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| Your care, your way campaign: Social media messages |
| 21 March 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 to support the second phase of the campaign which centres on experiences of people who don’t speak English well or at all.

Their aim to: 1. raise awareness of the barriers to accessing language and interpreting services based on our primary research; 2. ask people to share their experience via our feedback form.

Key messages

These messages are broken down by channel for you to easily adapt.

Facebook

**Awareness**

**[use social cared 11 ESL]**

**Facebook**

People who speak little or no English struggle at all points of their healthcare journey, if not given the right communication support.  The NHS Act 2006 puts a clear duty on healthcare services to reduce inequalities for patients who are not able to speak English. But the latest research from Healthwatch England shows that people aren’t always getting the support they need. Read their report: https://bit.ly/3qfx1Lq

People who cannot speak English are often not given written information about their conditions or medication in their own language. We’re joining Healthwatch England in calling on the @DHSCgovuk and @NHSEngland to urgently introduce new statutory guidance for all health and care providers on commissioning interpretation services.

<https://bit.ly/3qfx1Lq>

Twitter

Clear, understandable information is important to help you make decisions about your health and care.  Read @HealthwatchE’s report on how difficult your healthcare journey is when you speak little or no English. #YourCareYourWay <https://bit.ly/3qfx1Lq>

People who speak little or no English struggle at all points of their healthcare journey if not given the right support. Yet interpreting services don’t always meet people’s needs. Read @HealthwatchE’s report #YourCareYourWay <https://bit.ly/3qfx1Lq>

We're joining @HealthwatchE in calling on the @DHSCgovuk and @NHSEngland to urgently introduce new statutory guidance for all health and care providers on commissioning interpretation services. #YourCareYourWay <https://bit.ly/3qfx1Lq>

Instagram

People who speak little or no English struggle at all points of their healthcare journey, if not given the right communication support. The NHS Act 2006 puts a clear duty on healthcare services to reduce inequalities for patients who are not able to speak English. But new report from Healthwatch England shows people aren’t always getting the support they need. #YourCareYourWay

LinkedIn

People who speak little or no English struggle at all points of their healthcare journey, if not given the right communication support.  The NHS Act 2006 puts a clear duty on healthcare services to reduce inequalities for patients who are not able to speak English.  But new research from Healthwatch England shows people aren’t always getting the support they need. <https://bit.ly/3qfx1Lq> #YourCareYourWay

Key messages that call for action

* We want to hear from people who don’t speak English well and have found it hard to get interpreting support. Tell us your story and help improve services for others like you #YourCareYourWay [insert survey link]
* 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]

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 @HealthwatchE

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