

NHS Go one year on: a health app designed by young people for young people at Healthy London Partnership

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 Who and what is Healthy London Partnership?

 What is NHS Go?

 Listening to young people to develop the app

 Next steps – as recommended by young people

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

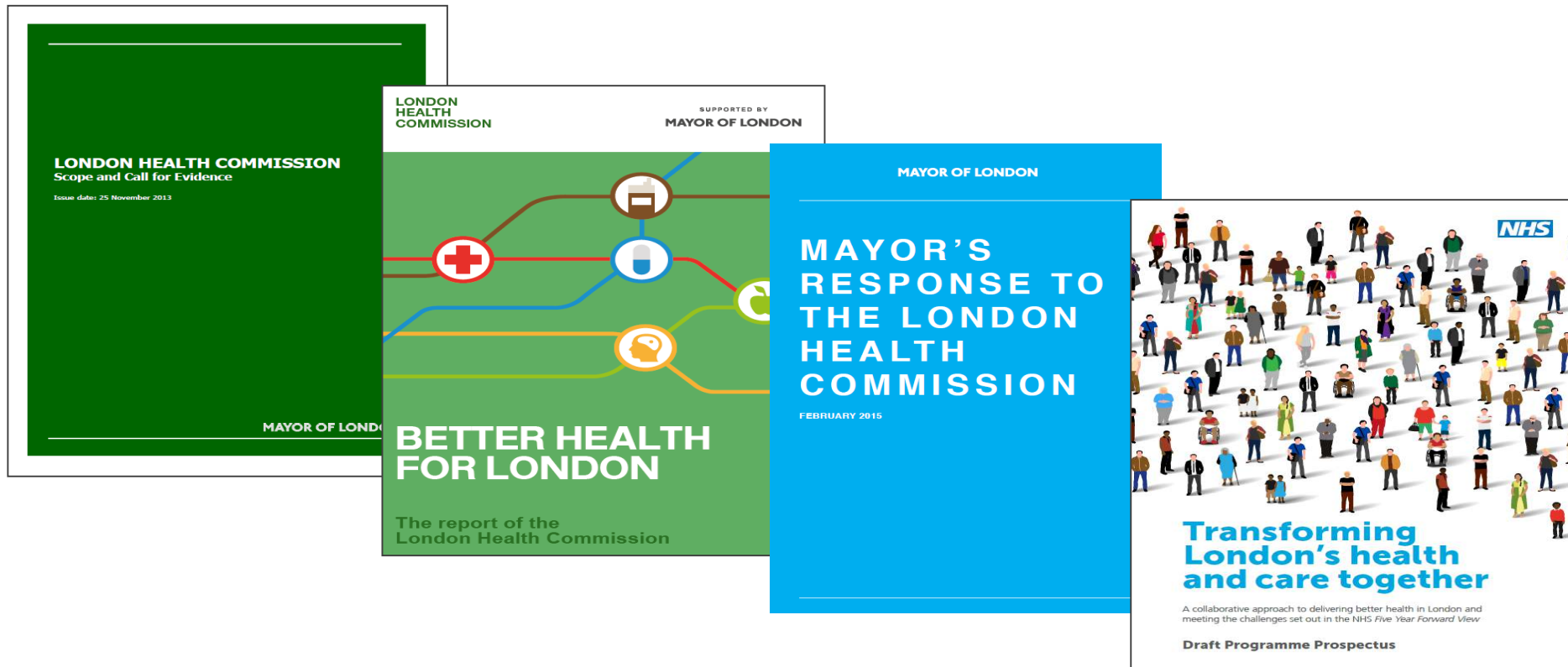
25% of 15-year-olds
first smoked AGED 13
or younger

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

The process for designing the app

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



Hearing from young people – their views on services

What do young people want from health services in London?

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 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

02

The App

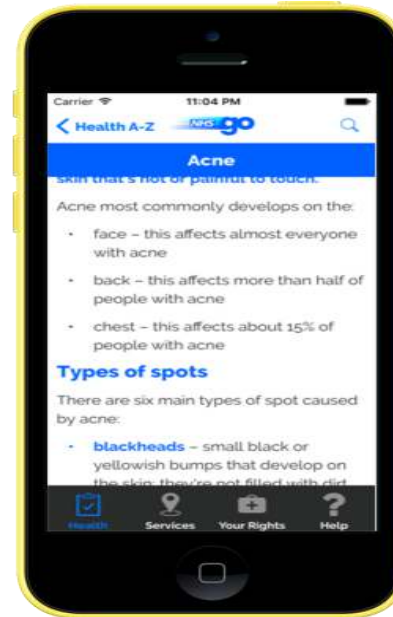
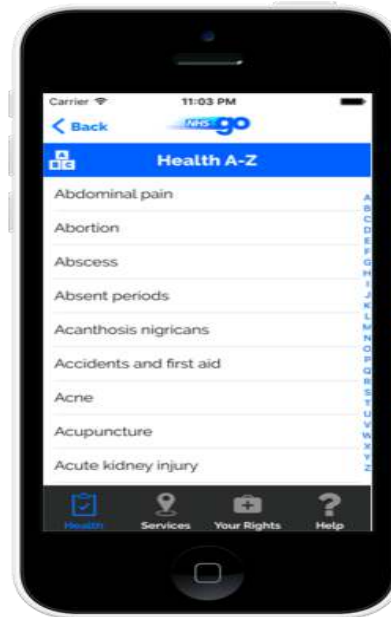
Transforming London's health and care together

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

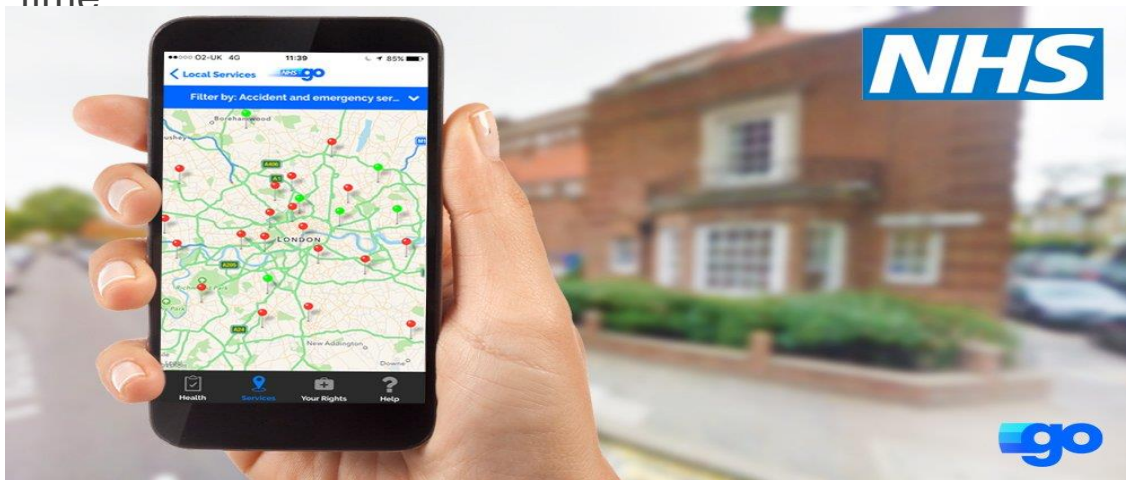


What does it include?

2. The services section:

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

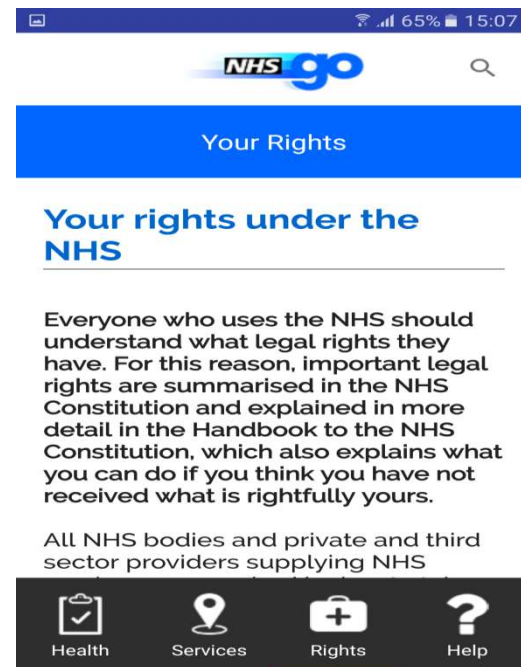
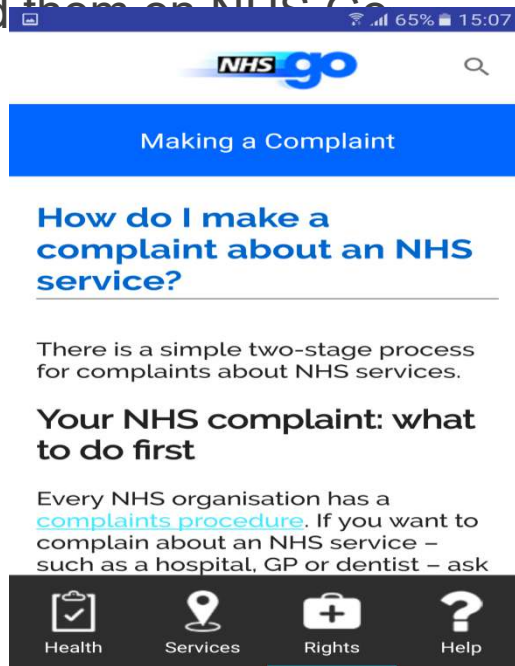
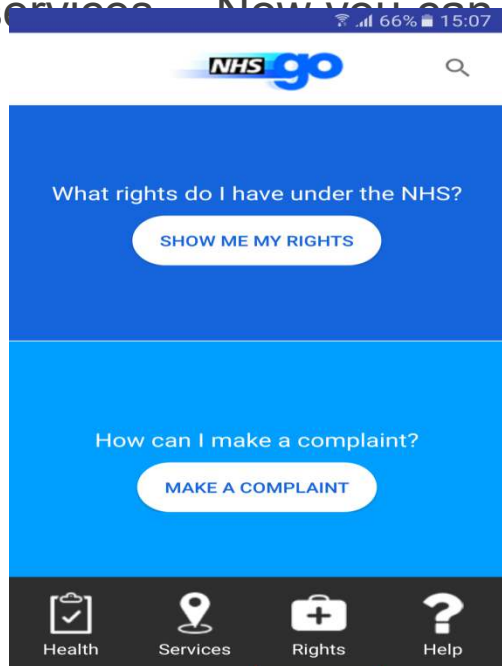
Or you can use your location setting to find out where the closest services are to you at that time



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.



03

The campaign

Transforming London's health and care together

Social media

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

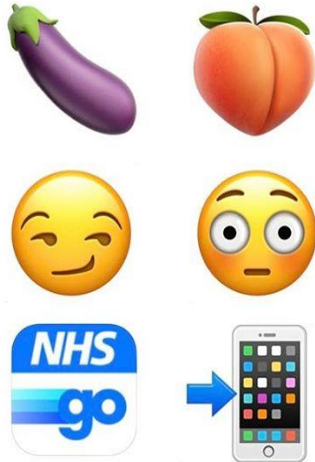
Our landing page video

<https://www.youtube.com/watch?v=mMBVW2lKtj0&t=15s>

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

Designed by young people and shared with you

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

www.NHSGo.uk #NHSGo @HealthyLDN

Download Free on Google play and the App Store

NHS

I saw that picture of you.
Looking good 😊

Who is this?

Sometimes bullies are invisible.

Designed by young people and shared with you

go

For advice about bullying download NHS Go

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

www.NHSGO.uk #NHSGo @HealthyLDN

Download Free on Google play and the App Store

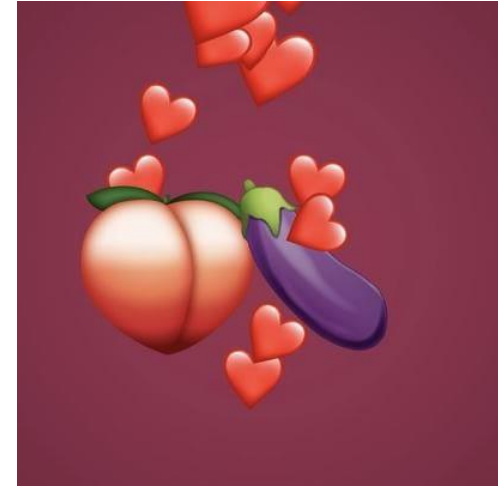
Marketing techniques

Mirroring techniques used in the industry



“Free app” cards in GP surgeries, schools, clinics etc.

Using key dates to promote certain messages



Recently: Valentines Day
THIS WEEK - Eating Disorders
Awareness Week & University Mental
Health Day

NHS Go is now on Facebook

Through targeted marketing on Facebook and Instagram we have seen downloads rise to 65,000.



Almost 17,000 like our Facebook page and are actively engaging with the content being posted there



Our most popular pages are under the sex and relationships genre and after Christmas we saw a rise in activity under the drugs and alcohol section – this means we can start targeting messages and advertising to young people based on the activity we see on the app.

04



Social Media - Targeting

What works for young people.....

**NHS Go**
Sponsored · 




Happy Easter! In-between mouthfuls of chocolate get the official NHS app for finding free contraception, STD testing, and a GP near you.







NHS Go

Install Now



1 comment

 Like |  Comment |  Share

**NHS Go**
Sponsored · 



 




Get the official NHS app for finding a GP, free contraception and STD testing, and get answers to any health questions you might have.




NHS Go






Install Now


 6  8 comments


 Like |  Comment |  Share

Instagram

**nhs go**
Sponsored



[Install Now](#) 

nhs go Get the official NHS app for finding a GP, free contraception and STD testing, and get answers to any health questions you might have.

Findings from Facebook and Instagram

- # Instagram is a more effective platform for driving downloads than Facebook
- # Targeting iOS users was much easier than targeting Android users
- # The ads were most successful with Male users – especially when the content was focused on sexual health
- # The most successful advert was one focused on sexual health, with a seasonal message, signposting people to contraception and how to find a clinic.
- # When there was a call to action, downloads of the app were higher
- # Seasonal messaging worked best to drive downloads
- # Reference to the fact the app was an NHS product, led to more downloads.

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

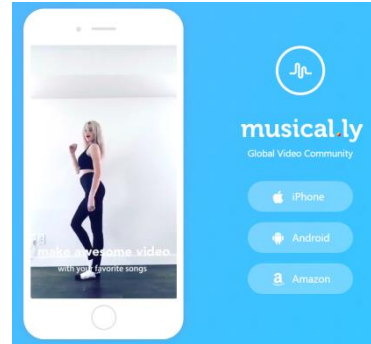


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Next steps

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."

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Any Questions?

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#NHSGo**

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