

Stakeholder briefing

'Get in the know' campaign



February 2023

V4

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Introduction

Get in the know is a new campaign that launched in November 2022 to support people in Leicester, Leicestershire and Rutland to get the right care for their particular medical problem as quickly as possible when they are unwell or injured.

When people need medical assistance, it can be difficult to think clearly about what to do. This new campaign gives people a single source of information to refer to – www.GetInTheKnow.co.uk - either at the time they need it or in advance.

People are particularly encouraged to get in the know (learn) about local services, before they need to know, to help them get the right care in a timely manner.

Over several weeks the NHS will be introducing the individual themes under the 'Get in the know' series to raise awareness in small steps. These include mental health services, your GP practice, treating minor ailments and what to do if you need urgent help.

You can keep up to date with the progress of the campaign and access the latest promotional toolkits at:

<https://leicesterleicestershireandrutland.icb.nhs.uk/help-promote-get-in-the-know/>

Please let us know if you produce any content for your patients, service users and communities using this toolkit so we can include the details in our evaluation. You will find the email address at the end of this document.

Aims and objectives

Through this campaign we want to:

- Raise awareness of the local options when people are unwell or injured
- Encourage people to visit, and keep visiting, getintheknow.co.uk for advice what to do

We want people to:

Know....	Feel...	Do....
They can use NHS 111 online, their local pharmacy or the NHS app for advice on looking after minor ailments.	Supported to use the right service.	Visit getintheknow.co.uk for advice when they have a health need.
How to use their GP practice to get care as quickly as possible.		Use local pharmacies, the NHS app and NHS 111 Online for minor ailments.
To use NHS 111 for urgent medical problems.		Use NHS 111 for urgent medical problems.
Using the right service for their medical problem will help them get care more quickly.		
Which services can help them with a mental health problem.		

Key messages

The messaging framework below underpins the campaign.

<i>Get in the know about local health services.</i>	Key message 1	Key message 2	Key message 3
	<i>Find out which services to use when you are unwell or injured</i>	<i>Get the right care as quickly as possible.</i>	<i>Everything you need all in one place.</i>
Supporting message 1	You can treat many minor ailments yourself with support from NHS 111 online, a pharmacy or the NHS App.	Using the right service for your medical problem keeps your waiting times down.	A single website to refer to: www.GetInTheKnow.co.uk
Supporting message 2	Use your GP practice if you can't treat it yourself.	It can be difficult to think clearly when you have a medical problem, so use the website as a prompt.	Visit when you need it or learn about local services in advance
Supporting message 3	Click or call NHS 111 for urgent medical problems.	Or learn about services in advance, so you can act more quickly.	You will have the most up-to-date, local information at your fingertips

Each phase of the campaign will delve further into these messages in more detail.

Branding

The campaign will be launched under the NHS Leicester, Leicestershire and Rutland brand, also indicating its role as part of the Leicester, Leicestershire and Rutland Health and Wellbeing Partnership. To tie together all the phases of the campaign, a new campaign lock-up has been created to draw attention to new service information.

NHS logo



Health and Wellbeing Partnership logo




Get in the know lock up




Website

Through the campaign we are encouraging people to visit www.GetInTheKnow.co.uk for advice about local services.

Get in the know about what to do if it's urgent



Just think 111 online first
When you think you need A&E, go to 111.NHS.UK. We can arrange for you to be contacted by a nurse or GP.



If it's life threatening
Accident and Emergency and the ambulance service are for life threatening situations only. Find out when to use them.

NHS 111
If you need urgent medical assistance use NHS 111, online or by phone, to get the right care as quickly as possible.

[Click Here](#)

Urgent care services
If it's not life threatening, but you need to be seen quickly. Book with NHS 111.


[Click Here](#)

Urgent mental health care
Get support with your mental health now. Call 999 if there is a threat to life.

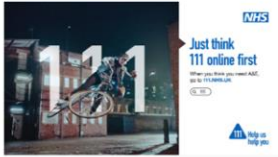
[Click Here](#)

Urgent dental care
For an urgent dental problem or extreme dental pain.

[Click Here](#)




Get in the know about how to treat minor ailments




NHS 111 Online
Get general advice or specific advice for your particular symptoms.

[Click Here](#)



NHS app or NHS website
A simple and secure way to get health advice on your smartphone or tablet.


[Click Here](#)



Local pharmacy
The right people to see if you need advice or over-the-counter medicines.


[Click Here](#)

Get in the know about...




Your GP practice
Oversees all aspects of your physical and mental healthcare.

[Click Here](#)



Mental health services
Find out all the local options for mental health support.

[Click Here](#)



Dental care
Urgent, non-urgent and routine dental care - get in the know.

[Click Here](#)

Viewing the website in languages other than English

The website can be viewed in several languages. Visit www.getintheknow.co.uk and select the language button in the bottom right hand corner of the website:



Then select the language of your choice:



Theme 1: Mental health services

The mental health and wellbeing theme of the Get in the know campaign aims to encourage and support people to get the right care as quickly as possible, by raising awareness of the local services that can support them if they have a mental health problem, whether it's urgent, an emergency or they just need a little extra support.

The www.GetInTheKnow.co.uk website provides more information about the services that are available.

The messaging framework below underpins the mental health theme:

<i>Get in the know about mental health and wellbeing services.</i>	Key message 1	Key message 2	Key message 3
	<i>Find out what is available locally to support you with your mental health and wellbeing.</i>	<i>Get the right care as quickly as possible.</i>	<i>Making time for mental wellbeing self-care is important.</i>
Supporting message 1	If it's not urgent, use your GP practice, the local talking therapies service (Vitamins) or the Mental Health Wellbeing and Recovery Support Service.	Visit www.getintheknow.co.uk to find out what is available.	Embed self-care into your routine
Supporting message 2	If it's urgent contact the Central Access Point, NHS 111 or visit a crisis café.	Using the right service for your particular mental health concern keeps your waiting time down.	Feel better and more in control.
Supporting message 3	Call 999 if there is an immediate threat to life.	Additional support is available in your local community.	It's OK to ask for help.

Theme 2: Minor ailments

The minor ailment's theme of the Get in the know campaign aims to encourage and support people to get the right care as quickly as possible, by raising awareness about which NHS services to use when they have a minor illness or injury.

If people are generally in good health, they can treat many minor ailments themselves without needing to go to their GP practice or another NHS service. If they do need some extra support to do that, this part of the campaign encourages people to use NHS 111 Online, the NHS App or their local pharmacy for advice about what to do.

The www.GetInTheKnow.co.uk website provides more information about these services. People are encouraged to try to treat the problem themselves, using these services for advice before contacting their GP practice.

The messaging framework below underpins the minor ailments theme:

<i>Get in the know about treating minor ailments..</i>	Key message 1 <i>You can treat many minor ailments yourself.</i>	Key message 2 <i>Get in the know about where to get support.</i>	Key message 3 <i>Get the right care as quickly as possible.</i>
Supporting message 1	In most cases the illness will get better by itself so you don't need an NHS appointment.	Find trusted NHS information on hundreds of conditions on the NHS app or NHS.uk	Using the NHS App, NHS 111 Online and your local pharmacy is more convenient for many people for treating minor ailments, and you will get care more quickly than using your GP practice or A&E.
Supporting message 2	Support is available from the NHS app, NHS 111 Online or your local pharmacy.	Get help for your symptoms and general health information with NHS 111 Online	Get in the know about the options for minor ailments, before you need to know, so you can act quickly when the time comes.
Supporting message 3	Antibiotics don't work for viral infections such as colds and flu, and most coughs and sore throats. You don't need an NHS appointment.	Get expert and convenient advice on medicines and minor ailments from your local pharmacy.	Or use the website as a prompt when you are unwell.

Theme 3: GP practices

The purpose of the GP practice aspect of the Get in the know campaign is to educate people about how to use their GP practice nowadays, to get the right care as quickly as possible.

It includes three themes:

- The expertise and roles within the whole practice team who work together to look after patients
- The various consultation types that people can use as an alternative to face-to-face appointments
- Online services available through GP practices

The messaging framework below underpins the GP practice theme overall:

<i>Get in the know about GP practices</i>	Key message 1	Key message 2	Key message 3
	<i>There might be more to your GP practice than you think.</i>	<i>Get in the know about GP practices.</i>	<i>Get the right care as quickly as possible.</i>
Supporting message 1	GP practice teams have a wide mix of specialist health professionals. You don't always need to see a GP.	Each practice operates differently – visit your practice's website to find out how it works at yours.	Tell the receptionist why you need an appointment so they can make your appointment with the most appropriate person in the practice team and using the right appointment format.
Supporting message 2	Phone, video or online consultations are more convenient and what's best for many people.	Get in the know, before you need to know, so you can act quickly and in the right way.	Receptionists are trained to do this to ensure you are seen in a timely manner.
Supporting message 3	Sign up for online services and get advice, appointments, prescriptions and information at your fingertips.		If you can, use alternative appointment types or ways of contacting your practice.

Theme 4: Urgent help

This phase of the campaign will be launched soon. This has been included ahead of time as some of the assets include content related to this topic. An updated toolkit will be circulate to include all urgent help assets.

<i>Get in the know about getting urgent help.</i>	Key message 1	Key message 2	Key message 3
	<i>When it's urgent, use NHS 111 online before going to services.</i>	Get the right care as quickly as possible.	<i>NHS 111 may book your appointment at local urgent care services.</i>
Supporting message 1	Visit 111.nhs.uk	Available 24/7, 365 days a year.	Locally there are several urgent care services: urgent care centres, urgent treatment centres, healthcare hubs and minor injury units.
Supporting message 2	call NHS 111 if you are unable to contact them online.	Find out where is the most appropriate place to go for your particular symptoms.	In most cases, you will need an appointment to be able to use them.
Supporting message 3	Call 999 or go to A&E if it is life-threatening.	They will be able to book you an appointment or give you a time-slot to minimise your waiting time.	In the first instance, use NHS 111 (online or by phone). If you need to be seen they will arrange an appointment for you at the right place, which could be at one of these services.

Promotional toolkit

The assets shown in this promotional toolkit can be downloaded from the dropbox on this web page:

<https://leicesterleicestershireandrutland.icb.nhs.uk/help-promote-get-in-the-know/>

Website assets

Text for community partners' websites

Get in the know about local health services

When you are unwell or injured it can feel more difficult to choose the right health service. Now you can get the support you need to get the right care as quickly as possible with a new local website www.GetInTheKnow.co.uk.

With everything you need in one place, you can find out which is the right service for your individual health problem and help keep your waiting time to a minimum.

You can visit this website each time you have a health need to help you get in the know, or learn, what to do. It is also worth finding out more about local services in advance so you can act more quickly when you need to.

The website includes information such as where to get support to look after minor ailments yourself, top tips for using your GP practice, what to do if you need help quickly and the local options to support you with your mental health.

Mental health services: It's OK to ask for help. Whether it's urgent, an emergency or you just need a little extra support, there are a wide range of mental health and wellbeing services in your local community.

Minor ailments: If you are generally in good health, you can treat many minor injuries or illnesses yourself. In many cases they will get better by themselves so you don't need an NHS appointment. If you do need some extra support, you can get advice from NHS 111 Online, the NHS App or your local pharmacy.

GP practices: GP practices work differently nowadays to help patients get the right care as quickly as possible. Every practice is different – Get in the know how it works at yours.

1. **GP practice teams** have a wide mix of specialist health professionals. You don't always need to see a GP. Tell the receptionist why you need an appointment so they can make it with the most appropriate person in the practice team and using the right appointment format. Receptionists are trained to do this to ensure you are seen in a timely manner.
2. **Phone, video or online consultations** are more convenient and what's best for many people. If you can, use alternative appointment types to leave face-to-face appointments for those who need them.
3. **Sign up for online services** and get advice, appointments, prescriptions and information at your fingertips. If you can, use alternative ways of contacting your practice. You might get what you need more quickly and it frees up the telephone lines for those who do need to speak to someone.

Urgent help: When it's urgent, use NHS 111 online before going to services and get the right care as quickly as possible. Find out what to do, where to go and get an appointment or arrival time. Ready to help 24/7 and 365 days a year. Go to 111.nhs.uk or dial 111.

Visit www.getintheknow.co.uk to find out more.

Banner image options to accompany website text




Image	Link
 <p>Everything you need in one place to help you find a local health service.</p> <p>Get in the know, when you need it or in advance, and get the right care as quickly as possible.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>	<p>Please link image to: https://bit.ly/3ENzVPk</p>
 <p>There are a wide range of mental health and wellbeing services in your community.</p> <p>It's OK to ask for help. Get in the know about what support is available and get the right care as quickly as possible.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>	<p>Please link image to: https://bit.ly/3UFDKuC</p>
 <p>You can get support to treat many minor ailments yourself.</p> <p>Get in the know how the NHS app, NHS 111 online or your local pharmacy can help you get the right care as quickly as possible.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>	<p>Please link image to: https://bit.ly/3Vz8E97</p>




Image	Link
<p>There might be more to your GP practice than you think.</p> <p>Get in the know about GP practices and get the right care as quickly as possible.</p>  <p>GET IN THE KNOW GetInTheKnow.co.uk</p>	<p>Please link image to: https://bit.ly/3w6lnVQ</p>
<p>GP practice teams have a wide mix of specialist health professionals.</p> <p>Get in the know about GP practice teams and get the right care as quickly as possible.</p>  <p>GET IN THE KNOW GetInTheKnow.co.uk</p>	<p>Please link image to: https://bit.ly/3GLaf5G</p>
<p>Phone, video or online consultations are more convenient and what's best for many people.</p> <p>Get in the know about GP practice appointment options and get the right care as quickly as possible.</p>  <p>GET IN THE KNOW GetInTheKnow.co.uk</p>	<p>Please link image to: https://bit.ly/3ISnOmw</p>

Image	Link
	<p>Please link image to: https://bit.ly/3HaQLc3</p>
	<p>Please link image to: http://bit.ly/3xEZtdd</p>

E-newsletter text

Get in the know about local health services

NHS Leicester, Leicestershire and Rutland has launched a new website to support local people to get the right care when they are unwell or injured, and as quickly as possible.

When you are unwell or injured, it can feel more difficult to work out what to do. By visiting www.getintheknow.co.uk each time you have a health need you can find all the up-to-date information you need in one place to help you decide. By using the right service for your individual health problem it will help keep your waiting time to a minimum. It is also worth finding out more about local services in advance so you can act more quickly when you need to.

The website includes information such as where to get support to look after minor ailments yourself, top tips for using your GP practice, what to do if you need help quickly and the local options to support you with your mental health.

Mental health services: It's OK to ask for help. Whether it's urgent, an emergency or you just need a little extra support, there are a wide range of mental health and wellbeing services in your local community.

Minor ailments: If you are generally in good health, you can treat many minor injuries or illnesses yourself. In many cases they will get better by themselves so you don't need an NHS appointment. If you do need some extra support, you can get advice from NHS 111 Online, the NHS App or your local pharmacy.

GP practices: GP practices work differently nowadays to help patients get the right care as quickly as possible. Every practice is different – Get in the know how it works at yours.

1. **GP practice teams** have a wide mix of specialist health professionals. You don't always need to see a GP. Tell the receptionist why you need an appointment so they can make it with the most appropriate person in the practice team and using the right appointment format. Receptionists are trained to do this to ensure you are seen in a timely manner.
2. **Phone, video or online consultations** are more convenient and what's best for many people. If you can, use alternative appointment types to leave face-to-face appointments for those who need them.
3. **Sign up for online services** and get advice, appointments, prescriptions and information at your fingertips. If you can, use alternative ways of contacting your practice. You might get what you need more quickly and it frees up the telephone lines for those who do need to speak to someone.

Urgent help: When it's urgent, use NHS 111 online before going to services and get the right care as quickly as possible. Find out what to do, where to go and get an appointment or arrival time. Ready to help 24/7 and 365 days a year. Go to 111.nhs.uk or dial 111.

To find out more, visit www.getintheknow.co.uk.


Text messages







- Get the right care as quickly as possible when you are unwell or injured from a new local NHS website <https://bit.ly/3ENzVPk>
- If you're feeling unwell or injured and need some expert NHS advice, get the right help, quickly by visiting: <https://bit.ly/3Fu4da3>
- It's OK to ask for help with your mental health and wellbeing. Find out about the wide range of services locally. <https://bit.ly/3UFDKuC>
- You can treat many minor ailments yourself. Get support from NHS 111 Online, NHS App or a pharmacy. Learn more at <https://bit.ly/3Vz8E97>
- GP practices are trying to make it easier for you to get an appointment. You can help by using these tips for using your practice <https://bit.ly/3waemDy>
- GP practices have a wide mix of health professionals. Explain why you need an appointment to get seen by the right person. <https://bit.ly/3GLaf5G>
- If you can, use phone, video or online consultations at your GP practice. It's often more convenient and what's best for many people. <https://bit.ly/3ISnOmw>
- If you can, use online services at your GP practice for advice, appointments, prescriptions and information at your fingertips. <https://bit.ly/3HaQLc3>
- When it's urgent, use NHS 111 online before going to services and get the right care as quickly as possible. Ready to help 24/7. <http://bit.ly/3xEZtdd>




Social media







Social posts will use the hashtag #GetInTheKnow.




Facebook







Message	Post
<p>When you are unwell or injured it can feel more difficult to choose the right health service. Now you can get the support you need to get the right care as quickly as possible with a new local website.</p> <p>With everything you need in one place, you can find out which is the right service for your individual health problem and help keep your waiting time to a minimum.</p> <p>Find out:</p> <ul style="list-style-type: none">• where to get support to look after minor ailments yourself,• top tips for using your GP practice• what to do if you need help quickly• local options to support you with your mental health. <p>#GetInTheKnow</p> <p>https://bit.ly/3ENzVPk</p>	 <p>The post features a teal banner with the text 'Everything you need in one place to help you find a local health service.' Below the banner is a woman in a blue nurse's uniform holding a tablet displaying the website. To the left of the woman is the 'GET IN THE KNOW' logo and the URL 'GetInTheKnow.co.uk'.</p>


Message	Post
<p>Visit www.getintheknow.co.uk each time you need help with a health problem for the latest information about local services all in one place. #GetInTheKnow and get the right care as quickly as possible.</p> <p>https://bit.ly/3ENzVPk</p>	 <p>Everything you need in one place to help you find a local health service.</p> <p> GetInTheKnow.co.uk</p>
<p>How to get the right care for your health problem as quickly as possible in Leicester, Leicestershire and Rutland:</p> <ol style="list-style-type: none"> 1. Visit www.getintheknow.co.uk each time you need help with a health problem, for the latest information about local services. 2. Use the right service for your particular health problem to reduce your waiting time. 3. Get in the know about local health service options in advance so you can act more quickly and automatically when you are unwell. <p>#GetInTheKnow</p> <p>https://bit.ly/3ENzVPk</p>	 <p>Get in the know about local health services.</p> <p> GetInTheKnow.co.uk</p>
<p>Visit www.getintheknow.co.uk each time you need help with a health problem for the latest information about local services all in one place. #GetInTheKnow and get the right care as quickly as possible.</p> <ol style="list-style-type: none"> 1. You can treat many minor ailments yourself with support from NHS 111 online, a pharmacy or the NHS App. 2. Use your GP practice if you can't treat it yourself. 3. Click or call NHS 111 for urgent medical problems. <p>https://bit.ly/3ENzVPk</p>	 <p>Get in the know about local health services.</p> <p> GetInTheKnow.co.uk</p>

Message	Post
<p>It's ok to ask for help if you're struggling with your mental health.</p> <p>If you're feeling down, stressed, worried or anxious there's lots of help available locally.</p> <p>Find out how to get the help you need by visiting https://bit.ly/3UFDKuC</p> <p>#GetInTheKnow</p>	 <p>Get in the know about local mental health and wellbeing services.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>
<p>Your local communities are there to support you if you need help with your mental wellbeing this winter.</p> <p>From urgent support to helpful signposting, there is lot's of help available locally.</p> <p>Find out how to get the help you need by visiting https://bit.ly/3UFDKuC</p> <p>#GetInTheKnow</p>	 <p>There are a wide range of mental health and wellbeing services in your community.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>
<p>Find out how to treat many minor ailments before you need to know!</p> <p>Support is available from the NHS app, NHS 111 Online or your local pharmacy.</p> <p>To find out more visit https://bit.ly/3Vz8E97</p> <p>#GetInTheKnow</p>	 <p>You can get support to treat many minor ailments yourself.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>

Message	Post
<p>Minor ailments such as coughs, colds and sore throats are all treatable by using your local pharmacy, NHS 111 online or the NHS App first.</p> <p>#GetInTheKnow before you need to know!</p> <p>To find out more visit</p> <p>Facebook: https://bit.ly/3Vz8E97</p>	 <p>You can get support to treat many minor ailments yourself.</p> <p> GetInTheKnow.co.uk</p>
<p>#GetInTheKnow about how to treat minor ailments this winter (plaster emoji).</p> <p>Using the NHS App, NHS 111 Online and your local pharmacy is a more convenient way to treat minor ailments, and you will get care more quickly than using your GP practice or A&E.</p> <p>Visit https://bit.ly/3Vz8E97</p> <p>#GetInTheKnow</p>	 <p>You can get support to treat many minor ailments yourself.</p> <p> GetInTheKnow.co.uk</p>
<p>Illnesses such as colds and flu, coughs and sore throats will get better by themselves, so you don't need an NHS appointment.</p> <p>If you need advice on easing symptoms, speak to your local pharmacist. (Pharmacist emoji)</p> <p>For more information visit https://bit.ly/3Vz8E97</p> <p>#GetInTheKnow</p>	 <p>You can get support to treat many minor ailments yourself.</p> <p> GetInTheKnow.co.uk</p>

Message	Post
<p>Pharmacists are experts in treating minor ailments such as coughs, colds and sore throats.</p> <p>If you need advice on easing symptoms, speak to your local pharmacist. (Pharmacist emoji)</p> <p>For more information visit https://bit.ly/3Vz8E97 #GetInTheKnow</p>	 <p>You can get support to treat many minor ailments yourself.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>
<p>GP practices have a wide mix of specialist health professionals. You don't always need to see a GP.</p> <p>Next time you need to use your practice, tell the receptionist why you need an appointment so they can make it with the most appropriate person in the practice team. Receptionists are trained to do this to ensure you are seen in a timely manner.</p> <p>Get in the know about the range of roles you might find in your GP practice https://bit.ly/3GLaf5G</p> <p>#GetInTheKnow</p>	 <p>GP practice teams have a wide mix of specialist health professionals.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>
<p>GP practices have a wide mix of specialist health professionals. You don't always need to see a GP.</p> <p>Next time you need to use your practice, tell the receptionist why you need an appointment so they can make it with the most appropriate person in the practice team. Receptionists are trained to do this to ensure you are seen in a timely manner.</p> <p>Get in the know about the range of roles you might find in your GP practice https://bit.ly/3GLaf5G</p> <p>#GetInTheKnow</p>	 <p>GP practice teams have a wide mix of specialist health professionals.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>


Message	Post
<p>Phone, video or online consultations at your GP practice are more convenient and what's best for many people. If you can, use alternative appointment types and leave face-to-face appointments for those who need them.</p> <p>Next time you need to use your practice, ask if an alternative appointment type will be suitable.</p> <p>Find out more here https://bit.ly/3ISnOmw</p> <p>#GetInTheKnow</p>	 <p>Phone, video or online consultations are more convenient and what's best for many people.</p> <p> GetInTheKnow.co.uk</p>
<p>Sign up for online services at your GP practice and get advice, appointments, prescriptions and information at your fingertips.</p> <p>Next time you need to contact your practice, use online options if you can. You might get what you need more quickly and it frees up the telephone lines for those who do need to speak to someone.</p> <p>Find out more here https://bit.ly/3HaQLc3</p> <p>#GetInTheKnow</p>	 <p>GP practices can offer health advice, appointments, prescriptions and information online.</p> <p> GetInTheKnow.co.uk</p>
<p>When it's urgent, use NHS 111 online before going to services and get the right care as quickly as possible. Find out what to do, where to go and get an appointment or arrival time. Ready to help 24/7 and 365 days a year. Find out more here http://bit.ly/3xEZtdd</p> <p>#GetInTheKnow</p>	 <p>Get in the know about getting urgent help.</p> <p> GetInTheKnow.co.uk</p>



Message	Post
<p>When it's urgent, but not life-threatening, use NHS 111 online to find out what to do, which local services to use and get an appointment or arrival time. Ready to help 24/7 and 365 days a year. Find out more here http://bit.ly/3xEZtdd</p> <p>#GetInTheKnow</p>	 <p>When it's urgent, use NHS 111 online before going to services and get the right care as quickly as possible.</p> <p>GET IN THE KNOW GetInTheKnow.co.uk</p>



Instagram posts



Please note, hyperlinks do not work for Instagram posts, only in stories. If you have a link-in-bio or linktree option on your Instagram account please add the links below to this instead and add the text “link in bio” to the post instead of the url (see next section for story options).

- Get in the know about local health services: <https://bit.ly/3ENzVPk>
- Get in the know about mental health and wellbeing services: <https://bit.ly/3UFDKuC>
- Get in the know about treating minor ailments: <https://bit.ly/3Vz8E97>
- Get in the know about the GP practice team: <https://bit.ly/3GLaf5G>
- Get in the know about alternative GP practice appointment options: <https://bit.ly/3ISnOmw>
- Get in the know about online services at your GP practice: <https://bit.ly/3HaQLc3>
- Get in the know about what to do when it's urgent: <http://bit.ly/3xEZtdd>



Message	Post
<p>Get the support you need to get the right care as quickly as possible with a new local website www.getintheknow.co.uk</p> <p>When you are unwell or injured it can feel more difficult to choose the right health service now you can easily find out which is the right service for your individual health problem and help keep your waiting time to a minimum.</p> <p>Find out:</p> <ul style="list-style-type: none">• where to get support to look after minor ailments yourself,• top tips for using your GP practice• what to do if you need help quickly• local options to support you with your mental health. <p>Visit www.GetInTheKnow.co.uk #GetInTheKnow</p>	



Message	Post
<p>How to get the right care for your health problem as quickly as possible in Leicester, Leicestershire and Rutland:</p> <ol style="list-style-type: none"> 1. Visit www.getintheknow.co.uk each time you need help with a health problem, for the latest information about local services. 2. Use the right service for your particular health problem to reduce your waiting time. 3. Get in the know about local health service options in advance so you can act more quickly and automatically when you are unwell. <p>#GetInTheKnow</p>	 <p>The poster features a woman in a blue NHS uniform holding a tablet. The text 'Get in the know about local health services.' is prominently displayed in white on a teal background. At the bottom, the NHS logo for Leicester, Leicestershire and Rutland is shown alongside the 'GET IN THE KNOW' logo and the website GetInTheKnow.co.uk.</p>
<p>Each time you need help with a health problem, find out the latest information about local services all in one place and get the right care as quickly as possible. Visit getintheknow.co.uk</p> <ol style="list-style-type: none"> 1. You can treat many minor ailments yourself with support from NHS 111 online, a pharmacy or the NHS App. 2. Use your GP practice if you can't treat it yourself. 3. Click or call NHS 111 for urgent medical problems. <p>#GetInTheKnow</p>	 <p>This poster is identical to the one above, featuring a woman in a blue NHS uniform holding a tablet, with the text 'Get in the know about local health services.' and the NHS logo for Leicester, Leicestershire and Rutland.</p>



Message	Post
<p>Your local communities are there to support you if you need help with your mental wellbeing this winter.</p> <p>From urgent support to helpful signposting, there is lots of help available locally.</p> <p>Find out how to get the help you need by visiting www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	
<p>It's ok to ask for help if you're struggling with your mental health.</p> <p>If you're feeling down, stressed, worried or anxious there's lots of help available locally.</p> <p>Visit www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	


Message	Post
<p>Find out how to treat many minor ailments before you need to know!</p> <p>Support is available from the NHS app, NHS 111 Online or your local pharmacy.</p> <p>To find out more visit www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	
<p>Minor ailments such as coughs, colds and sore throats are all treatable by contacting your local pharmacy, NHS 111 online or the NHS App first.</p> <p>#GetInTheKnow before you need to know!</p> <p>To find out more visit www.GetInTheKnow.co.uk</p>	

Message	Post
<p>#GetInTheKnow about how to treat minor ailments this winter (plaster emoji).</p> <p>Using the NHS App, NHS 111 Online and your local pharmacy is a more convenient way to treat minor ailments, and you will get care more quickly than using your GP practice or A&E.</p> <p>Visit www.GetInTheKnow.co.uk</p>	 <p>The poster features a woman in a black top and blue lanyard holding a smartphone. The background is orange and white. Text on the poster reads: 'You can get support to treat many minor ailments yourself.' Logos for NHS Leicester, Leicestershire and Rutland, and the Get The Know website are at the bottom.</p>
<p>Illnesses such as colds and flu, coughs and sore throats will get better by themselves, so you don't need an NHS appointment.</p> <p>If you need advice on easing symptoms, speak to your local pharmacist. (Pharmacist emoji)</p> <p>For more information visit www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	 <p>This poster is identical to the one above, featuring the same woman, text, and logos.</p>

Message	Post
<p>Pharmacists are experts in treating minor ailments such as coughs, colds and sore throats.</p> <p>If you need advice on easing symptoms, speak to your local pharmacist. (Pharmacist emoji)</p> <p>For more information visit www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	 <p>You can get support to treat many minor ailments yourself.</p> <p>NHS Leicester, Leicestershire and Rutland</p> <p>GET In THE KNOW GetInTheKnow.co.uk</p>
<p>Next time you use your GP practice tell them why you need an appointment so they can make it with the right person. They are trained for this.</p> <p>www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	 <p>GP practice teams have a wide mix of specialist health professionals.</p> <p>NHS Leicester, Leicestershire and Rutland</p> <p>GET In THE KNOW GetInTheKnow.co.uk</p>

Message	Post
<p>Next time you use your GP practice tell them why you need an appointment so they can make it with the right person. They are trained for this.</p> <p>www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	 <p>GP practice teams have a wide mix of specialist health professionals.</p> <p>NHS Leicester, Leicestershire and Rutland</p> <p>GET THE KNOW GetInTheKnow.co.uk</p>
<p>Next time you use your GP practice, ask if an alternative appointment type is suitable. Leave face-to-face appointments for those who need them.</p> <p>www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	 <p>Phone, video or online consultations are more convenient and what's best for many people.</p> <p>NHS Leicester, Leicestershire and Rutland</p> <p>GET THE KNOW GetInTheKnow.co.uk</p>




Message	Post
<p>Sign up for online services at your GP practice and get advice, appointments, prescriptions and information at your fingertips.</p> <p>Next time you need to contact your practice, use online options if you can. You might get what you need more quickly and it frees up the telephone lines for those who do need to speak to someone.</p> <p>www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	 <p>GP practices can offer health advice, appointments, prescriptions and information online.</p> <p>NHS Leicester, Leicestershire and Rutland</p> <p>GET THE KNOW GetInTheKnow.co.uk</p>
<p>When it's urgent, use NHS 111 online before going to services and get the right care as quickly as possible. Find out what to do, where to go and get an appointment or arrival time. Ready to help 24/7 and 365 days a year.</p> <p>www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	 <p>Get in the know about getting urgent help.</p> <p>NHS Leicester, Leicestershire and Rutland</p> <p>GET THE KNOW GetInTheKnow.co.uk</p>




Message	Post
<p>When it's urgent, but not life-threatening, use NHS 111 online to find out what to do, which local services to use and get an appointment or arrival time. Ready to help 24/7 and 365 days a year.</p> <p>www.GetInTheKnow.co.uk</p> <p>#GetInTheKnow</p>	




Facebook and Instagram Stories




Message	Post
Add link: www.getintheknow.co.uk	_01-5 Instagram story_Local Health (Green).mp4
Add link: www.getintheknow.co.uk	_01-3 Instagram Story_Minor Ailments (Orange).mp4
Add link: www.getintheknow.co.uk	_01-1 IG_Practice Roles (Blue).mp4
Add link: www.getintheknow.co.uk	_01-2 IG_Appointments (Pink).mp4
Add link: www.getintheknow.co.uk	_01-4 IG_Online Services (Purple).mp4
	_01-4 IG_Online Services (Purple)_02.mp4
Add link: www.getintheknow.co.uk	_01-5 Insta story_Urgent Help (Green)
	_01-5 Insta story_Urgent Help (Green)_02



Twitter

Message	Post
<p>When you are unwell or injured it can feel more difficult to choose the right health service. A new website www.getintheknow.co.uk can help you decide and help to get you the right care as quickly as possible.</p> <p>#GetInTheKnow</p> <p>https://bit.ly/3ENzVPk</p>	
<p>Visit www.getintheknow.co.uk each time you need help with a health problem for the latest information about local services all in one place. #GetInTheKnow and get the right care as quickly as possible.</p> <p>https://bit.ly/3ENzVPk</p>	
<p>Get the mental health support you need when you need it – know where to go to get urgent, non-urgent and emergency support during winter.</p> <p>For more information visit https://bit.ly/3UFDKuC</p> <p>#GetInTheKnow</p>	

Message	Post
<p>Making time for your mental wellbeing is important and there is lots of support available across Leicester, Leicestershire and Rutland.</p> <p>Find out how to get the help you need by visiting https://bit.ly/3UFDKuC</p> <p>#GetInTheKnow</p>	 <p>There are a wide range of mental health and wellbeing services in your community.</p> <p>GET IN THE KNOW! GetInTheKnow.co.uk</p>
<p>Find out how to treat many minor ailments before you need to know!</p> <p>Support is available from the NHS app, NHS 111 Online or your local pharmacy.</p> <p>To find out more visit https://bit.ly/3Vz8E97</p> <p>#GetInTheKnow</p>	 <p>You can get support to treat many minor ailments yourself.</p> <p>GET IN THE KNOW! GetInTheKnow.co.uk</p>
<p>Minor ailments such as coughs, colds, back pain, and vomiting are all treatable by contacting your local pharmacy, NHS 111 online or the NHS App first.</p> <p>#GetInTheKnow before you need to know!</p> <p>To find out more visit https://bit.ly/3Vz8E97</p>	 <p>You can get support to treat many minor ailments yourself.</p> <p>GET IN THE KNOW! GetInTheKnow.co.uk</p>

Message	Post
<p>Illnesses such as colds and flu, coughs and sore throats will get better by itself, so you don't need an NHS appointment.</p> <p>If you need advice on easing symptoms, speak to your local pharmacist. (Pharmacist emoji)</p> <p>For more information visit https://bit.ly/3Vz8E97</p> <p>#GetInTheKnow</p>	
<p>Pharmacists are experts in treating minor ailments such as coughs, colds, back pain, and vomiting.</p> <p>If you need advice on easing symptoms, speak to your local pharmacist. (Pharmacist emoji)</p> <p>For more information visit https://bit.ly/3Vz8E97</p> <p>#GetInTheKnow</p>	
<p>Next time you need to use your GP practice, tell the receptionist why you need an appointment so they can make it with the most appropriate person in the practice team. You don't always need to see a GP. Receptionists are trained to do this.</p> <p>#GetInTheKnow https://bit.ly/3GLaf5G</p>	

Message	Post
<p>Next time you need to use your GP practice, tell the receptionist why you need an appointment so they can make it with the most appropriate person in the practice team. You don't always need to see a GP. Receptionists are trained to do this.</p> <p>#GetInTheKnow https://bit.ly/3GLaf5G</p>	
<p>Next time you need to use your GP practice, ask if an alternative appointment type will be suitable and leave face-to-face appointments for those who need them.</p> <p>Find out more here https://bit.ly/3ISnOmw</p> <p>#GetInTheKnow</p>	
<p>Next time you need to contact your practice, use online options if you can. You might get what you need more quickly and it frees up the telephone lines for those who do need to speak to someone.</p> <p>Find out more here https://bit.ly/3HaQLc3</p> <p>#GetInTheKnow</p>	

Message	Post
<p>When it's urgent, use NHS 111 online before going to services and get the right care as quickly as possible. Find out what to do, where to go and get an appointment or arrival time. Ready to help 24/7 and 365 days a year. Find out more here http://bit.ly/3xEZtdd</p> <p>#GetInTheKnow</p>	 <p>Get in the know about getting urgent help.</p> <p>GET THE KNOW! GetInTheKnow.co.uk</p>
<p>When it's urgent, but not life-threatening, use NHS 111 online to find out what to do, which local services to use and get an appointment or arrival time. Ready to help 24/7 and 365 days a year. Find out more here http://bit.ly/3xEZtdd</p> <p>#GetInTheKnow</p>	 <p>When it's urgent, use NHS 111 online before going to services and get the right care as quickly as possible.</p> <p>GET THE KNOW! GetInTheKnow.co.uk</p>

Everything you need in one place to help you find a local health service.

Get in the know, when you need it or in advance, and get
the right care as quickly as possible.

NHS
Leicester, Leicestershire
and Rutland



GetInTheKnow.co.uk



There are a wide range of mental health and wellbeing services in your community.

It's OK to ask for help, whether it's urgent or an emergency, or you just need a little support. Get in the know about what's available locally and get the right care as quickly as possible.



Leicester, Leicestershire
and Rutland



[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)



You can get support to treat many minor ailments yourself.

If you need guidance to do this, the NHS app, NHS 111 online or your local pharmacy can help. Get in the know and get the right care as quickly as possible.



Leicester, Leicestershire
and Rutland



[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)



GP practice teams have a wide mix of specialist health professionals.

Explain why you need an appointment and your practice will get you the right care, from the right team member, as quickly as possible. They are trained to do this. Get in the know about GP practice teams.



Leicester, Leicestershire
and Rutland



[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)

Phone, video or online consultations are more convenient and what's best for many people.

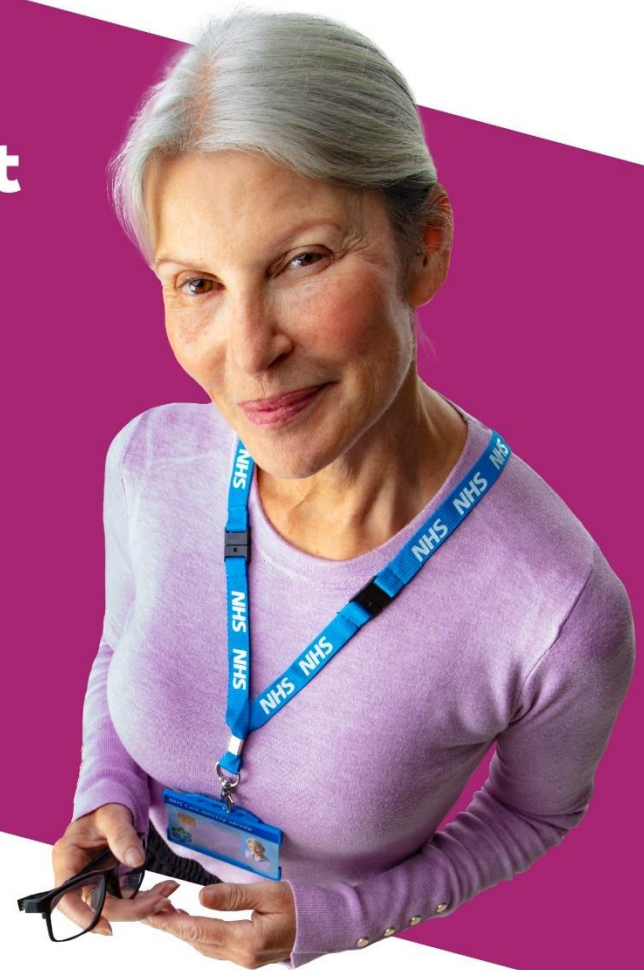
Get in the know about GP practice appointment options and get the right care as quickly as possible.



Leicester, Leicestershire
and Rutland



[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)



GP practices can offer health advice, appointments, prescriptions and information online.

Get in the know about online services at GP practices and get the right care as quickly as possible.



Leicester, Leicestershire
and Rutland



[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)



When it's urgent, use NHS 111 online before going to services and get the right care as quickly as possible.

Find out what to do, where to go and get an appointment or arrival time. Ready to help 24/7 and 365 days a year. Go to 111.nhs.uk or dial 111.



Leicester, Leicestershire
and Rutland



GetInTheKnow.co.uk

Video script

Please use these key messages as a guide for producing your own videos for your patients, service users and communities.

- Hello, I am [name] and I am [role, if applicable] from [organisation, if applicable].
- To help you get the right care locally as quickly as possible, NHS Leicester, Leicestershire and Rutland has produced some advice to help you when you or your family are unwell or injured. I encourage you to get in the know about what to do so you can act quickly and in the right way when you need to.
- If you need help with a minor illness, you can use the NHS App, NHS 111 online or your local pharmacy for convenient advice. If you do not have access to the internet, you can call NHS 111 instead.
 - Pharmacists are qualified health professionals and are the right people to see if you need advice or over-the-counter medicines.
 - Many of us live near a pharmacy and you don't need an appointment to see them. They are often open in the evenings and at weekends, so they offer fast, convenient support.
 - Most of them also have a private consultation room, so you can have a conversation where other people can't hear you. If you need it, just ask.
- If you need help urgently, use NHS 111 online before setting out anywhere. You can get advice for your particular symptoms, find out where is best for you to go and get an appointment or arrival time to keep your waiting time to a minimum. They are available 24/7 and 365 days a year. Go to [nhs.111.uk](https://nhs.uk/111) . You can call 111 if you are not online.
 - If you have an urgent mental health need call the mental health central access point on 0808 800 3302, 24/7, 365 days a year.
- 999 and Accident and Emergency are for life-threatening situations only.
- GP practices are for problems you cannot treat yourself.
 - Before contacting your practice, think what you could do to try to look after the problem yourself, for example using the NHS app, a local pharmacy or NHS 111 online.
 - If you still need help, never delay contacting them if you have a health concern. This includes attending routine appointments for blood tests, long term condition checks and screening. If you have an appointment but it is some time away and your condition has deteriorated, do get back in touch them.
 - The practice team includes a wide mix of specialist health professionals who work together to look after your health and wellbeing; you don't always need to see a GP. When you use your practice, it is important that you tell the receptionist why you need an

appointment so they can arrange it with the right person. They are trained to do this.

- GP practices offer consultations by telephone, video or online. This is often more convenient than a face-to-face appointment and what's best for many people. If you can, ask whether this will be suitable for you next time you need an appointment.
 - Sign up for online services at your GP practice so you can get advice, book an appointment, order repeat prescriptions and view your health record, without having to contact them by phone. Use this option where you can.
 - If you need to contact your practice but you don't need an appointment, if possible, try ringing outside of the busier times – avoid calling first thing in the morning.
 - If you no longer need your appointment, please cancel it so it can be made available to other patients. If you use online services, you can cancel appointments online.
- Visit www.GetInTheknow.co.uk where you will find all the information you need about using local services, in one place.

Brochures, leaflets and posters

The following materials are available, as printed or digital versions. Click the thumbnails to view.

All leaflets and posters will be available in English, Gujarati, Punjabi, Polish, Romanian, Bengali and Somali.

Posters



Brochures and leaflets

Click on the thumbnails to view.

- **Brochure: Get in the know about your GP practice**



- **Double sided leaflet covering minor ailments and urgent help**

[illegible]

Pull-up banner

Double sided pull-up banner covering minor ailments and urgent help.



Leicester, Leicestershire
and Rutland

Get in the know about treating minor ailments.



You can get support to treat many minor ailments yourself.

Try the NHS app or website, NHS 111 Online or your local pharmacy for advice.

Get in the know and get the right care as quickly as possible.



Get in the know as quick



Leicester, Leicestershire
and Rutland

Get in the know about getting urgent help.



Use NHS 111 online before going to services and get the right care, in the right place, as quickly as possible.

Find out what to do, where to go and get an appointment or arrival time. Ready to help 24/7 and 365 days a year. Go to 111, check or call 111 if you are unable to get online.

Get in the know and get the right care as quickly as possible.



Get in the know as quick

Ordering printed materials

Printed materials are available to order using this link by **9am on Monday 6th March 2023**.

<https://lirnhhs.questionpro.eu/t/AB3us7bZB3vYIy>

PDF versions will be available on the website.

Contact details

If you require any support to promote the campaign, please email: liricb-lir.corporatecomms@nhs.net

Please let us know if you produce any content for your patients, service users and communities using this toolkit so we can include the details in our evaluation.