



# ENGAGEMENT TOOLKIT



## Our Strategy 2017-2022

Helping to deliver a healthier  
Scotland by connecting people  
to health and care advice,  
information and support 24/7



# Hello

**NHS 24's new Corporate Strategy has been developed and we are now actively seeking feedback to ensure it is fit for purpose.**

Your support in this exercise is greatly appreciated and we hope this toolkit will help you to communicate and gather feedback about the Corporate Strategy 2017-2022. We have also included some initial questions to help you with this engagement exercise.

## Why has this toolkit been produced?

By using this toolkit in conjunction with your ongoing conversations and engagement with partners, you can help to successfully communicate NHS 24's Strategy 2017-2022.

In offering your own feedback, as well as that gathered from your networks, you will be helping NHS 24 realise the opportunities and meet the challenges of the next five years.

## How to use this toolkit

This toolkit contains background information to NHS 24 and its portfolio of services. It also provides information about the aims and ambitions of Scotland's national contact centre.

The messages contained in this toolkit are designed to improve understanding of the strategy and NHS 24's role in the future delivery of healthcare in Scotland.

The toolkit also contains some questions which it is hoped will help to steer feedback and facilitate discussion about the strategy. These should act as a guide only and should not exclude other areas that may come up as part of the engagement exercise.

Please email your response to the dedicated address: **[NHS24Strategy@nhs24.scot.nhs.uk](mailto:NHS24Strategy@nhs24.scot.nhs.uk)**

## Who is this toolkit for?

It is designed to be as inclusive as possible and it is hoped that as many people as possible take the opportunity to share their views about NHS 24's Strategy 2017-2022.

## Who has produced this toolkit?

It has been drafted by NHS 24's communications team

### Is this toolkit helpful?

Please let us know if it has helped and what we might do better in the future:  
**[NHS24Strategy@nhs24.scot.nhs.uk](mailto:NHS24Strategy@nhs24.scot.nhs.uk)**

# About NHS 24

**NHS 24 is best known for providing care and advice when GP surgeries and pharmacies are closed. This is the 111 service.**

- People across Scotland can call NHS 24 using the free phone number 111. 111 gives people access to the help and advice they need when it can't wait until their GP surgery reopens.
- NHS 24 works in close partnership with all Health Boards and the Scottish Ambulance Service to provide essential services to patients in need of urgent advice and care during the out-of-hours period when their GP surgery is closed.
- NHS 24 employs a range of specialist staff including call handlers, nurse advisors, pharmacists, mental health advisors, dental nurses, physiotherapists and special phonenumber advisors within Breathing Space.

NHS 24 provides access to trusted health information and support through a range of different services including NHS inform, Breathing Space, Living Life, Care Information Scotland, and the National Smokeline Service. People can get the help they need via a range of different delivery channels such as the internet, using webchat and over the telephone.

These services help people manage their health and wellbeing with tools such as Info for Me which allows visitors to the NHS inform website to save the information that is relevant to them to support their health or manage a long-term condition.

NHS inform also hosts a Self Help Guide and a National Services Directory to signpost to other relevant services.

1.5 million  
calls to the  
111 service

87,000 calls  
to Scottish  
Emergency  
Dental  
Service

80,000  
calls to  
Breathing  
Space

3 million  
contacts  
to  
NHS inform

# NHS 24 2017-2022

NHS 24's Strategy 2017-2022 is designed to support the organisation in 'helping to deliver a healthier Scotland by connecting people to health and care advice, information and support 24/7'

A copy of the strategy can be found here: <http://www.nhs24.com/strategy>

It includes the following:

Our Strategic Objectives	Our Delivery Principles	Key Priorities
Supporting people to live longer healthier lives	Virtual and public facing	Improving services to ensure continuous quality, safe and effective patient care
Alignment with National Healthcare Strategies	Multiple channels and technologies	Significantly improve stakeholder engagement
Building a stronger organisation	Serving everyone in Scotland, according to their need	Ensure services match stakeholder needs
	Supporting the whole health and care system	Transition the service onto the new system
	Delivering services 24/7	Align the NHS 24 strategy with health and social care integration and the National Clinical Strategy
	Supporting self-management	Confirm the role of NHS 24 in delivering within the digital health and care landscape
	Best value and sustainability	Resetting our culture, creating capacity, capability and confidence in our people and teams
	Strong and supported workforce	

# Key messages

## Overarching messages

NHS 24's purpose is to help to deliver a healthier Scotland by connecting people to health and care advice, information and support 24/7.

Delivery of safe, effective and person-centred care to the people of Scotland is the absolute priority for NHS 24.

The Strategy 2017–2022 embraces the opportunity to deliver an invaluable service to the people of Scotland.

NHS 24 will work with partners and the public to design services that meet their needs. Working in partnership demands meaningful engagement and the strategy outlines our approach to ongoing and productive collaboration: we will listen, we will learn, we will deliver.

## NHS 24 people

NHS 24 aims to become the employer of choice for Scotland's citizens, attracting the best staff with a range of skill sets to deliver a service our family and friends are proud of. In line with the Values NHS 24 will demonstrate a commitment to openness and transparency that is responsive to the needs of staff, engaging with them effectively and recognising our frontline staff as ambassadors of the service

NHS 24's new strategy sets out an approach to delivering our services which puts our people at the centre, fully supported and valued.

To ensure NHS 24 secures its place in the delivery of health and care services across Scotland it is critical that investment is made in its people, valuing their skills and expertise to ensure we have the right blend of clinical and support staff.

## Partners

NHS 24's new strategy outlines its approach to partnership as collaborative and productive, ensuring that we work with all of our key stakeholders to design and deliver safe and effective services.

NHS 24's model of care is well established and trusted by both partners and the people who need out of hours care. Building on this expertise, the strategy proposes expanding this support across in hours as a route to supporting delivery of primary and community care, thereby reducing pressure on local services.

# Questions to consider

## How to use this toolkit

The messages contained in this toolkit are designed to improve understanding of the strategy and NHS 24's role in the future delivery of healthcare in Scotland.

The following questions have been drafted to facilitate discussion about the strategy. These should act as a guide only and should not exclude other areas that may come up as part of the engagement exercise.

We have included these questions in the attached pro forma to facilitate your feedback.

It would be appreciated if you could send responses to **NHS24Strategy@nhs24.scot.nhs.uk** before **Friday February 24th**.

1. We would welcome your views on the Key Priorities and Delivery Principles designed to enable NHS 24 to deliver its strategic objectives of:
  - Supporting people to live longer, healthier lives
  - Aligning with national health and care strategies
  - Building a stronger organisation
2. NHS 24 is well placed to help ease demand across the health and social care system, what are your views?
3. NHS 24 has an ambition to deliver services 24/7, where do you best think we should focus our attention?
4. NHS 24 is developing a strategic and coordinated approach to engagement to make sure services meet the needs of people. What are your views on how best this can be achieved?
5. NHS 24 has a range of digital products and services, how best do you think these could be deployed locally?
6. The Strategy acknowledges the necessity to conduct a full review of the efficiencies and effectiveness of all of its services, including a review of the entire range of referral routes and processes which NHS 24 and our key partners currently use. What are your views on this?