



Introduction

'We'll Keep you Right' is a campaign made up of a range of digital assets delivered by NHS 24 (on behalf of NHSScotland). 'We'll Keep you Right' highlights the range of services available to help people access the right care at the right time, and where to go if you are not sure which service to access.

The campaign is fronted by a charming, pink cartoon character, who will share this important health information across social media channels, YouTube and STV Player throughout the remainder of the winter months.

The campaign is designed to:

- Highlight the range of services available to the public to seek help and advice when they need it and to access services appropriately.
- Increase public awareness of NHS inform as a useful source of health and care information, a range of self-help guides and Scotland's Services Directory.
- Encourage and enable people to look after conditions that don't need clinical support such as coughs and colds etc.

Digital Advertising

A digital advertising campaign ran from the 14th January until the end of March 2019. A second phase is planned for June 2019. The ads will appear on Radio, Facebook, Instagram, Twitter, You Tube and VOD.

Leaflets and Posters

Leaflets and posters are available for you to download at <https://www.nhsinform.scot/campaigns/well-keep-you-right>

These are also available in a range of translations.

Digital Assets

This campaign includes a range of digital assets which have been produced in a range of sizes for you to display on your website and waiting room screens along with a link to www.nhsinform.scot Please let us know your size preferences by emailing hqcommunications@nhs24.scot.nhs.uk