

NHS Go one year on: developing social media insight at Healthy London Partnership

Dan Heller, Project Manager, Healthy London Partnership

[@danheller89](https://twitter.com/danheller89) [@HealthyLDN](https://twitter.com/HealthyLDN) [#NHSGo](https://twitter.com/NHSGo)



NHS Go one year on: developing social media insight at Healthy London Partnership

- 📡 Who and what is Healthy London Partnership?
- 📡 What is NHS Go?
- 📡 Why access health information on NHS Go?
- 📡 Broadening access to health information on the app and using social media

8.2 million

people live in London
of which

2,049,576

are children aged 0-19

Mental Health
conditions affect

1 in 8

Children

Emotional and
behavioural
problems affect

1 in 5

Children

600,000

of London's children
live in poverty

20%

of 4-
year-olds are
overweight or
obese

134,186

live births in
London in 2012

Healthy London Partnership – Children and Young People's programme

20%

of 13-year-olds
drink alcohol
once a week

40%

of
15-year-olds
drink alcohol
once a week

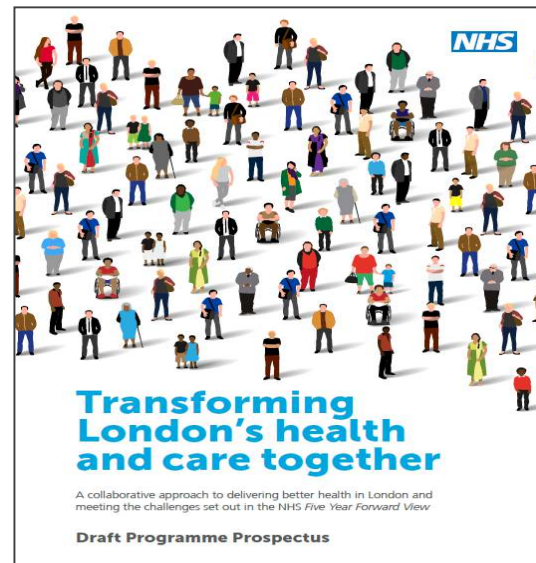
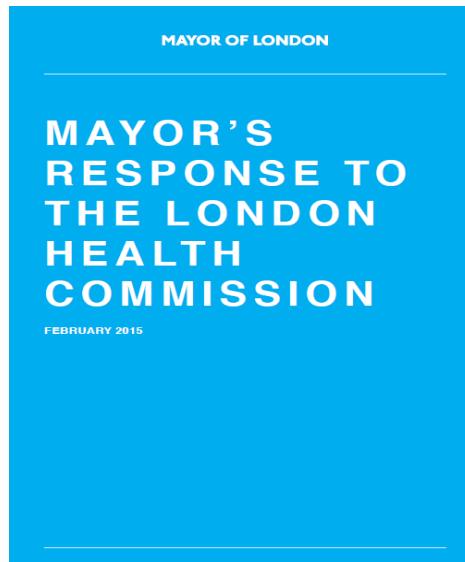
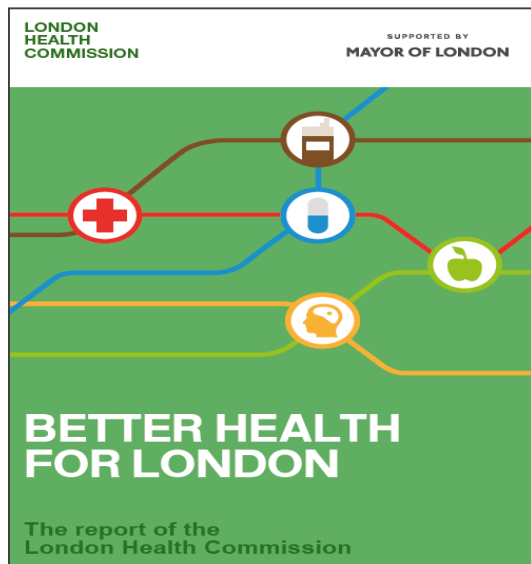
25% of 15-year-olds
first smoked AGED 13
or younger

LESS THAN HALF

of 11-15
year olds do
an hour of
exercise
each day



London Health Commission



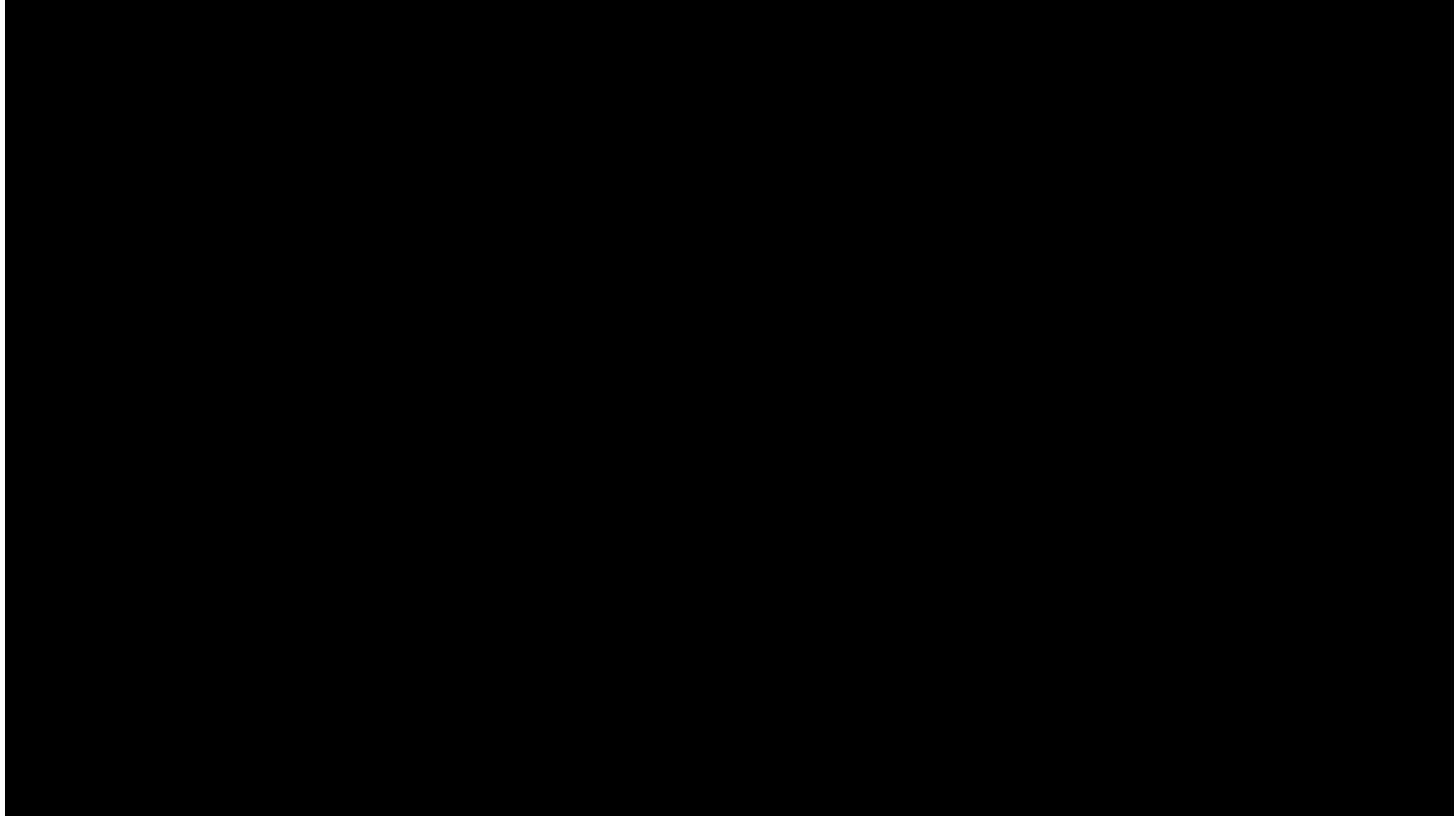
**Healthy London Partnership –
The delivery arm of the London Health Commission**

01

NHS Go the story

Transforming London's health and care together

Hearing from young people – their views on services



NHS Go – the start of the story

- # Feedback from young people across London told the NHS:
- # Navigating the NHS health services was a challenge for young people
- # They didn't know when to access services, how to access services and where to access services.
- # They didn't know what their rights were when accessing health

Designing the app

- # Four focus groups of young people were formed to help design the app. The group had a say over all aspects of the app, including:
 - The content
 - The topics covered
 - The layout
 - The name
 - Where to advertise the app
- # A survey was also completed by over 500 young people across London about what to include in the app (what information they wanted to access) and how it should be presented

Key learning from our Young People

- # Keep the NHS branding – young people recognise and trust the NHS and thought including it in the app's name was important
- # Highlight the confidentiality of the app – make it clear that it doesn't keep a record of your searches and no one can see what you are looking at
- # It needs to be free and easy to use, need to change content so it is kept up to date

Other ways we work with young people on the app

Procurement

Promotion of the app: creating content, takeovers of the Facebook page, project with technology college in London to support with the comms plan, academic evaluation, next development steps

Evaluation: Focus groups and interviews, young people evaluating the app as part of their studies

02

The app

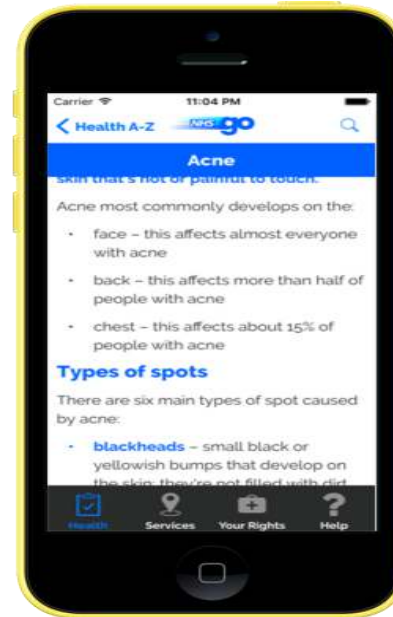
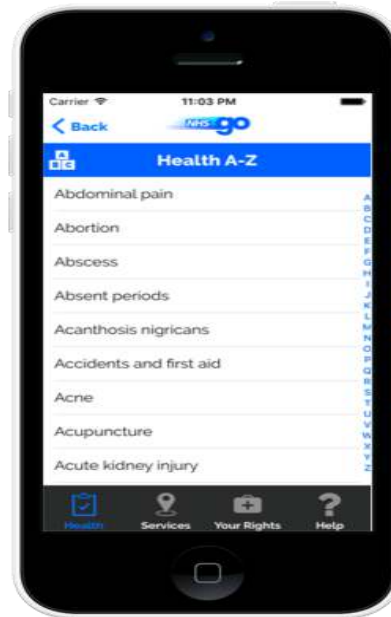
Transforming London's health and care together

What does it include?

NHS Go is divided into three sections:

1. The health section:

- There is a Health A-Z where you can search all health conditions

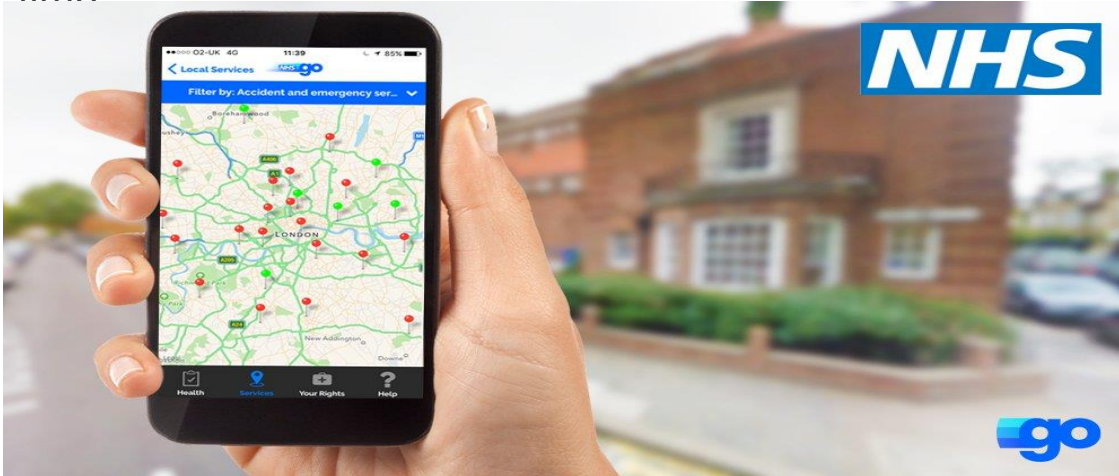


What does it include?

2. The services section:

Here you can put in your postcode and find services near you.

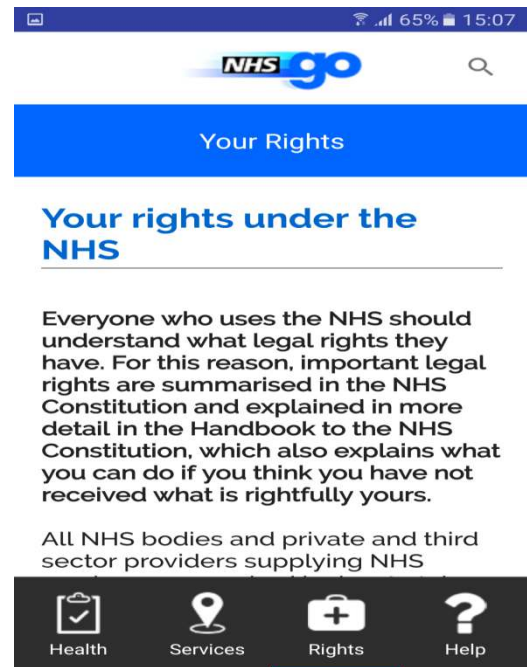
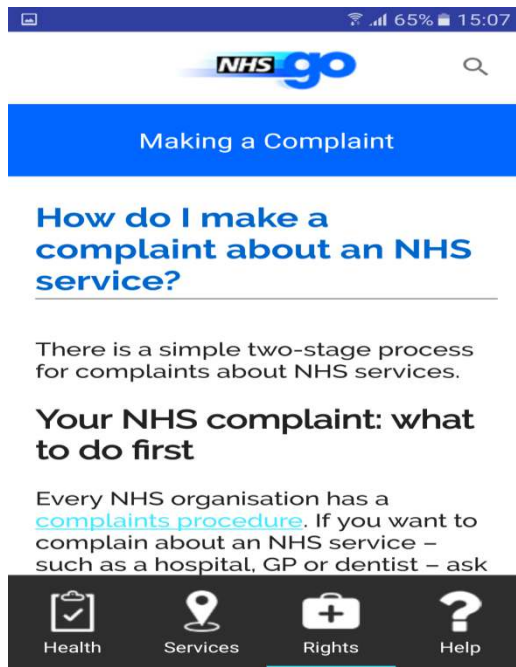
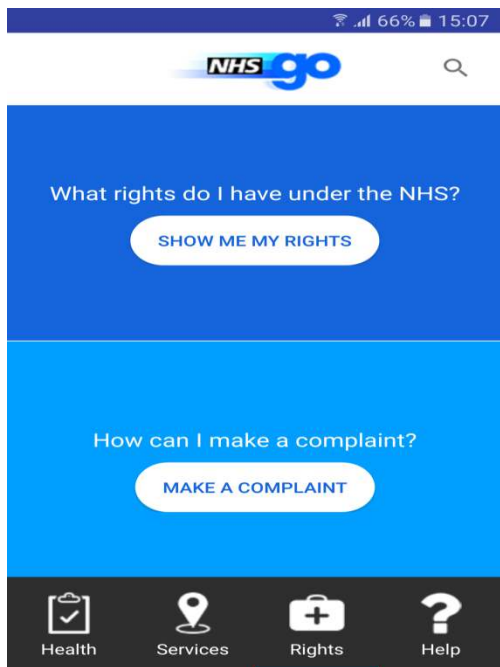
Or you can use your location setting to find out where the closest services are to you at that time



What does it include?

3. Your Rights

Young people said they didn't know what their rights were when accessing services....Now you can find them on NHS Go



The stats:

- # Launched on 14/07/2016
- # 65,000 downloads
- # Over 650,000 in-app screen views
- # People spend longer on NHS Go than the average app use time

03

What makes it so good for accessing information?

It's to hand

- Users have told us that they appreciate the convenience of NHS, that they can access all that information in their hands with no hassle

It's reliable

- Information is drawn directly from NHS Choices, all of which is clinically approved, and safe

It's high-quality

- Our analysis has shown that people spend longer on NHS Go than they do on equivalent health information apps

It's relevant

- By paying attention to what young people wanted to know about, we've been able to prioritise the topics that matter most to them. We also try to link content to current events and affairs, and promote these through social media, keeping it even more relevant

BUT THAT'S NOT ALL - Youtubers

Youtubers from across London promoted the app through YouTube videos and twitter, talking about health issues young people said were important to them:



Hannah Witton
@hannahwitton
www.youtube.com/hannahwitton

Riyadh Khalaf
@RiyadhK
www.youtube.com/user/CaptRiyadh



Lucy Moon
@Meowitslucy
www.youtube.com/meowitslucy

BUT THAT'S NOT ALL! - Youtubers

[Luke Cutforth - What not to do when you're ill...](#)

[Lucy Flight - Don't we all suffer mental health problems?](#)



What not to do when you're ill...

77,838 views

6K 41 SHARE



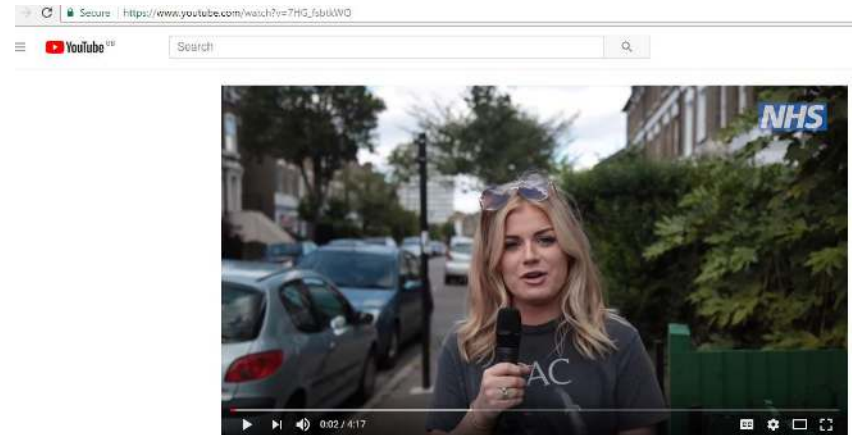
Luke'sNotSexy

Published on Sep 23, 2016

SUBSCRIBE 570K

Luke explores the murky waters internet symptom websites and how they gave him SCURVY NHS Go (FREE): <http://nhsgo.uk>! More info on meningitis: <http://www.meningitis.org/uk-menscwy> subscribe: <http://www.youtube.com/user/lukeisnot...>

SHOW MORE



DON'T WE ALL SUFFER MENTAL HEALTH PROBLEMS!? | Lucy Flight ad

22,464 views

1K 15 SHARE



Lucy Flight

Published on Aug 23, 2017

SUBSCRIBE 135K

I am honestly so excited to show you this video! I absolutely loved filming this and as you guys know I am so passionate about mental health so I'm so excited to be working with NHS Go. I found it so interesting to find out what the people at the boxing club thought about mental health.

SHOW MORE

BUT THAT'S NOT ALL! - Campaigns

#ASKAboutAsthma

- September 2017 – concerted campaign for young people, parents, and professionals to raise simple messages about asthma
- NHS Go (the app and social media platforms) was a perfect platform to raise attention, with some high profile backers and signposting to existing resources for the work of Healthy London Partnership's Children & Young People's programme
- In 2 weeks, we reached over 25,000 people on Facebook and Twitter alone, with NHS Go as our pull

- # Each child and young people with asthma having an asthma management plan
- # Each child and young people with asthma being able to use their inhalers effectively
- # Each child and young people with asthma having an annual asthma review



#AskAboutAsthma - Mayor of London, Sadiq Khan

Look out for our posters across London

NHS

Questions about Sexual Health?



NHS



Questions about your health?

NHS Go is the new way to get 24/7 instant access to information on the go that can help us keep healthy



NHS Go is brought to you by Healthy London Partnership. It is free to download on iOS and Android.

www.NHSGo.uk

#NHSGo

@HealthyLDN



NHS Go is on social media

- # Almost 17,000 like our Facebook page and are actively engaging with the content being posted on the Facebook page.
- # We find this a great way to interact more directly with our audience with the most up to date and relevant information eg. this week is [Eating Disorders Awareness Week](#), so we are able to add topical content (today is University Mental Health Day, so check out content for that too!)
- # Facebook/Instagram advertising allows us to understand what works best with the target audience and means we can tailor our adverts to have maximum impact. Through targeted marketing on Facebook and Instagram we have seen downloads rise dramatically.

Don't believe us? What users say...

“...after they [diagnosed] me Cancer for the 15th time - no more Web MD!” (Tabatha, female, 21)

“If it's to do with health you are going to want something from the National Health Service.” (Aafa, female, 16)

“Erm yeah, I think I would **use it a couple of times per week**... yeah, especially on the bus because it's something to do and it's like really informative and there's like bits of information I wouldn't necessarily know beforehand. ...**So it's like teaching yourself in a way.**” (leasha, female, 17)

We promise we didn't pay them to say these things!

“I'm Asian and Muslim... and it's really kind of awkward if you're a young woman especially if you are a young unmarried woman looking for contraception... it's like, *whoa what are you up to?*... So you want to have that information freely accessible in a private way” (Sasha, female, 22)

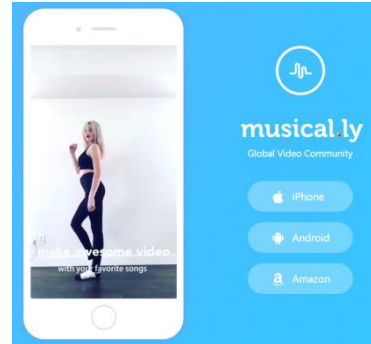
“I think I'd **use the app as the first port of call for any problem**. I'd go straight to the app first to try and figure out on my own and if it's not then obviously I'd go a bit further, like steps, to 111, then go to A&E, work your way up...yeah I think the app would be the first and then if I couldn't get it through the app then I'd go to Google. Now I've got the app I'd go to the app first and then Google.” (Seth, male, 16)

04

Next steps

Next steps

- # Technical updates of the app
- # Promotion: Working with young people on this to create tailored promotional content
- # Future marketing trends – Snapchat is dead, long live... Snapchat? Musical.ly?
- # Introducing more interactive content from NHS Choices eg QUIZZES!
- # Redesign/ refresh of the app
- # Localised content



Kylie Jenner 'sooo over' Snapchat - and shares tumble

© 23 February 2018

f t b e < Share



Reality TV star Kylie Jenner wiped \$1.3bn (£1bn) off Snap's stock market value after tweeting that she no longer used its Snapchat messaging app.

Celebrity Kim Kardashian's half-sister posted: "sooo does anyone else not open Snapchat anymore? Or is it just me... ugh this is so sad."

Where can I download it?

- # NHS Go is free to download on iTunes and Google play you can also visit www.nhs.go.uk to see all the content online
- # You can also follow us on twitter using [#NHSGo](https://twitter.com/NHSGo) and like us on Facebook www.facebook.com/NHSGo
- # Questions – daniel.heller@nhs.net

