

# NHS Go- designed for young people by young people

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@frw2\_white @HealthyLDN #NHSGo



# Healthy London Partnership – Children and Young People's programme

## Children's services in London: *Key facts*



**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

**134,186**

live births in  
London in 2012

**20%** of 4-year-olds  
are overweight or  
obese

25% of  
15-year-olds  
First smoked

**AGED 13  
or younger**

**40%**

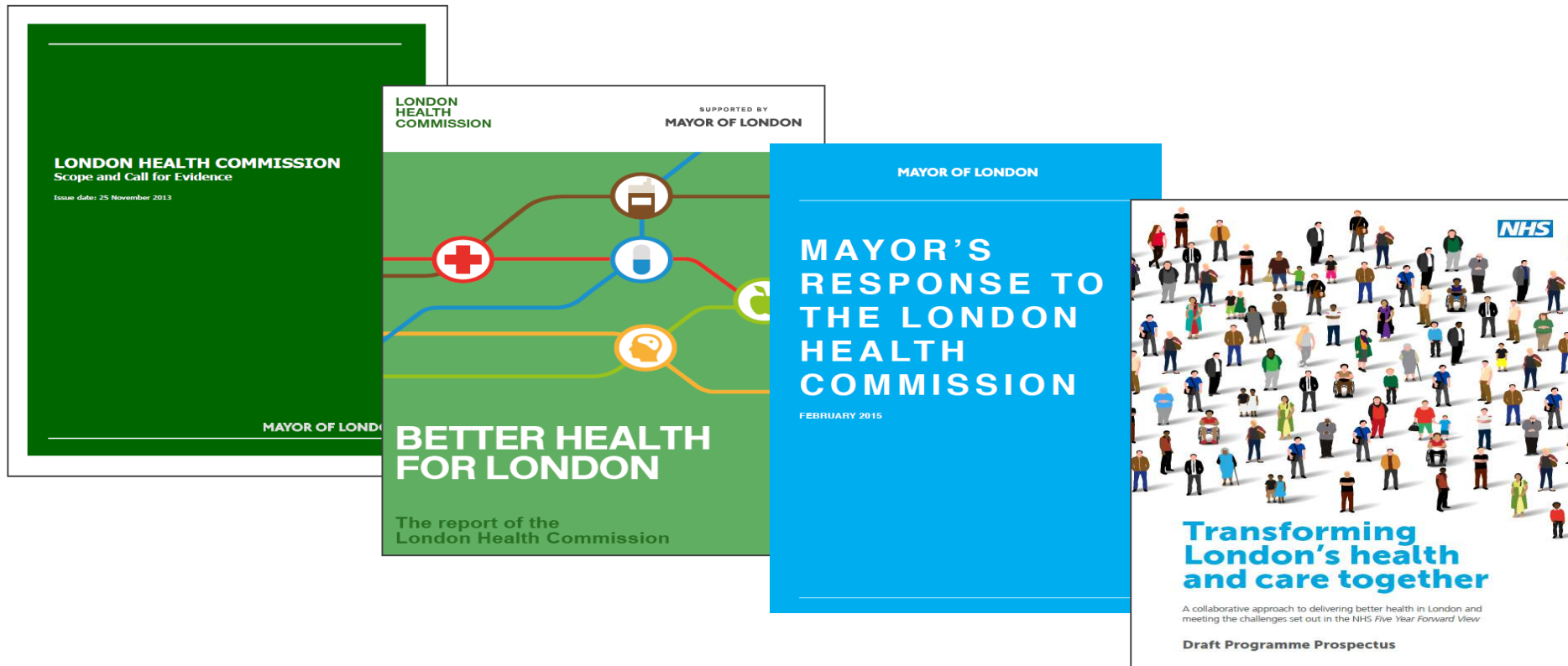
of 15-year-  
olds  
drink alcohol  
once a week

**20%**  
of 13-year-olds  
drink alcohol  
once a week

**LESS  
THAN  
HALF**  
of 11-15  
year olds do  
an hour of  
exercise  
each  
day

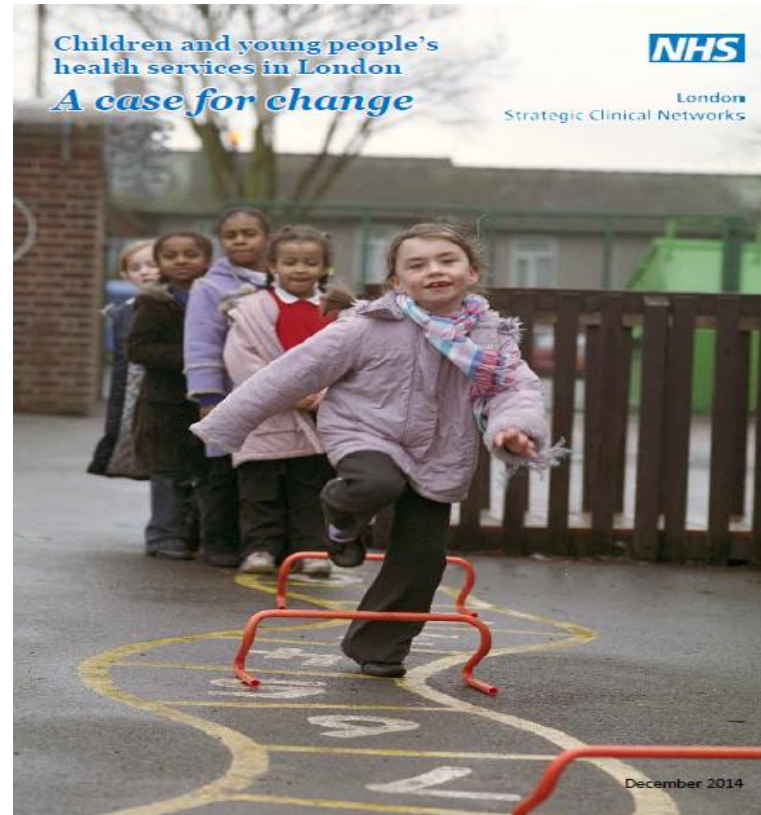


# London Health Commission



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

# Case for Change



# 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



# What young people say.....

[https://www.youtube.com/watch?v=mluzhQ\\_ptYA](https://www.youtube.com/watch?v=mluzhQ_ptYA)

# 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 campaign

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*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](https://www.youtube.com/hannahwitton)

**Riyadh Khalaf**  
@RiyadhK  
[www.youtube.com/user/CaptRiyadh](https://www.youtube.com/user/CaptRiyadh)



**Lucy Moon**  
@Meowitslucy  
[www.youtube.com/meowitslucy](https://www.youtube.com/meowitslucy)

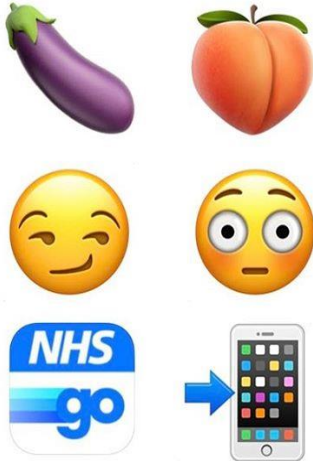
# Our landing page video

<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  
(Starbucks)

Using key dates to promote certain messages



Valentines Day - Sex and relationships

# NHS Go is now on Facebook

Through targeted marketing on Facebook and Instagram we have seen downloads rise to 33012.

16033 like our Facebook page and are actively engaging with the content being posted on the Facebook page.

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.

# 03

## The App

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*Transforming London's health and care together*

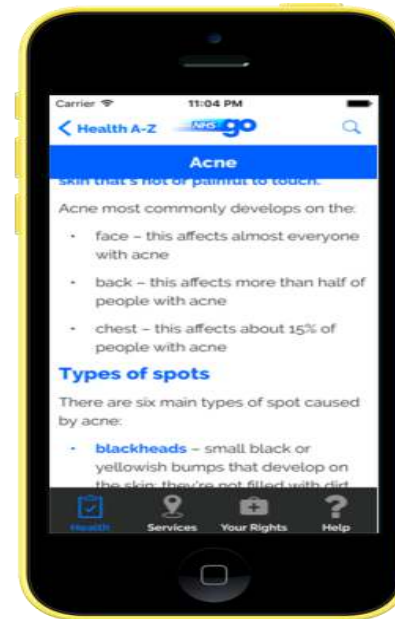
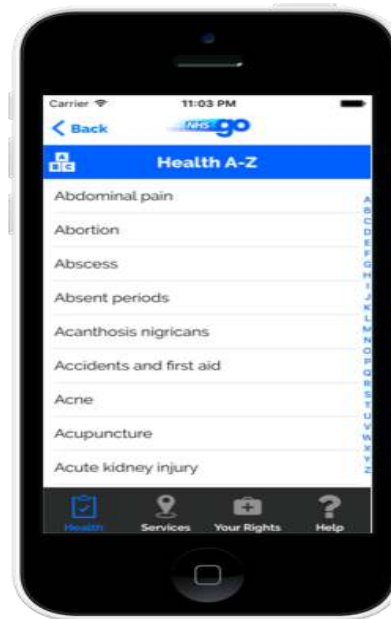


# What does it include?

NHS Go is divided into three sections:

## 1. The health section:

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

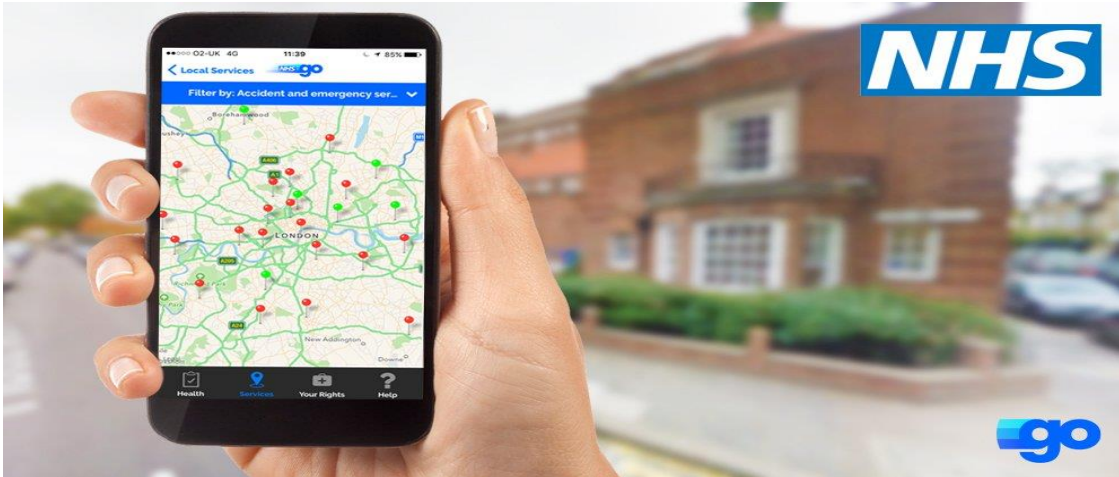


# What does it include?

## 2. The services section:

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

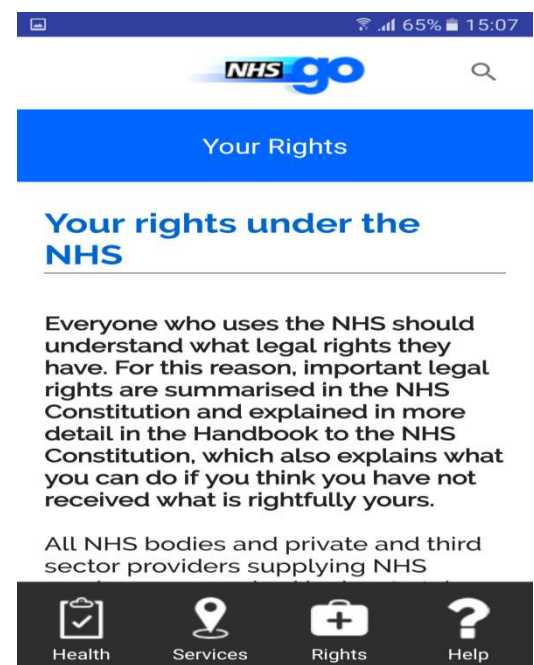
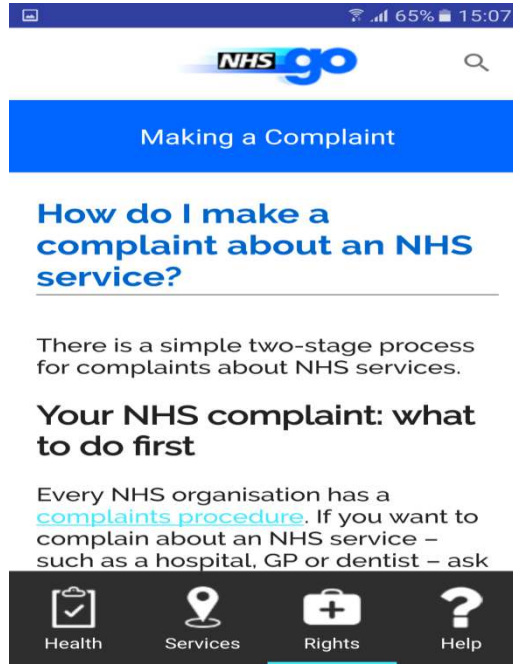
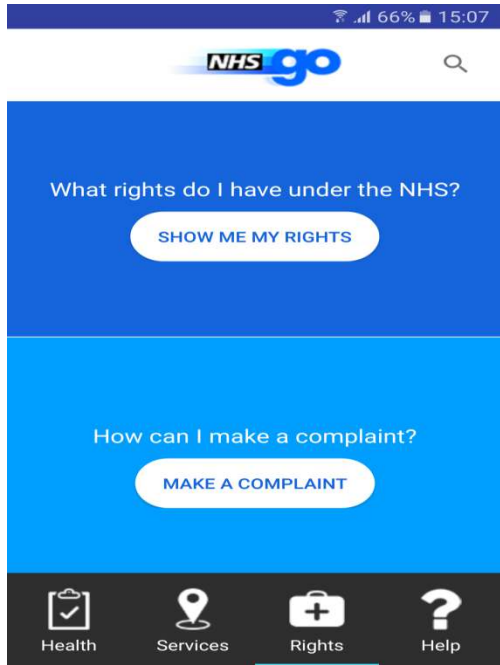
Or you can use your location setting to find out where the closest services are to you at that time.



# 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



# Where can I download it?

- NHS Go is free to download on iTunes and Google play you can also visit [www.nhs.go.uk](http://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](http://www.facebook.com/NHSGo)



# 04

## Next steps

## Next Steps

- Continue with the development of the App –adding more content, improving content
- Improving the service finder
- Feedback through the app –overall and on individual articles
- Qualitative feedback
- Continuing with our marketing strategy – using Instagram, Facebook and digital youth ambassadors

# 05

## Any Questions

**@frw2\_white @HealthyLDN  
#NHSGo**

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