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| Your care, your way campaign: Social media messages  |
| 16 February 2022 |



Introduction

These social media messages have been written for you to adapt and use on your own social media channels, to support the campaign ‘Your care, your way’. The messages have been written with a public audience in mind.

Key messages for general audiences

These messages are broken down by channel for you to easily adapt. Each channel is broken down into the messages for the two phases of the campaign – phase one is raising awareness and phase two is about calling the public for action.

Facebook

Messages raising awareness of the campaign

* We’re supporting a new campaign calling for everyone to be given healthcare information in the way they need it #YourCareYourWay
* We believe everyone should be told about healthcare in the way they need it. If you have been given information in a way you couldn’t understand we want to hear from you #YourCareYourWay [Insert survey link]
* Not everyone is aware that the NHS should communicate with disabled people and those with sensory impairments in a way they need it. Help us spread the word and join our campaign today. We believe everyone should be entitled to healthcare information that they can understand. #YourCareYourWay [insert link to landing page]
* Some people can ask their doctor or nurse for information about their healthcare in a different format that is easier for them to understand, but not everyone knows about this. Help us spread the word about our new campaign #YourCareYourWay [insert link to campaign landing page]

**Messages calling for action**

* We believe everyone should be given healthcare information in the way they need it. We want to hear from you if you have struggled to access healthcare information. Tell us your experiences today to prevent others feeling lost and confused. #YourCareYourWay [insert survey link]
* Health information should be clear for everyone, no matter your needs. Join our campaign today if you’ve not been given clear information - we want to hear from you #YourCareYourWay [insert survey link]
* Have you been given healthcare information you didn’t understand? Unfortunately, it is all too common. To change this, we’ve launched a campaign to ensure everyone receives information in a format they can understand. Help change things by sharing your experiences with us today #YourCareYourWay [insert survey link]
* No one should ever feel judged for asking for healthcare information in a different format so that they can understand it. Some people, such as disabled people and those with sensory impairments, have the right to get this information provided in a way they can understand. Help us create change and extend these rights to ensure no one is ever stuck with information they can’t understand – share your experiences with us today #YourCareYourWay [insert survey link]
* We’re calling NHS England to hold health and care services to account in the implementation of the Accessible Information Standard and protect the rights of people who have a sensory loss or a learning disability. #YourCareYourWay

Twitter

**Messages raising awareness of the campaign:**

* We’re supporting a new campaign calling for everyone to be given healthcare information in the way they need it #YourCareYourWay
* Not given healthcare information in a way you understand? [insert handle] wants to change this. Join our campaign and find out more. #YourCareYourWay [link to campaign landing page]
* [insert handle] want to make sure no one receives confusing healthcare information. Join our campaign to help them create change. #YourCareYourWay [link to campaign landing page]
* #DYK you may have the right to ask doctors and nurses for information in a format that is easier for you to understand? Help us spread the word! #YourCareYourWay [insert link to campaign landing page]

**Messages calling for action:**

* Had problems accessing healthcare information? Tell [insert handle] about your experiences #YourCareYourWay [insert survey link]
* No one should feel judged for asking for healthcare information in a way they can understand. If this happened to you, tell us about your experience. #YourCareYourWay [insert survey link]
* We believe everyone should have the right to be told about healthcare in the way they need it. If you wish information was given to you in a different way [insert handle] want to hear from you. #YourCareYourWay [insert survey link]
* We’ve joined forces with @HealthwatchE in calling for NHS England to fully implement the Accessible Information Standard and protect the rights of some of the most vulnerable patients. #YourCareYourWay

Instagram

**Messages raising awareness of the campaign:**

* We believe everyone should be given healthcare information in the way they need it. We want more people to be aware of their right to information in different formats. Join our campaign to find out more #YourCareYourWay [link to campaign landing page]
* Not everyone knows that the NHS must communicate with disabled people and those with sensory loss, in a way that they can understand. Help us spread the word of our latest campaign aiming to ensure change happens so everyone can understand information about their healthcare to make informed choices. #YourCareYourWay [link to campaign page]
* INSTAGRAM STORY
	+ Post one(poll): Did you know that some people can ask for information about their healthcare in a different format so it's easier to access? #YourCareYourWay (Answer options Yes / No)
	+ Post two (story): Help us spread the word so everyone is aware if they have the right to healthcare information they can understand [link to campaign page] #YourCareYourWay

**Messages calling for action:**

* Disabled people and those with sensory loss have the right to receive healthcare information in the way they need it. We want to extend this so everyone can get information they understand. If you have ever been given information you couldn’t access, then #Healthwatch wants to hear about your experiences. Sharing your story with us will help stop others feeling the same frustration. #YourCareYourWay [link to survey]
* If a doctor or nurse has ever shared information you didn’t understand, #Healthwatch wants to hear from you. Some people have the right to request information in different formats – but we think everyone should be able to access and understand information about their own care. Share your experiences today and help us ensure this doesn’t happen to anyone else. #YourCareYourWay [insert link to survey]
* Have you been given healthcare information you didn’t understand? We want to create change and ensure it doesn’t happen to anyone else. Join our campaign and tell us about your experiences #YourCareYourWay [insert link to survey]
* INSTAGRAM STORY
	+ Post one: Are you aware your doctor or nurse might need to provide healthcare information in a way you can understand? #YourCareYourWay (Answer options Yes / No)
	+ Post two: If you have had information you didn’t understand share your experiences today [link to survey] #YourCareYourWay

LinkedIn

**Messages raising awareness of the campaign:**

* We’re supporting a new campaign calling for everyone to be given healthcare information in the way they need it. Research shows that many NHS trusts are not meeting the legally binding Accessible Information Standard. With NHS England currently reviewing the standard, we’re calling for stronger accountability in its implementation #YourCareYourWay. [insert link to campaign page]
* Have you ever been given healthcare information you didn’t understand? #Healthwatch has launched a new campaign to change this, ensuring everyone is given information they understand. Help us create change. #YourCareYourWay [insert link to campaign page]
* As a doctor or nurse, have you ever been asked by a patient for information in a format that is easier for them to access? Many people covered in the accessible information standard don’t know they have a right to ask for this, yet accessing information is essential for people to make informed decisions about their care. Help spread the word so people know they can ask you for this. #YourCareYourWay [insert link to campaign page]

**Messages calling for action:**

* We believe you have the right to be told about your healthcare in the way you need it. #Healthwatch wants to know if this is happening, or whether services could improve the information they give you. Share your experiences today and help prevent others from feeling lost and confused. #YourCareYourWay [link to survey]
* Do you work in healthcare? If so, does your organisation provide information in different formats so that everyone can access it in a way that suits them? Tell us your experiences and what you offer today. #YourCareYourWay [insert link to survey]

Key messages for specific audiences

Twitter messages for those covered by the standard

**Hearing-loss**

* #DYK If you are a BSL user, you have the right to have an interpreter at a medical appointment? Find out more here. #YourCareYourWay [insert link to campaign page]
* The NHS must provide BSL users with interpreters at every medical appointment when asked. Is this your experience? Tell [insert handle] your experience. #YourCareYourWay [insert survey link]

**Sight-loss**

* Almost two million people live with sight loss in the UK. It's your right to be given healthcare information in the way you need it. Help us spread the word. #YourCareYourWay [insert link to campaign page]
* It’s essential people with sight loss are given healthcare information in the way they need it – at every medical appointment. Does this always happen? Share your experience today. #YourCareYourWay [insert survey link]
* Do you struggle to get your healthcare information in braille or large print? Tell #Healthwatch – we want to hear your experiences. #YourCareYourWay [insert survey link]

**Learning disabilities**

* If you have a learning disability, you have the right to healthcare information in the format you need, including easy-read, large print or plain English. Tell us if you can’t get this and help create change. #YourCareYourWay [insert survey link]
* Do you find healthcare information confusing or difficult to understand? Tell us why. #YourCareYourWay [insert survey link]

**Carers**

* Do you care for someone who has sensory loss or a learning disability? You have a right to ask for healthcare information in a format your loved one can easily understand. Help spread the word and join our campaign. #YourCareYourWay [link to landing page]
* Do you struggle to get healthcare information in a way the person you care for can understand? Tell [insert handle] and help them create change. #YourCareYourWay [insert survey link]

Twitter messages for those covered not by the standard

**Dyslexia**

* Are you dyslexic and find it difficult to understand the healthcare information you are given? Find out more about Healthwatch’s new campaign to change this. #YourCareYourWay [insert landing page link]
* Do you find written healthcare information difficult to understand? Tell #Healthwatch about your experience. #YourCareYourWay [insert survey link]

**English as a second language**

* Do you find it difficult to understand healthcare information because English is your second language? We want everyone to receive information in their first language. #YourCareYourWay [insert landing page link]
* Not able to get healthcare information in your first language? Tell #Healthwatch, so that together we can change this. #YourCareYourWay [Insert survey link]
* Worried that your loved ones don’t understand information about their healthcare because English isn’t their first language? Tell @HealthwatchE as they campaign for change. #YourCareYourWay [insert survey link]
* Do you end up translating for a loved one because the information from the doctor only comes in English? Tell us about your experiences as we campaign for change. #YourCareYourWay [insert survey link]

Healthwatch England

National Customer Service Centre

Citygate

Gallowgate

Newcastle upon Tyne

NE1 4PA

www.healthwatch.co.uk 

t: 03000 683 000

e: enquiries@healthwatch.co.uk

 @HealthwatchE

 Facebook.com/HealthwatchE