Updated November 2026

NHS
Leicester, Leicestershire and Rutland

Need help fast
and it isn't life threatening?

Get the right NHS care
in two simple steps

Stakeholder toolkit:
Partners and VCSE



Full toolkit and promotional resources available at:
https://leicesterleicestershireandrutlandhwp.uk/partner-toolkit/

Introduction

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- This toolkit has been created to help partners and community and voluntary sector organisations promote the ‘Need help fast?’ and ‘right care, right place’ approaches.

Full toolkit and promotional resources available at:
www.leicesterleicestershireandrutlandhwp.uk/partner-toolkit/



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Full toolkit and promotional resources available at:
www.leicesterleicestershireandrutlandhwp.uk/partner-toolkit/

Key messages

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- The NHS in Leicester, Leicestershire and Rutland has introduced a simple, two-step process to help you get the right NHS care when you need it quickly, for situations when it isn't life-threatening.
  - **Step 1:** Try to manage the problem yourself or get help from a local pharmacy, NHS 111 online, or the NHS App/nhs.uk
  - **Step 2:** If that doesn't work or the problem is more serious, contact the practice or NHS 111 (when your GP practice is closed). They will help arrange the **right** appointment.
- So that NHS resources are being used in the best way for everyone, through this process the NHS aims to match each patient to the right level of care, with the right health professional, in the right part of the NHS, first time. This is known as **right care, right place**.
- If it's a **life or limb-threatening emergency**, go straight to the closest **emergency department** or **call 999**. You may be redirecting to an appropriate service if you attend the Emergency Department and your symptoms could be managed in an urgent care centre or pharmacy.
- In a mental health crisis, call NHS 111 and the select the mental health option, 24/7.
- You can find out more about the two steps and the services you can use by following the steps at: https://leicesterleicestershireandrutland.icb.nhs.uk/need-help-fast/

Full toolkit and promotional resources available at:
www.leicesterleicestershireandrutlandhwp.uk/partner-toolkit/

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Printed materials

Right Care, Right Place

Full toolkit and promotional resources available at:
www.leicesterleicestershireandrutlandhwp.uk/partner-toolkit/

Printed materials

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- The following printed materials are available:
  - A5 brochures
  - A3 and A4 posters
  - Business card sized booklet.
- There are also online equivalents of the ‘Need help fast?’ promotional materials which can be used on your websites, shared with Whatsapp communities and emailed or sent via text to patients.

Full toolkit and promotional resources available at:
www.leicesterleicestershireandrutlandhwp.uk/partner-toolkit/

Printed materials

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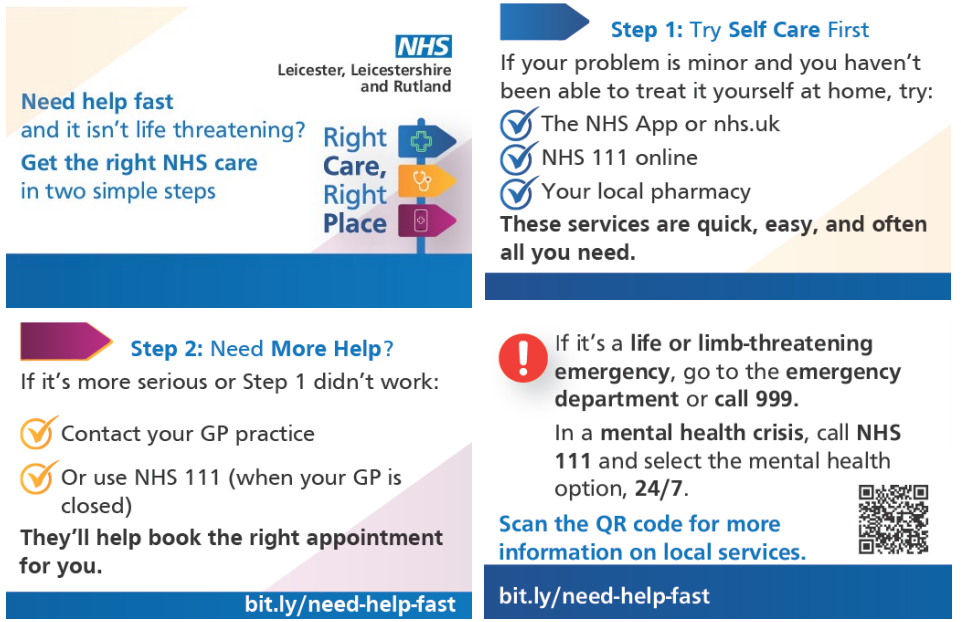
A5 Brochure



A4 and A3 Posters



Business card sized booklet



https://bit.ly/need-help-fast-brochure

https://bit.ly/need-help-fast-poster

https://bit.ly/need-help-fast-card

Full toolkit and promotional resources available at:
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Waiting areas

Right Care, Right Place



Full toolkit and promotional resources available at:
https://leicesterleicestershireandrutlandhwp.uk/partner-toolkit/

Waiting rooms

Leicester, Leicestershire and Rutland

- For waiting rooms, there are:
  - Roller banners (Please use contact details at the end of this toolkit to request one.)
  - Posters (see printed materials)
  - Range of formats for digital screens.



Roller banner

Full toolkit and promotional resources available at:
www.leicesterleicestershireandrutlandhwp.uk/partner-toolkit/

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Text messages

Right Care, Right Place



Full toolkit and promotional resources available at:
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Text messages

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- **Need help fast?**
  - Need help fast and it isn't life threatening? Get the right NHS care in two simple steps. Read new local advice at https://bit.ly/need-help-fast [146 characters]
  - Please keep this new NHS guide for when you need help quickly and it isn't life-threatening: https://bit.ly/need-help-fast-brochure
    [132 characters]

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Text for websites, newsletters and emails



Full toolkit and promotional resources available at:
www.leicesterleicestershireandrutlandhwp.uk/partner-toolkit/

Text

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- LLR ICB has created content on its website which can be linked to.
- Text has been provided on the next few pages for you to include on your website and in newsletters/emails.
- There are supporting graphics available.
- **Web pages:**
  - Patient advice: https://leicesterleicestershireandrutland.icb.nhs.uk/need-help-fast/
  - Using general practice online hub: https://leicesterleicestershireandrutland.icb.nhs.uk/your-health/find-the-right-service/your-gp-practice/

Short newsletter copy

NHS
Leicester, Leicestershire and Rutland

Need help fast? Two simple steps to get the right NHS care

If you need NHS help quickly and it isn't a life-threatening emergency, remember two simple steps.

Step 1: For minor health problems, try self-care, the NHS App or nhs.uk, NHS 111 online or your local pharmacy.

Step 2: If you need more help, contact your GP practice, or NHS 111 when your GP practice is closed.

Your GP practice or NHS 111 can assess what you need and help you get the right care, in the right place.

If it is a life or limb-threatening emergency, call 999 or go to an emergency department.

Find out more on the Need help fast? page.

You can also download an updated online guide to keep for future reference

Very short newsletter/ e-bulletin copy

NHS
Leicester, Leicestershire and Rutland

Need help fast?

If you need NHS help quickly but it isn't a life-threatening emergency, remember two simple steps:

Step 1: Try self-care, the NHS App or nhs.uk, NHS 111 online or your local pharmacy.

Step 2: Need more help? Contact your GP practice, or NHS 111 when your practice is closed.

They can assess what you need and help you get the right care.

Find out more on the Need help fast? page

Newsletter article

Leicester, Leicestershire and Rutland

Need help fast? Two simple steps to get the right NHS care

The local NHS is reminding people across Leicester, Leicestershire and Rutland of two simple steps to follow when they need NHS help quickly but their condition is not life-threatening.The Need help fast? campaign aims to make it easier to know what to do and where to go when you become unwell or need care quickly.

Step 1: Try self-care first

For minor health problems, you may be able to look after yourself or get advice and support from:

- the NHS App or nhs.uk
- NHS 111 online
- your local pharmacy.

These services are quick and easy to use and are often all you need.

Step 2: Need more help?

If your problem is more serious, or Step 1 hasn't worked:

- contact your GP practice
- contact NHS 111 when your GP practice is closed.

Your GP practice or NHS 111 will assess what you need and, if necessary, help you get the right appointment. Depending on your needs, this could be at your own GP practice, a pharmacy through Pharmacy First, an urgent treatment centre, or another GP practice or health centre during evenings, weekends and bank holidays.

Following these two simple steps can help you get the right care, in the right place, and could save you an unnecessary journey.

If it is a life or limb-threatening emergency, call 999 or go to the nearest emergency department.

Find out more on the Need help fast? page

You can also download an updated online guide to keep for future reference.

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Social media

Right Care, Right Place

Full toolkit and promotional resources available at:
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Social media graphics

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Please also follow the ICB's social media posts for a greater variety of posts that can be easily shared: @NHS_LLR

Full toolkit and promotional resources available at:
www.leicesterleicestershireandrutlandhwp.uk/partner-toolkit/

Social media messages (1)

Leicester, Leicestershire and Rutland

Need help fast?

If you need NHS help quickly and it isn't a life-threatening emergency, remember two simple steps:

Step 1: Try self-care first. Use the NHS App, nhs.uk, NHS 111 online or speak to your local pharmacy.

Step 2: Need more help? Contact your GP practice, or NHS 111 when your practice is closed.

They'll help you get the right care, in the right place.

In a life or limb-threatening emergency, call 999 or go to an emergency department.

Find out more about getting NHS help quickly:
https://leicesterleicestershireandrutland.icb.nhs.uk/your-health/find-the-right-service/need-help-fast/

Feeling unwell? Your local pharmacist may be able to help.

Pharmacists can give advice and treatment for a range of common conditions, often without needing a GP appointment.

If you Need help fast, you can start with:

- the NHS App or nhs.uk
- NHS 111 online
- your local pharmacy.

These are simple ways to get NHS help when your problem isn't life-threatening.

Find out more about getting NHS help quickly:
https://leicesterleicestershireandrutland.icb.nhs.uk/your-health/find-the-right-service/need-help-fast/

Please also follow the ICB's social media posts for a greater variety of posts that can be easily shared: @NHS_LLR

Full toolkit and promotional resources available at:
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Social media messages (2)

Leicester, Leicestershire and Rutland

Need urgent medical help but not sure where to go?

NHS 111 can assess your symptoms and help you find the right service.

You can:

- use NHS 111 online
- access NHS 111 through the NHS App
- call 111.

NHS 111 is available 24 hours a day, 365 days a year. It can direct you to local services, including urgent treatment centres, GP services, pharmacies and urgent dental care.

Need help fast? Start with the right service.

Find out more about getting NHS help quickly:
https://leicesterleicestershireandrutland.icb.nhs.uk/your-health/find-the-right-service/need-help-fast/

Need NHS help this weekend?

If it's not a life-threatening emergency:

Step 1: Try NHS 111 online, the NHS App or your local pharmacy.

Step 2: If you need more help, contact NHS 111.

If your GP practice is closed, NHS 111 can help you find the right service.

Need help fast? Two simple steps can help you get the right care.

Find out more about getting NHS help quickly:
https://leicesterleicestershireandrutland.icb.nhs.uk/your-health/find-the-right-service/need-help-fast/

Please also follow the ICB's social media posts for a greater variety of posts that can be easily shared: @NHS_LLR

Full toolkit and promotional resources available at:
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Social media messages (3)

Leicester, Leicestershire and Rutland

Would you know what to do if you suddenly needed NHS help?

Don't wait until you're unwell to find out.

Remember two simple steps:

Step 1: Start with self-care, NHS 111 online, the NHS App or your local pharmacy.

Step 2: If you need more help, contact your GP practice or NHS 111.

Two simple steps can help you get the right NHS care.

Save this post so you know what to do when you need help.

Find out more about getting NHS help quickly:
https://leicesterleicestershireandrutland.icb.nhs.uk/your-health/find-the-right-service/need-help-fast/

Feeling unwell and your GP practice is closed?

If it isn't a life-threatening emergency, remember two simple steps:

Step 1: Try self-care, the NHS App, nhs.uk, NHS 111 online or your local pharmacy.

Step 2: Need more help? Contact NHS 111.

They can assess what you need and help you find the right local service.

Need help fast? Two simple steps can help you get the right care, in the right place.

In a life or limb-threatening emergency, call 999 or go to an emergency department.

Find out more about getting NHS help quickly:
https://leicesterleicestershireandrutland.icb.nhs.uk/your-health/find-the-right-service/need-help-fast/

Please also follow the ICB's social media posts for a greater variety of posts that can be easily shared: @NHS_LLR

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Where to get support

NHS
Leicester, Leicestershire and Rutland

Partners can contact the ICB's communications and engagement team for help with this toolkit and the questionnaire:

- llricb-llr.beinvolved@nhs.net
- 0116 295 7532

Right Care, Right Place

Full toolkit and promotional resources available at:
www.leicesterleicestershireandrutlandhwp.uk/partner-toolkit/