

Healthwatch

descriptors

Practical text you can use in your communications to talk about Healthwatch

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Introduction

How can this guide help you?

To make sure Healthwatch appeals to a wide variety of people, we've updated our brand tone of voice. We have a new set of descriptors to help you consistently and easily explain who we are and what we do.

You should use the following descriptors when writing or talking about Healthwatch. These can be adapted for your website, social media channels, email marketing, reports and general day-to-day communications - there's a handy checklist at the end of the guide.

What other brand resources are available?

This guide provides practical text you can copy, paste and adapt to save time when writing about Healthwatch. But it should be used alongside our full range of brand resources. Before you read on, please make sure you've read the:

- One-page 'Brand messaging guide', which includes Healthwatch's full tone of voice guidance, as well as our values, strapline, proposition and messages for different audiences.
- 'Brand language guide' which gives top tips on how to write accessibly.

[Download our full range of brand resources.](#)

Why do we need a tone of voice?

In a nutshell, a 'tone of voice' is how we project Healthwatch's personality and the way we come across to our audiences. No matter who we're speaking to or what we say, it should always be obvious it's Healthwatch speaking. The more familiar and consistent we sound, the more trust we build.

General 'about us' descriptors

Whether you need to talk about Healthwatch in a report or in a presentation to local partners, copy and adapt the following long and short descriptors to save time.

Please note: Don't forget to update the highlighted sections to reflect your own local area.

Healthwatch England descriptors

Healthwatch proposition

Healthwatch is your health and social care champion. We make sure NHS leaders and other decision makers hear your voice and use your feedback to improve care.

Healthwatch England - About us

Healthwatch is your health and social care champion. If you use GPs and hospitals, dentists, pharmacies, care homes or other support services, we want to hear about your experiences. As an independent statutory body, we have the power to make sure NHS leaders and other decision makers listen to your feedback and improve standards of care. We can also help you to find

reliable and trustworthy [information and advice](#). Last year, we helped nearly a million people like you to have your say and get the support you need.

Wherever you live in England, you'll have a local Healthwatch nearby (there are over 150 across the country). We're here to listen to the issues that really matter to local communities and to hear about your experiences of using health and social care services. We're entirely independent and impartial, and any information you share with us is confidential.

Healthwatch uses your feedback to better understand the challenges facing the NHS and other care providers nationally, to make sure your experiences improve health and care services for everyone. We can also help you to get the information and advice you need to make the right decisions for you and to get the support you deserve.

It's really important that you share your experiences - whether good or bad, happy or sad. If you've had a negative experience, it's easy to think there's no point in complaining, and that 'nothing ever changes'. Or, if you've had a great experience, that you 'wish you could say thank you'. Remember, your feedback is helping to improve people's lives. So, if you need advice, or you're ready to tell your story - we're here to listen.

Tell your story/Get help

Healthwatch England - In a nutshell

Everywhere in the country has a local Healthwatch nearby. If you've recently visited your GP, or local hospital, or used any health and care services in England, we want to hear from you. Whether you've had a good or bad experience, we can use your feedback to improve services for everyone and we have the power to make NHS leaders and other care providers listen to what you have to say. We're completely independent and impartial and anything you say is confidential. We also offer information and advice to help you to get the support you need. Our service is free, simple to use and can make a real difference to you and to your local community.

Tell your story/Get help

Local Healthwatch descriptors

Local Healthwatch - proposition (use this on your website)

Healthwatch [\[Anytown\]](#) is your local health and social care champion. From [\[Darlastan\]](#) to [Brown Hills](#) and everywhere in between, we make sure NHS leaders and other decision makers hear your voice and use your feedback to improve care.

Local Healthwatch - About Us

Healthwatch [\[Anytown\]](#) is your local health and social care champion. If you use [GPs](#) and [hospitals](#), [dentists](#), [pharmacies](#), [care homes](#) or other [support services](#) in your area, we want to hear about your experiences. We are independent and have the power to make sure [NHS leaders](#) and other [decision makers](#) listen to local feedback and improve standards of care. We can also help you to find reliable and trustworthy [information and advice](#). Last year, the Healthwatch network helped nearly a million people like you to have your say and get the support you need.

Healthwatch [\[Anytown\]](#) is part of a network of over 150 local Healthwatch across the country. We're here to listen to the issues that really matter to people in [\[Anytown\]](#) and to hear about

your experiences of using local health and social care services. We're entirely independent and impartial, and anything you share with us is confidential.

Healthwatch uses your feedback to better understand the challenges facing the NHS and other care providers and we make sure your experiences improve health and care for everyone - locally and nationally. We can also help you to get the information and advice you need to make the right decisions for you and to get the support you deserve.

It's really important that you share your experiences - whether good or bad, happy or sad. If you've had a negative experience, it's easy to think there's no point in complaining, and that 'nothing ever changes'. Or, if you've had a great experience, that you 'wish you could say thank you'. Remember, your feedback is helping to improve people's lives. So, if you need advice, or you're ready to tell your story - we're here to listen.

Tell your story/Get help

Local Healthwatch - In a nutshell

If you've recently visited your GP, or local hospital, or used any health and care services in [Anytown] we want to hear from you. Whether you've had a good or bad experience, we can use your feedback to improve services for everyone and we have the power to make NHS leaders and other care providers listen to what you have to say. We're completely independent and impartial and anything you say is confidential. We also offer information and advice to help you to get the support you need. Our service is free, simple to use and can make a real difference to people in [Anytown] and beyond.

Tell your story/Get help

Update your website

Use the following text to make sure your website reflects our new tone of voice and appeals to the public. We've based this structure on the Healthwatch website template so you may need to adapt it if you use an alternative website product.

Homepage carousel

We recommend having three carousel slides:

- [About us] Healthwatch (Anytown) is your local health and social care champion. From (Darlastan to Brown Hills) and everywhere in between, we make sure the NHS and other decision makers hear your voice and use your feedback to improve care. Find out more.
- [Share your views] Share your views to make a difference. We're here to listen to you online, by email or phone. Speak up, share your experiences of using health and care, and let us make decision makers aware of what needs to change.
- [Highlight a recent project or information piece.]

Share your views survey introduction

Take five minutes to share your experiences

If you use GPs and hospitals, dentists, pharmacies, care homes or other support services, we want to hear about your experiences. Whether good or bad, speak up, and let us help NHS and social care services spot issues that are affecting care for you and your loved ones.

About us page

Your health and social care champion

Healthwatch [Anytown] is your local health and social care champion. From [Darlastan to Brown Hills] and everywhere in between, we make sure NHS leaders and other decision makers hear your voice and use your feedback to improve care.

How we can help you

If you've recently visited your GP, or local hospital, or used any health and care services in [Anytown] we want to hear from you. Whether you've had a good or bad experience, we can use your feedback to improve services for everyone and we have the power to make NHS leaders and other care providers listen to what you have to say. We're completely independent and impartial and anything you say is confidential. We also offer information and advice to help you to get the support you need. Our service is free, simple to use and can make a real difference to people in [Anytown] and beyond.

Advice and information page introduction

If you feel lost and don't know where to turn, Healthwatch is here for you. In times of worry or stress, we provide confidential support and free information to help you understand your options and get the help you need. Whether it's finding an NHS dentist, how to make a complaint or finding a good care home for a loved one - you can count on us.

Help making a complaint page introduction

Making a complaint about NHS or social care services can be daunting. You might be wondering whether it's worth the time and effort. But we're here to help you every step of the way, so that you and others get the right care.

If you need to make a complaint about a healthcare service, take a look at our quick guides below.

Volunteer with us page introduction

Volunteers play a vital role in helping people have their say on health and social care. Volunteering with Healthwatch can help you develop skills, gain experience and make a difference to your community.

Contact us page introduction

We're here to help

Whether you'd like to share your feedback about using a health or care service, or you're looking for local support - we're here for you. Drop us an email or give us a ring for a friendly chat over the phone.

Legal information you need to include

By law, charities have to give information about their status in various places. This is so that anyone working or doing business with the charity knows what sort of organisation they're dealing with. The rules you need to follow depend on the legal structure of your charity. Similar requirements also related to registered companies.

We would advise ensuring that information about who provides your service is available on the 'about us' section of your website and you make yourself familiar with the additional requirements depending on your legal structure.

You can use the following suggested text:

Who delivers our service?

Healthwatch [X] is delivered by [Insert name of charity of Community Interest Company].

[Insert name of charity of Community Interest Company] is [registered in England as a charitable company limited by guarantee/ a Community Interest Company limited by guarantee and registered in England & Wales]

[Insert Registered address] | Registered charity number [Insert number] | Registered company number [Insert number] |

[Insert VAT number, if registered for VAT]

[Link to your charity or CIC website]

Checklist

Use the following checklist to make sure you've updated the tone of voice across your work.

- Website (use the copy above)
- Social media channel profiles
- Google and other paid adverts
- Email marketing
- Template emails
- Email signature
- Autoresponders (email and social media)
- Voicemail
- PowerPoint presentations
- Newsletter
- Recruitment packs
- New starter information