

RIGHT CARE RIGHT PLACE

STAKEHOLDER TOOLKIT



INTRODUCTION

- The Right Care Right Place campaign aims to raise awareness of the range of healthcare services available, and help people access the care that is most appropriate for their medical and health needs.
- With COVID-19 still among us, this winter it is more important than ever that we access the right care in the right place to ease the pressure on our NHS.
- You can download the full toolkit here from [Dropbox](#) or, if WeTransfer is preferred, click on the links provided on the relevant pages. For all enquiries, please contact sgmarketing@gov.scot



COMMUNICATION PLANS

- The paid-for campaign runs from 9th – 29th November, with radio launching on 9th November, followed by TV/AV on 15th November.
- Promoted posts on social media will be a rotation of six 'trusted voice' videos featuring professionals in A&E, General Practice, Nursing, Pharmacy, Dental and Optometry.
- A 12-page booklet also will be delivered by Royal Mail to all households in Scotland w/c 6th Dec.
- Our landing page is [NHSinform.scot/right-care](https://www.nhs.uk/infomedia/scotland/right-care)



KEY MESSAGES

If you are writing about the campaign to your followers or on your website, here are the key messages to include:

- If you think you need A&E but it's not critical or life-threatening, call NHS 24 on 111, day or night, or contact your General Practice.
- For critical emergencies, such as a suspected heart attack, stroke, severe injury or excessive bleeding, call 999 or go to your local A&E.
- For more information, visit [NHSinform.scot](https://www.nhs.uk/information).

Non life-threatening
▼
Call NHS 24 on 111 or
your General Practice

Critical emergencies
▼
Call 999 or
Visit A&E



CAMPAIGN LOCK UP

- A visual identity lock up has been created to appear alongside the logos. This is available in a jpg, png and eps formats and in the three colourways: blue, black and white.
- We encourage use of the lock up on other materials signposting NHS Scotland services e.g. Pharmacy First.
- The lock up must not be altered in shape, text, colour, or orientation, and should only be placed on a solid background.
- Download the lock up assets via [WeTransfer](#).



TV / AV CAMPAIGN

- The 40sec TV ad features Jason Leitch, National Clinical Director, and Dr Gregor Smith, Chief Medical Officer.
- You can link to the the 40sec ad on [YouTube](#). Versions with [subtitles](#) and [BSL](#) are also available.



EDITORIAL COPY – LONG FORM

We can all do our bit to reduce the pressure on our NHS by seeking the right care in the right place for our health needs. Here's a guide to some of the services offered by the NHS, to help you determine the best one(s) for your healthcare needs:

NHSinform.scot

This website provides accurate and reliable information to help you make informed decisions about your health needs. It includes advice and information on:

- How to help yourself manage common symptoms such as fever, earache and vomiting.
- Home treatments and over-the counter remedies.
- Symptom checkers to let you know where to go if you need further medical care.

Community pharmacy

If you have a minor illness, a local pharmacy should be your first stop. Your local pharmacy can help with:

- Managing your repeat prescriptions.
- Accessing free emergency contraception.
- Advice and treatment for minor illnesses and common conditions.

General Practice

General Practices are open and available for your health and wellbeing needs, but they are continuing to work differently as a result of COVID-19. Think about whether you can manage your illness yourself, or visit your local pharmacy before calling your General Practice.

NHS 24 on 111

NHS 24 on 111 can help you get the right care if:

- You think you need A&E, but it's not life threatening.
- Your GP or dental practice is closed, and you cannot wait until they reopen.

A&E/999

Your local A&E is for emergencies, such as:

- severe injury
- a suspected heart attack or stroke
- severe breathing difficulties
- severe bleeding

Continued/...



**Right Care
Right Place**

WINTER 21/22

EDITORIAL COPY – LONG FORM (CONT)

Mental health support

Mental health and wellbeing services are available to provide free support for a range of conditions such as stress, anxiety, depression, and feelings of panic. There is a range of support available via telephone and online services.

You can call Breathing Space on 0800 83 85 87. They are available Monday – Thursday 6pm to 2am and weekends Friday 6pm to Monday 6am. You can also visit breathingspace.scot or clearyourhead.scot for practical advice and ideas on how to look after your mental wellbeing. For urgent support please call NHS 24 on 111, 24 hours a day.

Dentist

You should contact your dentist if you have any pain or problem in your mouth. This includes mouth injuries and ulcers that won't heal. If you're not registered with a dentist, phone your regional dentist helpline. You can find the number at <https://www.nhsinform.scot/>.

Optometrist

If you have an eye problem, you should always contact an optometrist first. The majority of eye conditions can be managed by these highly skilled and specialised clinicians.

Maternity care

Maternity services have continued to provide high quality care and support throughout the pandemic. However, the way in which these services are accessed may be different. For example, your midwife or GP may carry out appointments and consultations via

Planned hospital care

NHS Scotland is continuing to treat patients based on their clinical urgency. If you are currently waiting for an appointment or procedure and your symptoms worsen, please contact your hospital clinical team or your General Practice.

COVID-19 guidance

When making an appointment with any NHS service you must tell the health team if you, or anyone you live with, have any respiratory or other COVID-19 symptoms.

Some other things to remember:

- You should also wear a face covering unless you are exempt.
- Please keep a safe distance from others.
- Staff will be wearing appropriate PPE.
- Follow any COVID-19 safety instructions you are given by staff.

For further information on where to access the right medical care, visit [NHSinform.scot/right-care](https://www.nhsinform.scot/right-care).

Download the editorial via [WeTransfer](#).

EDITORIAL COPY – SHORT FORM

This winter, there is likely to be unprecedented demand put on our health and social care services. That's why it is vital that we all think about how we can play our part to reduce the pressure on our NHS. There are three important things to consider when accessing healthcare:

Access care in the right way

Across health and social care there are a range of services and experts available to help. They are often based locally or online to make sure accessing the care you need is convenient and timely. Please familiarise yourself with the different areas of care at gov.scot/right-care.

Respect and support our health and social care staff

The positive support shown for NHS staff since the pandemic has really made a difference, and we'd like you to keep showing your appreciation. Be patient, be kind and do all that you can to allow health and social care staff to do their jobs.

Continue to follow COVID-19 guidance and rules

Together, we must all do our bit to reduce the spread of COVID-19. Positive actions such as maintaining hand hygiene, wearing face coverings, isolating if you have symptoms, regular testing, and getting your vaccine will continue to make a big difference as we move forward.

For further information on where to access the right medical care, visit gov.scot/right-care

Download the editorial via [WeTransfer](#).



Right Care
Right Place

WINTER 21/22

SOCIAL MEDIA - ASSETS

- Graphics and copy have been produced for social media, featuring each of the healthcare services featured in the Right Care Right Place campaign.
- You can download the assets for posting to your own channels or, if preferred, you can re-share the Scottish Government's campaign posts across Facebook, Twitter and Instagram.
- Download the assets via [WeTransfer](#).



If you have a minor illness, such as a cold, an upset stomach or general aches and pains, your local pharmacy is the first place you should go for advice.

CTA: [NHSInform.scot/pharmacy](https://www.nhsinform.scot/pharmacy)



General Practices are open and available for your health and wellbeing needs, but they are continuing to work differently as a result of COVID-19. Find out more at [NHSInform.scot/gp](https://www.nhsinform.scot/gp).

CTA: [NHSInform.scot/gp](https://www.nhsinform.scot/gp)

SOCIAL MEDIA - ASSETS



**NHS 24
ON 111**

Right Care
Right Place

If you think you need A&E, but it's not life threatening, call NHS 24 on 111. Or for guidance and advice around common conditions, visit:

<https://www.nhs24.scot/our-services/nhs-inform/>

CTA: [NHSInform.scot/right-care](https://www.nhs24.scot/right-care)



A&E / 999

Right Care
Right Place

A&E is for emergencies, such as severe injury, a suspected heart attack or stroke, breathing difficulties, or severe bleeding.

CTA: [NHSInform.scot/right-care](https://www.nhs24.scot/right-care)



**PLANNED
HOSPITAL CARE**

Right Care
Right Place

Planned care refers to pre-arranged health appointments either in a community setting or in the hospital. Planned care services can be accessed for persistent conditions such as diabetes, carpal tunnel and dermatological issues.

CTA: [NHSInform.scot/waitingtimes](https://www.nhs24.scot/waitingtimes)



**MATERNITY
CARE**

Right Care
Right Place

Maternity care is key to maintaining the best health for yourself and your baby during pregnancy. You should start your maternity care as soon as possible once you know you're pregnant. You can do this by contacting your General Practice.

CTA: [NHSInform.scot/ready-steady-baby](https://www.nhs24.scot/ready-steady-baby)

**Right Care
Right Place**

WINTER 21/22

SOCIAL MEDIA - ASSETS



MENTAL HEALTH SUPPORT

Right Care
Right Place

If you're in need of mental health support, you can contact your General Practice, or call NHS 24 on 111. You can also call Breathing Space on 0800 83 85 87, open Monday – Thursday 6pm to 2am and weekends from Friday 6pm to Monday 6am.

CTA: [NHSInform.scot/mentalhealth](https://www.nhs.uk/inform/scot/mentalhealth)



DENTIST

Right Care
Right Place

If you're experiencing dental problems such as tooth pain, swollen or bleeding gums, or an injury to your mouth, your local Dental Practice should be the first place you contact. If you're not registered with a dentist, find your regional dentist helpline at NHS inform.

CTA: [NHSInform.scot/dental](https://www.nhs.uk/inform/scot/dental)



OPTOMETRIST

Right Care
Right Place

If you're experiencing eye problems such as a red or sticky eye, blurred vision, or flashes and floaters, please contact your optometrist who will be able to assist you.

CTA: [NHSInform.scot/optometry](https://www.nhs.uk/inform/scot/optometry)



SOCIAL CARE

Right Care
Right Place

If you or someone you know needs help with day-to-day living because of a serious or complex illness or disability, you may be eligible for NHS funded social care. Care Information Scotland provides a range of information and advice on care services, and how to access them. You can call them on 0800 011 3200.

CTA: [NHSInform.scot/right-care](https://www.nhs.uk/inform/scot/right-care)

Right Care
Right Place

WINTER 21/22

TRUSTED VOICES

- Six Trusted Voice videos have been produced featuring front line professionals from different areas of the health service. These videos will feature in promoted posts on Facebook and Instagram from w/c 22nd Nov.
- Each video can be viewed by clicking on the contributor's image. You can download the videos from [Dropbox](#), or via WeTransfer by clicking on each contributor's name and title.

Right Care
Right Place



“ The ongoing pandemic means this winter will be exceptionally difficult for our NHS but we can all do our bit to help protect our health services by considering what care we need and where is best to get it. ”

[Dr. John Harden](#)
Deputy National Clinical Director



“ General Practices are open and are here for you. The NHS Inform website guides you through the options available to you, depending on the care you need. By using the right health care setting, you'll often get treated quicker and closer to home. ”

[Dr. David Shackles](#)
Joint Chair, RCGP Scotland

TRUSTED VOICES



Nursing

“ Our nurses - working in hospitals, in General Practice and in the community - want to provide the best care for you this winter. You can help us by making sure you go to the right place for the care you need. ”

[Prof. Alex McMahon](#)
Chief Nursing Officer



Pharmacy

“ NHS services are experiencing significant levels of demand and pressure. If you’ve a minor illness your local community pharmacy should be the first place you seek advice or treatment after reading the self-help guides on NHS Inform. ”

[Prof. Harry McQuillan](#)
CEO at Community Pharmacy Scotland



Dentistry

“ Your local dentist is not just there for dental check-ups. If you have toothache, pain, swellings, injury to your mouth or any ulcers or odd patches that don’t go away after a couple of weeks, phone your dentist to make an appointment. ”

[Gillian Leslie](#)
Deputy Chief Dental Officer



Optometry

“ The NHS is here for you this winter but please help us to get you the right care in the right place. If you have an eye problem, you should phone your opticians to make an appointment. The majority of conditions can be managed by an optometrist. ”

[Julie Mosgrove](#)
Vice Chair of Optometry Scotland

ANIMATION

- A short animation with voiceover has been created to promote the range of healthcare services and to reinforce the Right Care Right Place message. Click on the screen to view.
- Download the animation via [WeTransfer](#).

A computer monitor with a black frame and a black stand. The screen is white with a blue gradient at the bottom. The text on the screen is in blue and reads: "To make sure you get the right care in the right place and to find out more about these services, visit NHSinform.scot/right-care."

**To make sure you get the right care
in the right place and to find out
more about these services, visit
NHSinform.scot/right-care.**

DIGITAL BANNERS

- Banners have been created for use on stakeholder website and email signatures.
- Website banner: 960 x 540px
- Email banner: 600 X 200px
- Download the banners via [WeTransfer](#).

Web Banner



E-mail Signature Banner



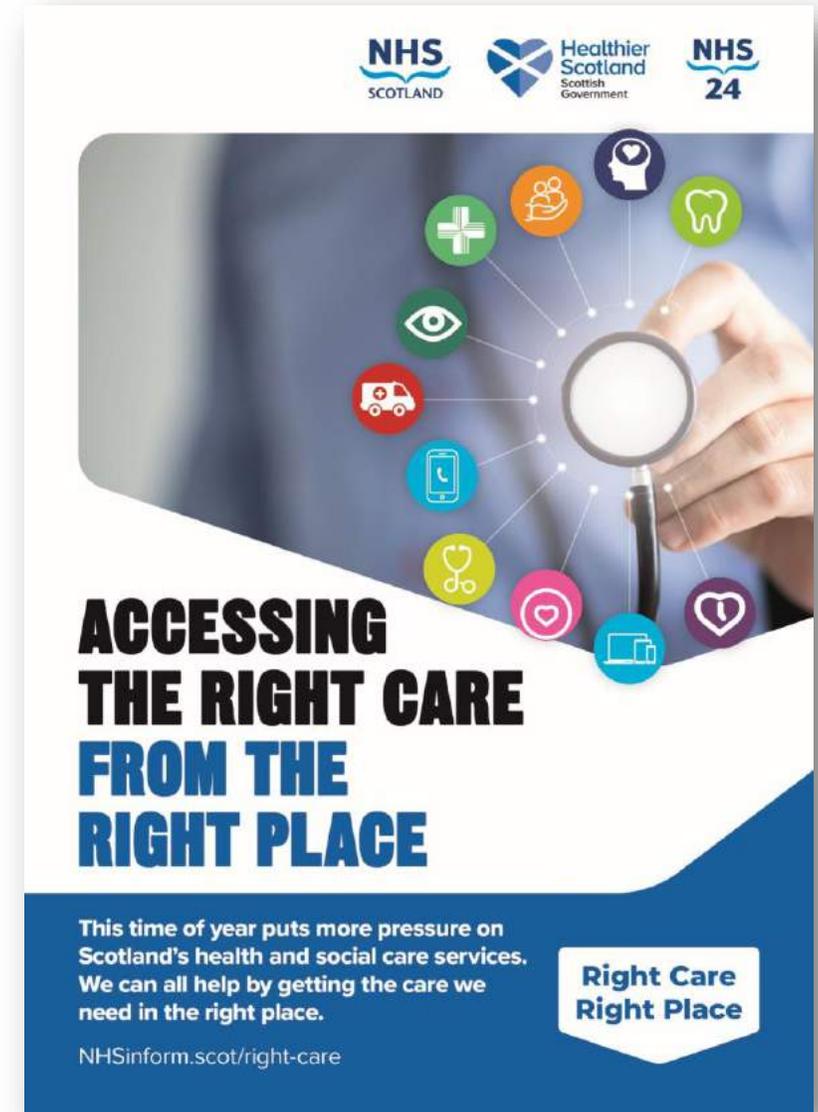
MAILER - 12 PAGE BOOKLET

- Our 12-page booklet will be delivered via Royal Mail to all households in Scotland w/c 6th December.
- The booklet can be accessed via gov.scot/rightcare alongside translations and accessible formats, or you can download these via [Dropbox](#) or [WeTransfer](#).

Accessible Formats: Audio MP3, Easy Read and Large Print.

Languages: Arabic, Bengali, BSL, Bulgarian, Chinese Simplified, Chinese Traditional, Dari, Farsi, French, Gaelic, Hindi, Hungarian, Kurdish Sorani, Latvian, Lithuanian, Pashto, Polish, Punjabi, Romanian, Russian, Slovakian, Somali, Spanish, Urdu and Vietnamese.

Right Care
Right Place



The booklet cover features the NHS Scotland logo, the Healthier Scotland Scottish Government logo, and the NHS 24 logo. The central image shows a hand holding a stethoscope over a network of colorful medical icons including a cross, a pregnant woman, a tooth, an eye, a ambulance, a smartphone, a stethoscope, a heart, and a brain. The title 'ACCESSING THE RIGHT CARE FROM THE RIGHT PLACE' is prominently displayed in bold blue and black text. Below the title, a blue banner contains the text: 'This time of year puts more pressure on Scotland's health and social care services. We can all help by getting the care we need in the right place.' To the right of this banner is a white box with the text 'Right Care Right Place'. At the bottom left of the banner is the URL 'NHSinform.scot/right-care'.

WINTER 21/22

MAILER-READY RECKONER

- An 'at a glance' A4 guide to services is provided on the reverse of the cover letter accompanying the 12 page mailer. A print-ready version can be downloaded below.
- Download the Ready Reckoner via [WeTransfer](#).

ACCESSING THE RIGHT CARE FROM THE RIGHT PLACE



	NHS 24 <p>NHS Inform includes self-help guides for a range of common conditions: NHSinform.scot/self-help-guides. If you have a non-life threatening condition for which you would previously have visited A&E, you should now first call NHS 24 on 111 or contact your General Practice.</p>
	Community Pharmacy <p>Your local pharmacy should be your first stop for common conditions such as:</p> <ul style="list-style-type: none">• Colds• Sore throat• Indigestion• Cold sores• Diarrhoea• Aches and pains <p>Your pharmacy can also help if you run out of your repeat prescription.</p>
	Mental Health Support <p>For help with your mental health and wellbeing: Call NHS 24 on 111, 24/7, 365 days a year. Breathing Space: 0800 83 85 87 Weekdays: Monday - Thursday 6pm to 2am Weekends: Friday 6pm - Monday 6am</p>
	Dentist <p>Contact your dental practice if you have:</p> <ul style="list-style-type: none">• Tooth pain• Painful or bleeding gums• Swelling to your mouth• Injury to your mouth <p>Your dental practice can also give advice on oral hygiene.</p>
	Optometrist <p>The majority of eye conditions can be managed by your local optometrist (optician), including:</p> <ul style="list-style-type: none">• Red or sticky eye• Blurred or reduced vision• Pain in or around your eye• Flashes and floaters
	General Practice <p>Your General Practice has a range of clinicians to help with both mental and physical health conditions. You may be offered a face-to-face, telephone or video consultation, as clinically appropriate.</p>
	Minor Injuries Unit <p>You may be asked to attend your local Minor Injuries Unit for non-life threatening but painful injuries such as:</p> <ul style="list-style-type: none">• Cuts and minor burns• Sprains and strains• Suspected broken bones and fractures
	A&E or 999 <p>Your local A&E is for emergencies such as:</p> <ul style="list-style-type: none">• Suspected heart attack or stroke• Breathing difficulties• Severe bleeding

If you are unsure about where to go or who to see, find out at: [NHSinform.scot/right-care](#)

THANK YOU!

**Right Care
Right Place**

WINTER 21/22