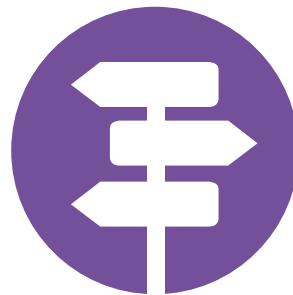




Care
Information
Scotland



Communications Toolkit



Care Information Scotland

Introduction

Care Information Scotland provides access to quality assured information on care and social care services in Scotland.

Managed by NHS 24, the service has recently expanded to provide a central and first point of access to a wealth of care information in Scotland.

NHS 24 worked in partnership with the Scottish Government and engaged with care service users from a wide range of different organisations, including Age Scotland, Carers Trust and Shared Care, to ensure the re-designed website and telephone service meets the needs of the public.

The service has been designed as a central point to help guide people through the maze of resources to ensure they have access to comprehensive, accurate and up to date information, either for themselves, a relative or a friend.

The service is also a helpful source of information for care professionals who are able to direct people to the information service as required.

Vision

Care Information Scotland brings together quality assured care information which is accessible to all carers, those being cared for and carer support services across Scotland.

Mission

Our mission is to provide person-centred, accessible care information across a multichannel service, which meets the needs of our users. Care Information Scotland is a national provider of service supporting and signposting to local services as appropriate.



We would be happy for you to help spread the word about the re-designed Care Information Scotland service via internal and external newsletter communications.

Your staff can also help spread the word about the re-designed Care Information Scotland service. Below is some draft copy that you might want to include in staff newsletters or on your intranet.

300 words

If you look after someone, need care yourself or are planning for your future care needs, you can get the information and advice you need from Care Information Scotland.

The service has been designed as a central point to help guide people through the maze of resources to ensure they have access to comprehensive, accurate and up to date information, either for themselves, a relative or a friend.

The service is also a helpful source of information for health and care professionals who are able to direct people to the information service as required.

NHS 24, which manages the service, has worked in partnership with the Scottish Government and care organisations in recent months to expand the service to help provide a first point of access to all care information in Scotland.

NHS 24 worked with a wide range of organisations, including Age Scotland, the Carers Trust and Shared Care, to ensure the re-designed website, webchat and telephone service meets the needs of people in Scotland.

NHS 24 Head of Health Information Services, Lynne Huckerby, said: "This fresh new service now offers features such as web chat, direct links to social care across local councils and the ability to share content and information.

"The service is designed to complement service provision in local areas and provides advice and signposting information a range of topics, allowing people to make informed decisions.

This service will be a useful resource for those finding themselves in a caring role for the first time."

The service includes sections dedicated to where to start, accessing care services, care at home and carers' health and wellbeing.

For more information, visit www.careinfoscotland.scot or phone 0800 011 3200 (8am to 10pm seven days a week.)

Ends



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Your staff can also help spread the word about the re-designed Care Information Scotland service. Below is some draft copy that you might want to include in staff newsletters or on your intranet.

130 words

If you look after someone, need care yourself or are planning for your future care needs, you can get the information and advice you need from Care Information Scotland.

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NHS 24 has worked in partnership with the Scottish Government and care organisations to expand the service to help ensure the re-designed website, webchat and telephone service meets the needs of people in Scotland.

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Ends



Social Media

We have social media activity planned for both Twitter and Facebook and would ask you to re-tweet, quote, like and share our posts. Our accounts are www.facebook.com/NHS24 and www.twitter.com/NHS24 www.twitter.com/NHSinform

Should you wish to spread the word using your own channels, we have put together some sample posts that you can use. We appreciate all your support, whether that is using our stock tweets or Facebook posts below, choosing to deploy your own content using #CareInfoScotland, or simply 'Like' or share a post on your Facebook page.

Sample Tweets

We would really appreciate it if all Tweets supporting the re-designed Care Information Scotland include #CareInfoScotland

- If you have caring responsibilities, use #CareInfoScotland to get the info and advice you need
- #CareInfoScotland is there to help guide you through the maze of resources. Make it your first stop.
- For the right info on how to get a helping hand for yourself or someone you care for, visit www.careinfoscotland.scot #CareInfoScotland
- Looking for care information for you or someone you care for? #CareInfoScotland is a great place to start
- For information on care information in Scotland, visit www.careinfoscotland.scot or speak to someone in person on 0800 011 3200 #CareInfoScotland
- Young carers can now get information relevant to them via #CareInfoScotland at www.careinfoscotland.scot
- Don't know where to start when it comes to getting help and support as a carer? Visit www.careinfoscotland.scot #CareInfoScotland
- Like using webchat and looking for care information in Scotland visit #CareInfoScotland www.careinfoscotland.scot



Sample Facebook Posts

Below are some sample posts that you and your organisation can upload to your Facebook pages to show your support.

- Do you need help finding care information relevant to you? Whether you are looking for information for yourself, someone you care for or on behalf of someone else, make Care Information Scotland your first stop. Find information on a range of subjects from financial support to information about your rights at www.careinfoscotland.scot via webchat or speak to one of their advisors in person on 0800 011 3200 (8am to 10pm seven days).
- Care Information Scotland is a great place to start whether you are new to care or not. For the right information on how to get a helping hand for yourself or someone you care for, call or visit www.careinfoscotland.scot
- Being a young carer can be a daunting experience. If you are looking for help and support, you can now access Care Information Scotland via website, webchat and phone. For more information, visit www.careinfoscotland.scot

Digital Assets

A range of digital assets has been created for you to use on your website. Please contact us if you need assets in another size.

Contacts:

PR and Social Media

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Partnership and Leaflet Requests

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Marketing and Assets

Natasha Augustus
NHS 24 Communications Officer
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0141 337 4504





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