

NHS 'OPEN FOR BUSINESS' CAMPAIGN

Introduction

The coronavirus pandemic has resulted in a decrease in people accessing NHS services for a range of conditions that are not related to coronavirus. This appears to be impacting: adults and children attending at A&E departments for urgent and emergency medical issues, including serious conditions such as stroke and heart attacks; cancer patients attending their ongoing treatments; and expectant mothers attending for regular scans.

The NHS 'Open for business' campaign has been created to help address this issue by giving people permission to access NHS services and reassuring them that they won't be a burden on the NHS. The campaign title 'open for business' is not used within the campaign messages.

The overarching campaign will be supported by communications activity that will target specific patient groups with messages that are relevant to their situation and condition.

Background

The NHS England and NHS Improvement Marketing Team have been working with the COVID Behaviour Change Team and the marketing team in the Cabinet Office, who are responsible for the national coronavirus campaign, to develop the NHS 'Open for business' campaign.

Public Survey

- 15% of people would not attend hospital if they or a member of their family needed urgent care and 45% have some concerns.
- It's clear that COVID-19 is a key cause for concern. The more the statements explicitly mentioned COVID-19 in the prompted question the higher the level of concern:
 - 44% are concerned with catching the virus and bringing it home to loved ones.
 - 41% are worried of contracting it.
 - 29% are also concerned about being a burden on the hospital.

Aim

The strategic aim of the NHS 'Open for business' campaign is to increase the number of people accessing NHS services for non-coronavirus medical issues when they have a medical need or have been instructed to.

Audiences

The primary audience for this campaign is all adults.

However specific messages to target particular audience segments have been developed with data on these audience groups:

- Cancer patients;
- Those most vulnerable to heart attacks and strokes;
- Mental health patients;
- Parents with young children;

- Pregnant women; and
- Patients with learning disabilities or autism.

The campaign key messages and the audience data are provided at **Annex B and C**.

Creative

A range of messages and creative routes were tested through focus groups to identify the most effective creative for this campaign.

Copy

The headline 'HELP US HELP YOU TO GET THE TREATMENT YOU NEED' performed well in the research and covers all the different types of conditions and services that we need to encourage people to access.

The body copy 'IF YOU NEED MEDICAL HELP YOU SHOULD STILL CONTACT YOUR GP PRACTICE, USE NHS 111 ONLINE OR CALL 111. IF YOU ARE TOLD TO GO TO HOSPITAL IT IS IMPORTANT THAT YOU GO TO HOSPITAL.' also performed well in research. This message worked well in giving our audiences permission to access NHS services, the reassurance they needed that this was right action to take and helped address the worry about being a burden on the NHS. It also clearly explained to people how they should access NHS services.

The end line 'WE'LL GIVE YOU THE CARE YOU NEED' worked well with all audiences as it reinforced the body copy in giving permission to access the NHS services.

Imagery

A range of different designs for the campaign were tested and the design that is our preferred route features an authoritative member of NHS staff. This worked for all the groups it was felt that the use of a member of staff explicitly gave permission to access NHS services and helped to address concerns about being a burden on the NHS.

The approved creative is included at **Annex A**.

Media Strategy

The media strategy has been developed with the Cabinet Office and will be delivered as part of the national coronavirus campaign. The Cabinet Office have agreed to make some of the media that has been bought for the national campaign available for this activity. The paid for channels will be social media, digital channels and press only, these will reach our broad target audience and can be delivered at short notice.

The national coronavirus campaign is being delivered across the UK, but the media for the NHS 'Open for business' campaign will be limited (as much as possible) to England only.

Campaign assets and guidance is being made available via the Campaign Resource Centre for local NHS communications teams and partner organisations to use. This includes a key messages document (provided at **Annex B**) to ensure that consistent advice is provided to all our audiences.

Campaign Timings

- Campaign assets will start to be made available on the campaign resource centre for NHS comms teams and partner organisations to use from 24/4/2020
- Campaign goes live through owned and earned channels 25/4/2020.
- Paid for media starts (subject to confirmation from Cabinet Office) 27/4/2020

Evaluation

The outcome of this campaign will be measured through operational data on the number of patients accessing NHS services.

ANNEX A

Approved press advertisement.



HM Government

NHS

**Help us help
you get
the treatment
you need.**

If you need medical help you should
still contact your GP practice, use
NHS 111 online or call 111.

If you are told to go to hospital it is
important that you go to hospital.

We'll give you the care you need.

ANNEX B

KEY GENERIC MESSAGES

- If you need medical help, the NHS is still here for you.
- If you need medical help from your GP practice, contact them either online, by an app or by phone to be assessed.
- If you need urgent medical help, use the NHS 111 online service. If you cannot get help online, call 111.
- If it's a serious or life-threatening emergency, call 999
- If you are told to go to hospital it is important that you go to hospital.
- You should continue to attend your appointments, unless you have been told not to attend.

Prescriptions

- You can order your repeat prescriptions on the NHS App and through your GP surgery or pharmacy's online service, where available.
- If you need to collect a prescription and have coronavirus symptoms or are self-isolating at home – please arrange for a friend, relative or volunteer to collect for you.
- To help us to keep supplying medicines to everyone who needs them, please only order repeat prescriptions in your usual quantities at the usual time.

Routine vaccinations

- It is important that you or your baby or child still have routine vaccinations. They protect against serious and potentially deadly illnesses and stop outbreaks in the community.
- If the person needing vaccination has coronavirus symptoms or is self-isolating because someone in the household is displaying symptoms, please contact your GP practice for advice.

SPECIFIC MESSAGES

Cancer Patients

- If you have a symptom that you are worried about, you must contact your GP Practice.
- Your clinician will discuss with you the benefits of starting or continuing your cancer treatment against the increased risks of contracting coronavirus.

Heart Attack Patients

- If you think you or a family member are suffering with the symptoms of a heart attack you must dial 999 immediately.
- If you or a family member develop symptoms such as heavy or tight chest pain that may spread to your arms, neck or jaw, or make you breathless, sick, sweaty or light-headed and that doesn't go away, this could be caused by a heart attack. Dial 999 immediately.

Stroke Patients

- If you think you or a family member are suffering with the symptoms of a stroke you must dial 999 immediately.
- You can spot the symptoms of a stroke by using the FAST test:
 - **F**ace - is the face drooping / fallen on one side? Can they smile?
 - **A**rms - can they raise both arms and keep them there?
 - **S**peech - is it slurred?
 - **T**ime to call 999 if you see any of the above signs

Pregnant Women

- If you are pregnant it is important that you still attend your antenatal appointments and continue to seek advice from your midwife or maternity team.
- If you are worried about your health or the health of your unborn baby, please contact your midwife or maternity team.

Parents of young children

- If you are worried about the health of your baby or child, please call 111.
- If it's a serious or life-threatening emergency, call 999

Mental Health

- NHS is here to support your mental health during the coronavirus pandemic, as well as your physical health.
- If you are concerned about the mental health of your child, please contact your GP or check online self-referral options for under 18 years olds at:
www.nhs.uk/conditions/stress-anxiety-depression/
- If you are facing mental health issues contact your GP or key worker, if you have one, and continue to access your mental health services as usual. We are also still open for new referrals, via your GP or online.
- If you're experiencing stress and anxiety, you can get further information, including how to self-refer to psychological therapies at:
www.nhs.uk/conditions/stress-anxiety-depression/

- If you are facing a mental health crisis, use the NHS 111 online service. If you cannot get help online, call 111.

Learning Disability and Autism

- If you need medical help reasonable adjustments will be made so you get the right care and support.
- Your local community teams and crisis support lines are available if you are worried or anxious.

ANNEX C

AUDIENCES

The overarching campaign messages are aimed at all adults in England.

Data on the audiences for the specific campaign messages are detailed below and have been provided by Public Health England.

Cancer Patients

Our broad audience is all adults over 50, with a focus on lower socioeconomic groups:

- **Age:** incidence rates rise steeply from around age 55-59. (The highest rates are in the 85 to 89 age group for both females and males)
- **Lower socioeconomic groups:** as cancer incidence is higher in more socio-economically deprived groups than the least deprived groups.
- **Gender:** cancer incidence is higher in men than women, however consideration needs to be given to the role of women in family health, so recommendation for targeting to be equally weighted for both men and women.

Data is limited on the relationship between ethnicity and cancers incidence and mortality, however consideration should be given to specific targeting of Black and Asian ethnic minority groups:

- **Ethnicity:** Whilst overall, for all cancers, only black males are more likely to have cancer than white men or women, there are specific issues with certain cancers (both in terms of incidence and mortality), and specific targeting should be considered for:
 - Black men and women (who have higher rates of cancers of the stomach for those aged over 65 years and all ages and liver as well as myeloma)
 - Overall, black men are more likely to have cancer than white men, in particular prostate cancer
 - Black women have significantly poorer survival from breast cancer than white women, and higher risk of cervical cancer aged 65+
 - Asian men and women (who are more at risk of liver cancer)
 - Asian women are more at risk of mouth cancer and cervical cancer (for 65+ women)

Heart Attack Patients

Our broad audience is adults aged 50+, with a focus on:

- **Gender:** Men (who are more likely to die from CHD, and have a first heart attack at a younger age)
- **Lower SEGs:** who are more likely to exhibit risk behaviours such as smoking, leading an inactive lifestyle or are overweight or obese
- There is a pronounced **regional** skew: 25-44s in the North of England are 47% more likely to die from heart and circulatory diseases as those in the South
- **Ethnicity:** People who are South Asian, Black African, or Black African Caribbean are more likely to develop heart and circulatory diseases than white Europeans

Stroke Patients

Our broad audience is all adults over 50, with a focus on:

- **lower socioeconomic groups**, who are more likely to experience a stroke; and
- **Gender**: men as they are more likely to exhibit risk behaviours, experience stroke at a younger age and more likely to delay seeking medical attention.

There is a smaller target audience of specific ethnic minorities who are more at risk:

- **black people** are more likely to experience a stroke; and
- **black African, black Caribbean and South Asian** people are likely to have strokes at a younger age.

Pregnant Women

Based on ONS Birth Characteristics data, our audience are:

- Women, aged 20-45 (majority fall within 25-34 bracket)
- Audience are largely white, with Pakistani, Black African and Indian women making up the largest non-white groups)
- Significant proportion of these women live in London and the South East, although the North West, East of England and West Midlands also have sizeable numbers of births.

Parents of young children

Based on ONS families & household and births data, our audience are:

- Men and women, aged 22-60 (majority fall within 27-45 bracket). Audience are largely white, with Pakistani, Black African and Indian women making up the largest non-white groups.
- Significant proportion of parents live in London and the South East, although the North West, East of England and West Midlands also have sizeable numbers of births.

Learning Disability and Autism

- There are around 1.5 million people with a learning disability in the UK- over 1.2 million in England.
- Autism is a lifelong condition and a part of daily life for around 600,000 people in England
- It is estimated that 20-30% of people with a learning disability also have autism
- People with a learning disability and autistic people are more likely than the general population to have physical and mental health conditions which is why it is very important to get the healthcare you need during this time.