BACKGROUND
In 2008, The Scottish Government Health Directorate and NHS Scotland identified a need to reduce inappropriate use of unscheduled care services.

Evidence suggested that many people were increasingly misusing NHS services: they did not fully understand the NHS services available and often utilised the services in a way that suited them, rather than in the way they were designed to be used.

Therefore a pilot marketing campaign was developed to raise awareness of this issue, provide clear information, and gather insight on what messages would be the most motivating to reduce misuse.
RESEARCH RESULTS
This campaign has been trialled in the Grampian region, producing strong results with a high level of awareness and understanding. Due to its success, an Unscheduled Care Marketing tool has been created to provide guidance and examples to Boards in how to raise awareness of unscheduled care services.

AIMS
This work has been produced to help people choose the right medical assistance when they’re ill or injured.

Going directly to the right person with the appropriate skills is important. This can help people to a speedier recovery and makes sure all NHS services are run efficiently.

KEY MESSAGE
Know who to turn to when you’re ill or injured.

CREATIVE SOLUTION
A powerful slogan and visual idea that clearly communicates the range of NHS services.

Flexible Ownership
All marketing material can be easily branded with your own identity and publicised through local PR activity (see attached sample press release).

CAMPAIGN ELEMENTS
BOOKLET. A RANGE OF POSTERS. RADIO.

The booklet is the main part of the campaign.

In a clear and easy to understand format, it gives examples of common conditions and provides information on who you should turn to in such cases.

It’s been designed to be picked up, kept in a handy place, and referred to when needed.
The front and back cover of the booklet can be easily branded with your own identity.
In total, there are six options of medical assistance to choose from.

There’s a fold-out section that can list details of hospitals and minor injury units in your area.

A dedicated website also supports this campaign.
Here are some examples of how the booklet can be promoted.

96 sheet.

48 sheet.

Bus back (Super rear).
WHEN YOU’RE ILL, KNOW WHO TO TURN TO.

SELF CARE

PHARMACIST

GP

NHS OUT OF HOURS SERVICE

MINOR INJURIES UNIT

A&E / 999 EMERGENCY SERVICE

Look out for the booklet. Or go to www.know-who-to-turn-to.com

Banner.
A3 posters and six sheet posters can be used to promote the booklet in general.

Or focus on specific types of medical assistance.
Examples of interior bus panels (bus headliners).

NB: All options can easily be branded with your own identity.
A series of sixty-second radio commercials have been recorded and are available to promote this initiative in your area.

Click on a radio to hear.
### Design details.

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**Headline typeface**

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News release
Thursday 28 May 2009

**** PHOTOCALL – 10.00am, 28 May 2009, Summerfield House, 2 Eday Road, Aberdeen ****

DO YOU ‘KNOW WHO TO TURN’ TO WHEN YOU’RE ILL?
NHS awareness campaign unveiled to help people access the right medical care

People in Grampian are being urged to ‘know who to turn to’ when they or someone they know is unwell, as part of a new awareness campaign which launches in Aberdeen today (28 May 2009).

The campaign, led by NHS Grampian and supported by the Scottish Government, has been designed to raise awareness of the wide range of healthcare services available through the NHS, in a bid to help people to choose the service best suited to treat their illness or injury.

Throughout June, over 220,000 households across the NHS Grampian region will be sent a campaign leaflet, detailing the healthcare options available, how to access them and the type of conditions most effectively treated by the following NHS services:

• Accident and Emergency / 999
• Minor Injuries Unit
• NHS Out of Hours Service
• GP
• Pharmacist

The ‘Know who to turn to’ campaign will also highlight the role of self-care in the treatment of illnesses such as a sore throat or a cold, and the importance of having a well-stocked medicine cabinet to deal with minor ailments.

Research has highlighted that people in Grampian are most likely to self-care when they themselves are feeling unwell, however GPs are most likely to be the first port of call when a vulnerable person such as a child or elderly person is ill. Latest statistics show that approximately 40 per cent of GP appointments are made for minor ailments, and 75 per cent of Accident and Emergency attendances are for minor illness or injury.

Pauline Strachan, deputy medical director for NHS Grampian, said:

“When you’re ill, it’s vital to know who to turn to for the right help. Through this campaign we want to be sure people in Grampian have an understanding of the wide range of services on offer and how best to access them.

“Selecting the right service not only ensures you receive the right treatment in the shortest possible time, it also helps the NHS run efficiently, freeing up emergency and out of hours services for those who need them most.”

Shona Robison, Minister for Public Health, said:

“The Scottish Government is delighted to support the ‘Know Who to Turn to’ campaign, because it’s absolutely crucial that when people are unwell they know which health service is the most appropriate one to help them. For example, it’s now possible to get a whole range of minor ailment advice and treatment from your local community pharmacy, which could prevent an unnecessary visit to your GP or hospital accident and emergency department.

“By having the right advice, people will be able to make the kind of informed treatment choices which could save them time and mean that NHS resources are targeted most appropriately.”

The campaign, which involves radio and outdoor advertising, is being piloted in the Grampian area over the next three months.

People can find out more on key NHS services and the medical assistance they provide at www.know-who-to-turn-to.com or by calling the free healthline on 0500 20 20 30.

- ends -

For further information, please contact Linda McIntyre at Consolidated on 0131 240 8432 / 0771 850 4734 or email lindam@consolidatedpr.com

Photocall:

You are invited to send a photographer/reporter/camera crew to Summerfield House, 2 Eday Road, Aberdeen on Thursday 28 May 2009 at 10.00am.

Photo and interview opportunities:

• Pauline Strachan, deputy medical director for NHS Grampian will be available for interview
• Oversized version of the campaign leaflet, which will be distributed to homes across Grampian throughout June, will be available for photography

Notes to editors:

• Images from the advertising campaign are available
• The research into awareness of NHS services is taken from an omnibus study conducted by Progressive Partnership between 20 March and 19 April 2009.
• The statistics on usage of GP and A&E services are taken from ‘Self Care – A Real Choice, Self Care Support – A Practical Option’ published by the Department of Health in January 2005.
• Additional quotes relating to the NHS services signposted as part of the ‘Know who to turn to’ campaign are available