

# IF IT'S URGENT, IT'S URGENT

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Call your GP surgery or 111 out of hours.  
For emergencies phone 999.



## The NHS is Open Stakeholder Toolkit



# The NHS is Open for important health matters

**Understandably people are reluctant and wary of putting pressure on our NHS during the current COVID-19 pandemic and worried about catching coronavirus.**

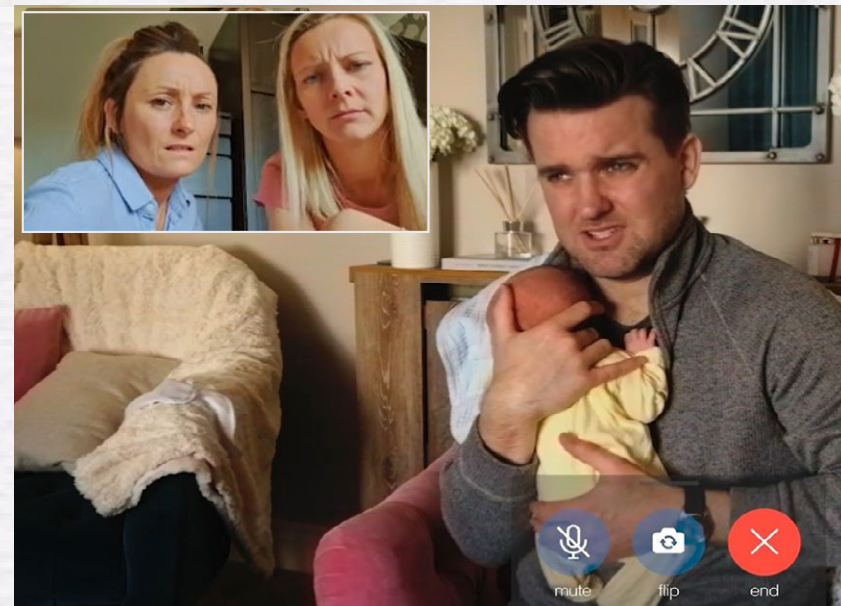
As a result, we are seeing people delaying seeking medical help for non-coronavirus related health issues which is impacting on patient treatment and outcomes.

Our GP practices and our hospitals have the capacity and are open for important non-coronavirus health matters. COVID-19 patients and those displaying symptoms are treated separately.

**We want to urge those particularly:**

- with a medical matter to not delay in seeking medical help as it can impact on patient treatment and outcomes

- showing potential cancer symptoms to present these to their GP as we know early detection provides a better prognosis
- that are due to get their child immunised to go ahead with their appointments to avoid serious illness and future public health crises.



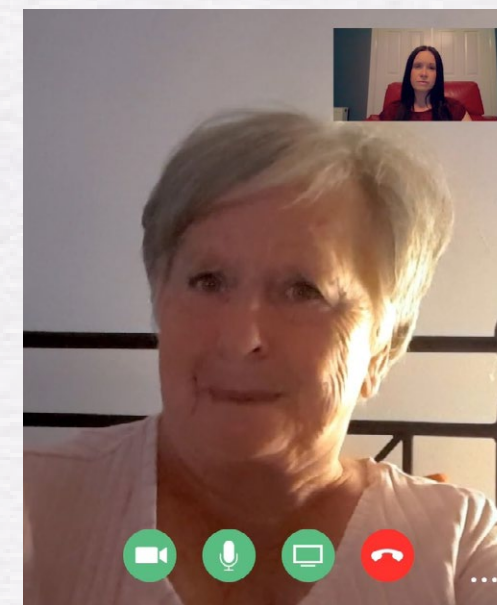
# The campaign

The Scottish Government is launching an integrated campaign, based on this, which will run throughout Scotland across TV, radio, digital and social media from 24 April.

The message is that GP surgeries and hospitals are still there for you - whether you have a non-coronavirus health concern, are showing possible cancer signs or have an immunisation appointment.

The call to action if you have a non-coronavirus health condition is to contact your GP practice, dial 111 out of hours or call 999 in an emergency. If it's urgent, it's urgent.

[View the ad here](#)



# How can you help?



Your help in communicating and sharing these important messages is crucial and we really appreciate any support you can provide at this time. Collectively we can make a difference.

On these pages, you will find some example social media posts and long and short forms of editorial copy for tailoring to media or for web copy.

Please feel free to link to the campaign ad or use the social assets [available here](#)

## Example social media posts

The following social media posts can be tailored to your channel and your audience to show your support:

### GENERAL

**If you have a non-coronavirus health concern, GP surgeries and hospitals are still here for you.** Don't ignore the warning signs of serious conditions. Please promptly seek help for emergencies, possible cancer signs and attend immunisation appointments. Find information and advice at [www.nhsinform.scot](http://www.nhsinform.scot)

### CANCER

**If you or a loved one is concerned about a potential cancer sign or symptom, don't delay contacting your GP practice.** It's best to get checked as the earlier cancer is found the easier it is to treat. The NHS is still here for you. Find information on signs and symptoms at [www.getcheckedearly.org](http://www.getcheckedearly.org)

### IMMUNISATION

**Immunisations for pregnant women and young children are continuing during this time.** They are an important part of helping protect against serious, preventable diseases. The NHS is still here for you – please attend your vaccination appointment. Find information at [www.nhsinform.scot/immunisation](http://www.nhsinform.scot/immunisation)

For a parental audience, you can direct your posts to [www.parentclub.scot](http://www.parentclub.scot)

## Editorial examples

### NHS is Open campaign launches

A new campaign is underway to encourage people to seek medical help for health issues which are not related to coronavirus (COVID-19).

Figures indicate patients are delaying going to the GP surgery or Accident & Emergency during the pandemic, that there has been a drop in urgent suspected cancer referrals, and a reduction in families bringing children for immunisation.

Reasons may include wishing to reduce the strain on the NHS, or concerns over becoming infected with COVID-19, as well as the misconception that doctors do not want to see patients.

The NHS is Open campaign urges people to contact their GP practice, call 111 out of hours or 999 for an emergency.

Health Secretary Jeane Freeman said:

“It is vital for people to know that GP surgeries and hospitals are still there for them if needed.

“While we appreciate the public doing all they can to reduce the strain on our

NHS at this challenging time, if people have serious health concerns or symptoms, it’s just as important as ever to seek immediate medical assistance.

“This pandemic does not mean we’ve stopped the fight against cancer, heart attack or other serious health conditions. It is vital people continue to raise any health worries with their doctor at the earliest possible time and continue to attend regular check-ups and appointments when they are invited to do so.”

Dr Carey Lunan, a working GP and Chair of the Royal College of General Practitioners in Scotland, will feature in TV adverts as part of the campaign. She said:

“The NHS is open and it is safe. Appointments may feel a little different – they might happen on the phone or even by videolink. If people need to be seen face-to-face, we can arrange that too.

“Accident and Emergency units are also still open and able to help. We are here for patients and we want to hear from anyone if they have an urgent medical problem.”

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# Campaign contacts

We're looking forward to working with you.  
If you want to get involved or have any questions,  
suggestions or comments, please contact the team

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