number of different 'Help Us, Help You' logo lock-ups for each phase of the activity.

Please ensure you refer to the [PHE Campaign Resource Centre](#) for the relevant creative execution.

CAMPAIGN SUPPORT

A range of branded resources will be made available for partners to use, including: social media toolkits, posters, leaflets and brand guidelines. It is imperative that the brand guidelines are adhered to.

PR toolkit materials and communications documents, containing further information on the campaign, will also be made available to you between from October 2018 for campaign phases which will be supported by PR, which include Flu, Stay Well This Winter, Extended GP Access and Pharmacy:

- Long and short copy
- Key messages
- Relevant media releases
- Facts and statistics where relevant

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

Materials and campaign assets will be strictly embargoed per phase so please ensure you are aware of the relevant embargo.

Sign up for further information for you and your colleagues. Be the first to get campaign updates by signing up to the PHE Campaign Resource Centre (CRC) newsletter. Register on the site and select to

receive the flu updates or, if you are already registered, update your newsletter preferences in the “Your Account” area to begin to receive them.

Please contact the following if you have any questions: partnerships@phe.gov.uk