111 online

Regional communications ideas

Information and technology
for better health and care

Communications materials

This document is designed to support regions in promoting greater use of the 111 online service.

It provides key messages, suggested communications channels and resources to support informing both patients and health professionals about 111 online.

People can get medical help or advice at **111.nhs.uk** using a smartphone, laptop or other digital device.

They can:

- answer questions about their symptoms
- get advice on what to do and where to go
- if necessary, get further advice from a nurse, doctor or other trained medical professional

111 online is

- free and easy to use
- available 24/7
- more than twice as quick as the phone service
- helping to manage increasing demand on 111 telephone services

Key messages for CCGs

- The NHS 111 service can be accessed online at 111.nhs.uk

- When people are not sure what to do, next time they can go straight to 111 online

- 111 online improves digital access to NHS urgent and emergency services

- It offers the same urgent medical help and advice as the telephone service, is free to use and helps direct patients to the best place for them when they have an urgent but non-life threatening medical need

- Please encourage people to use 111 online – a quick triage tool will tell them what to do and where to go. This includes redirecting patients who don't need to see a GP to self-care, their pharmacy or an appropriate out of hours service. If needed, patients will still be able to speak to a nurse, doctor or other trained medical professional

- Available nationally alongside the 111 phoneline – patients can choose whichever way of accessing 111 works best for them

- Patients can also access 111 online via the NHS App

Communications Channels

1. GP answerphones
2. Links to 111.nhs.uk
3. Social media
4. Publicity materials

GP Answerphones

Put details of 111 online on GP answerphones messages

When GP practices are shut patients are usually directed to NHS 111 (after emergency options). Some practices in North West England have incorporated 111 online into their answerphone message, alongside the telephone service.

✦ This is another way to capture users at the point of need; a health concern already has prompted them to ring their GP surgery

✦ Instructions should be channel-neutral, offering the telephone and online as equal options.

✦ The North West has consistently achieved the highest rates of digital uptake since this intervention (above 18% in Feb-19).

GP Answerphones

NHS 111 IT & Telephony has recorded GP answerphone files for national use. Download it from our [implementation site](#).

Local variations in opening times may prevent this. If areas wish to progress this option straightaway, an example script is below.

"The GP surgery is now closed. Opening hours are XXX. If you need urgent medical help, visit 111.nhs.uk. If you are calling about a child under 5, please use the 111 phone service, which is free from both landlines and mobiles."

Link to 111 online from websites

Insert links to 111.nhs.uk on websites for GPs, CCG, dentists, ambulance services, Trusts and local councils.

Add 111.nhs.uk wherever viewers are advised to ring 111

✦ This is another way to capture users at the point of need; viewers already are searching for information about NHS services

✦ Monitor traffic from your websites to see if these links are useful. Do users see them and click through to 111.nhs.uk?

✦ Other local organisations like universities also post health information online; ask them to link to 111.nhs.uk, too

✦ Links on these sites can help improve search engine results for local queries like 'NHS 111 Exeter' or '111 online Solihull'

✦ Writing and branding guidelines are explained at the back of this pack.

Use social media

Post about 111 online on your social media channels.

"Need help fast, but don't know what to do? Go online: 111.nhs.uk. The NHS 111 online service is available across England."

Suggested Tweets:

"Feeling unwell and not sure what to do? Answer questions about your main symptom and get NHS medical help near you: 111.nhs.uk.
The NHS 111 online service is available across most of England."

Use NHS campaign resources

Free materials (posters, digital banners) from the early 2019 NHS publicity campaign are available [to download](#).

Hang posters in GP and A&E waiting areas to raise awareness with patients and post on websites.
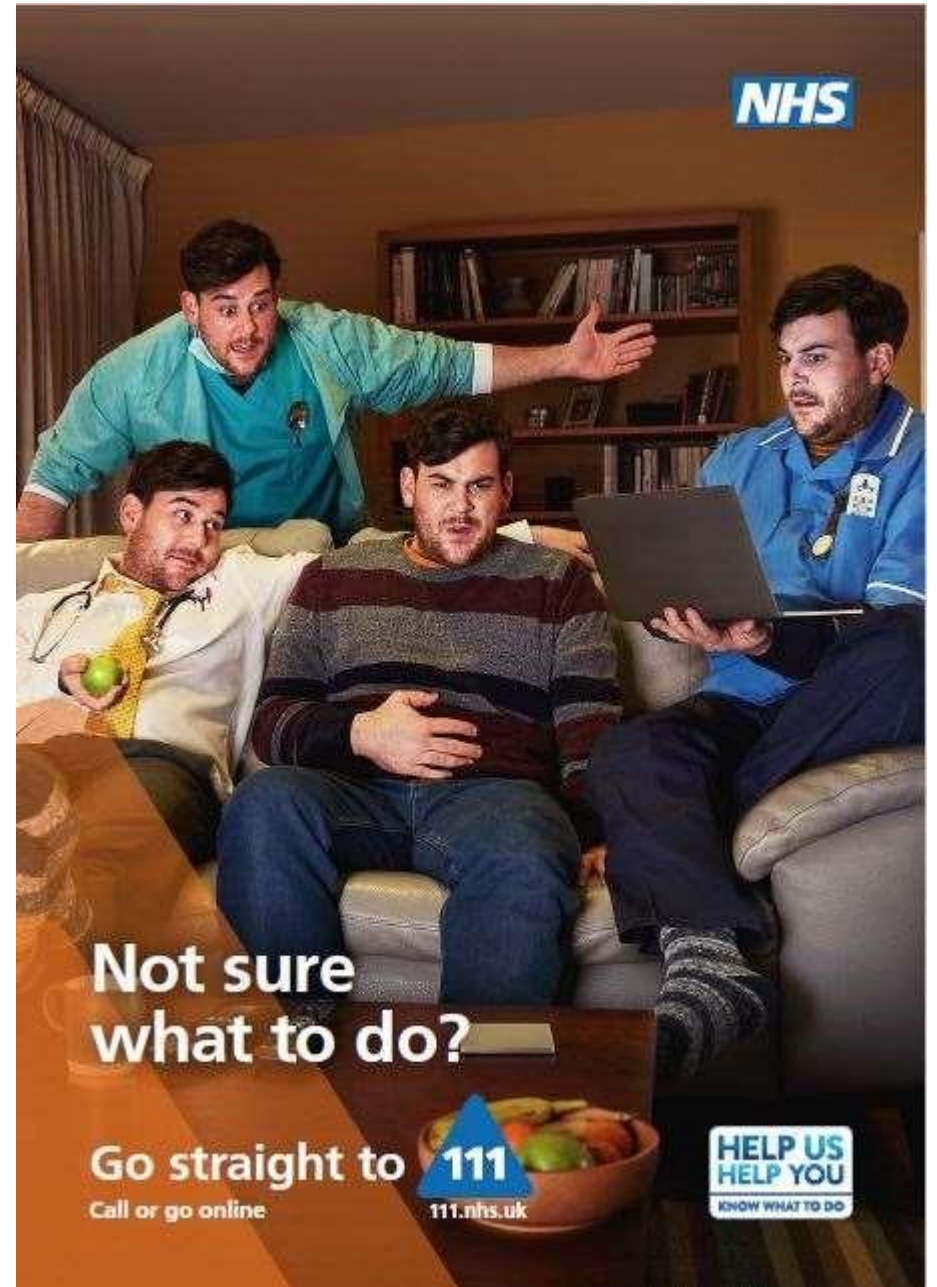
How to refer to 111 online on websites, print and social media

NHS 111 online should never be hyphenated and should include 'NHS'. It's a website, not a brand, so the 'o' should remain lower case.

For print, the service may be best presented as NHS 111 online

(www.111.nhs.uk)

For digital documentation, the service can be referred to as 111.nhs.uk or a hyperlink can be created under NHS 111 online

How to refer to 111 online on websites, print

The link to the website can be placed alongside the NHS logo (see next slide)*

and social media

*The NHS logo is a registered trademark and is protected by copyright law. The use of the NHS identity is restricted to protect the NHS from being seen as the source of materials that have not originated from the NHS, or formally endorsing commercial suppliers' products and services. You must use original artwork files for the NHS logo and follow the NHS identity guidelines when preparing content. These guidelines include requirements for spacing around the logo, background colours and size of the logo. You may only use the NHS Trademark in line with the guidance:

How to refer to 111 online on websites, print

https://www.england.nhs.uk/nhsidentity/identity-guidelines/organisationallogos/

and social media

Guidance for NHS websites

The NHS Identity guidance states that you should not use more than one NHS logo on a page. **Guidance for non-NHS websites**

The NHS logo can feature alongside reference to NHS 111 online. It must not be used in a way that implies that a website is accredited or endorsed by the NHS.

NHS 111 online content

The syndication of 111 online content is not permitted.

NHS 111 online content is developed for use as part of the NHS Pathways algorithm. Deviation from the complete algorithm or context of the user journey is not permitted.

Further details of using NHS 111 online can be found in the Terms and Conditions of the service:

111.nhs.uk/Help/Terms

NHS 111 online content

Further details of using NHS 111 online can be found in the Terms and Conditions of the service:

111.nhs.uk/Help/Terms

This website contains links to other sites. We are not responsible for the content of any third-party website and a link to another site in no way constitutes NHS Digital's endorsement of the contents therein.

You may link to our home page, provided you do so in a way that is fair and legal and does not damage our reputation or take advantage of it. You must not establish a link in such a way as to suggest any form of association, approval or endorsement on our part. We reserve the right to withdraw linking permission without notice.

NHS
Digital

Connect with us

🐦 **@nhsdigital**

💼 **company/nhs-digital**

➤ **www.digital.nhs.uk**

Information and technology
for better health and care