

# MyHealthwave ToolBox

Notts and Nottinghamshire

Campaign Guide and Assets



**DIGITAL**  
**NOTTS**  
Connecting Health & Care



# Online Healthcare, Yes you can Campaign 2022

**Partner:** Digital Notts

**Target geography:** Notts and Nottinghamshire

**Campaign Aim:** Increase uptake of NHS App

**Audience Focus:** Those in Notts who would benefit from the NHS App

**Aim:** to connect people to resources where they can find help to transition to digital health pathways and other local services

## **Key Support Resources:**

- Community Health Hub signposting to NHS App
- ToolBox
- Facebook peer to peer support group





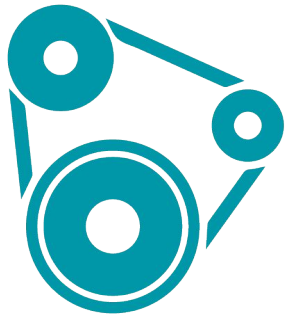
# #Online Healthcare, Yes you can.

## How it works

We've created a [Community Health Hub](#) for Notts and Nottinghamshire, that contains all the information and guidance people need to become more digitally enabled in their communities

This ToolBox enables you to quickly and easily share information about the hub so that groups and individuals can quickly be connected to the help and support they need.

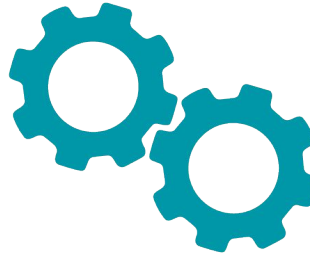
# #MyHealthwave ToolBox - how it works



Messaging focused around help available for digital champions via the Notts resource hub including key info on the NHS App



Resource hub updated constantly with fresh help and information



Multi-channel marketing - includes email marketing, socials, PR, partner marketing and community outreach - helps make people aware of what on offer



Digital Notts to support community engagement and local marketing

# Digital Notts Community Health Hub

Designed to be a shareable and engaging resource for the Notts and Nottinghamshire population including key info on the NHS App

healthwvve

Your share list is empty

## Your Community Health Hub

Nottingham and Nottinghamshire

### Living in the area?



### Learn more about digital health

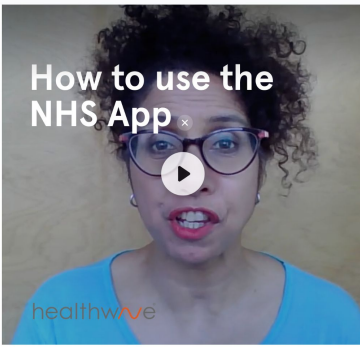
Get to know your way around your local digital healthcare options, improve your digital skills and find local support to get connected - we have created this page to give you all the information you need.

#### What is the NHS App?

The NHS App is a simple and secure way to access a range of NHS services online. Find out more about the NHS App, how to download it and how to use it by browsing the resources below.

healthwvve

### Ask a question about the NHS App



- A What does
- B How can I get an NHS COVID pass?
- C How do I get a repeat prescription via my phone?
- D How do I get health advice quickly?
- E Can I look after the whole family on my NHS App?
- F Where can I find out about local health resources?
- G Download the NHS App

### Browse related resources

- [View all](#)
- [NHS App](#)
- [Digital skills](#)
- [Facilities](#)
- [NHS services](#)

# Campaign ToolBox

You and your team will be able to drive awareness of the resource hub using our unique ToolBox

- [About the hub](#)
- [Email Content](#)
- [Social Media Guide](#)
- [Social Assets](#)
- [Posters](#)
- [Research](#)
- [Press Release Template](#)

# Promoting your resource hub – considerations

<b>Hyperlocal knowledge</b> this should inform and enhance your messaging	<b>Connections</b> people of influence	<b>Your channels, and your reporting</b> what works for you
<p>What makes groups in your area tick?</p> <p>What are the digital exclusion issues locally?</p> <p>What else is happening locally that you can tap into?</p>	<p>Connect with and share the ToolBox assets with the ‘movers and shakers’ within the key voluntary and community sector groups, local charities, local press, local communicators, local councillors and officers responsible for community engagement, funding, economic development and/or planning.</p>	<p>What are your most effective channels?</p> <p>What is your timeline, and how can you be proactive and reactive?</p> <p>How will you monitor your progress and engagement?</p>

Healthwave will supply an assortment of assets to enhance your promotional activity with great imagery.

# Key Messages

Are you struggling to help a loved one do the daily basics online?

Check out the Notts & Nottinghamshire resource hub page - packed with support and advice on how download things like:

- The NHS App - what it does
- Order your prescriptions online
- Link your family's accounts to yours
- Access trusted A-Z health information
- Find out more more about the Covid passport



- Local support services
- Local device lending schemes
- Subsidised broadband offers
- Digital skills courses AND MUCH MORE



# Promoting the resource hub - marketing assets

# Using social media to promote your resource hub

When it comes to social media, make sure to include the social handles of the people involved so they can see and share! You can find Healthwave's social handles below.

By tagging Healthwave, we'll be able to see and share posts about your fund when appropriate.

**LinkedIn** - @Healthwavehub

**Twitter** - @Healthwavehub

**Facebook** - @Healthwavehub

**Instagram** - @Healthwavehub

When it comes to writing the posts, make sure to include a little bit of information on who the resource hub is for and how people can use it.

Below shows an example of a social post

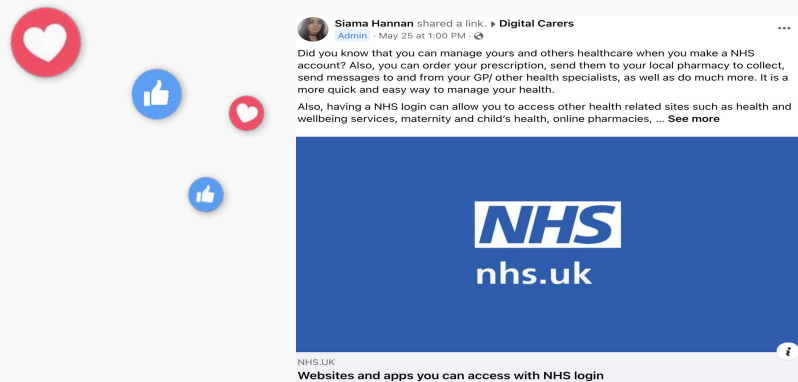
## Example

### Social media

Are you struggling to support a loved one by doing the daily basics online? Explore the Digital Notts Resource Hub for NHS tips, local advice and support

At last a place to start finding out how to access healthcare online! Check out our resource hub here: <https://resources.healthwavehub.com/notts>

Healthcare from your armchair in [Location]? Find out more about the NHS App here <https://resources.healthwavehub.com/notts> #DigitalNotts



# Using email to promote your hub

Whether it's a feature in a newsletter or a single subject send, emails are the perfect way to reach connections who are opted into marketing communications. We usually see the most success from single subject emails.

Here is an email example

## Example

**Subject line: Help for people struggling to access healthcare online!**

### Email/Newsletter

Hi {{First Name}},

We're getting in touch to let you know that NHS Digital Notts has teamed up with Healthwave to create a Digital Notts Resource hub, tailored to help people in the area get connected and access health support and services online.

### How does it work?

- Provides resources and practical solutions to support people helping others with digital services
- Addresses local problems with digital exclusion
- Is shareable
  
- Can be added to and tailored to provide better resources

Check out the link <https://resources.healthwavehub.com/notts>

Thanks.

[Sign off]

# Communications checklist

- Add a clear link to the resource hub on your website
- Send out a single subject email to your database
- Add the resource hub to your newsletter
- Publish an article on your blog
- Build a networking list and get in touch with all your local contacts who will help share the message in their newsletters / socials
- Send a press release to local journalists and media outlets
- Post organic socials which Healthwave can share with the fund hashtag
- You can also run your own paid social, search or advertising campaign should you have additional budget
- Brief your senior and junior teams
- Present at community network forums
- Send shareable content to your partners
- Create a marketing plan
- Communicate with possible stakeholders and networks
- Line up any press opportunities/contacts

# KPI | Metrics



This is what we're measuring to check we are having the impact we want.

- An increase in downloads of NHS App from baseline position
- Increase in hits on Notts Resource Hub
- Report on effectiveness of social media campaign to drive engagement and action