

Guide to healthcare – comms toolkit

Context

In January 2026, NHS South East London is launching a new campaign to help people find their way to the care they need – whether it's going to their local pharmacy, a minor eye conditions service or resting up at home. The aim is to raise awareness of the full range of options and to increase people's knowledge and understanding of what route to take for a particular symptom or condition. This will help the public, and the NHS.

At the heart of the campaign is an illustrated guide, co-produced with local communities and with input and review from a range of healthcare professionals from across our system. Using illustrations with minimal text, the guide is designed to be accessible for all and has been tested with audiences including those with different reading ages and people who do not speak or read English as their first language.

If you would like any further information about the insight and user testing that went into this campaign, or on the pilot we ran in 2025, please contact Humphrey.Couchman@selondonics.nhs.uk or frances.adlam@selondonics.nhs.uk.

The printed guide will be distributed directly to households in CORE20 postcodes (people living in the 20% most deprived areas), as data shows this group often use emergency departments when other services may be better for their needs. The guide will also be distributed widely in public places and community locations

We also have a [digital version of the guide on our website](#) and are running a year-round digital campaign on Meta, Google Display Network and Google Search to reinforce the message.



How you can support this campaign

We'd really appreciate your support on this campaign, to help us reach as many people as possible. You can support by:

1. Sharing and promoting the guide with your audiences. Just received a box of guides? You could make it available on your premises, and promote it on social media or in your newsletter?
2. Sharing our 'user centred' campaign messaging across your channels.
3. Getting in contact if you'd like to order any more (there is no charge).

Campaign dates

Initial deliveries of the guide are being made in January. The digital campaign starts in January as well.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Deliveries of Guide												
Meta												
GDN												
Google Search												
Organic promotion												

Ordering more copies (free)

You can order more copies throughout the year - they will be delivered for free. Please contact Humphrey.Couchman@selondonics.nhs.uk or frances.adlam@selondonics.nhs.uk giving your name, address and how many copies you would like.

Suggested bulletin copy

New: Guide to healthcare

NHS South East London has launched a new guide to healthcare to help you find your way to the care you need, when you need it. This January, keep a look out for the guide. You may get one through your door – or they'll be in pharmacies, libraries and other public places.

Download our [promotional image](#).



Suggested website copy

New: Guide to healthcare

NHS South East London has launched a new guide to healthcare to help you find your way to the care you need, when you need it.

The illustrated guide, produced with local communities, aims to increase knowledge and understanding of what route to take for a particular symptom or condition.

The guide is being delivered directly to households and in public places including [insert your locations]. Head to [add detail of location] to get a copy.

Download our [promotional image](#).

Evaluation

We will be evaluating the campaign throughout the year, looking at operational statistics and communications metrics, as well as conducting a survey to measure awareness, perception and intention. If you have any additional feedback, please contact Humphrey.Couchman@selondonics.nhs.uk or frances.adlam@selondonics.nhs.uk.

Thank you for your support.

Humphrey Couchman, Assistant director, communications, media and campaigns.

Frankie Adlam, Senior campaigns manager.

