**111 LAUNCH**

**The NHS 111 service was fully rolled out across the whole of England in February 2014 – it was available prior to this in certain areas but there was only full national coverage from February 2014. As this is a locally commissioned service, it is the responsibility of local commissioners to raise awareness of NHS 111 in their local areas and supported where required by the national programme team. Following the national roll out, Jigsaw Research Ltd were commissioned to conduct a brand review of NHS 111 in March 2014 to measure the public’s awareness and perceptions of the brand.  More than one third (35%) of adults had never heard of NHS 111 and only one in five (19%) of adults felt they knew a fair amount/a lot about NHS 111.  The findings told us that the role of NHS 111 is unclear and that people who do use the service want to feel reassured and have peace of mind that they have been given the right advice and know what the next best thing is to do. Since this research was conducted, the NHS 111 national programme team has gathered a substantial amount of patient insight to help inform the development and  improvement of the service. We have incorporated feedback from patients into the refreshed NHS 111 marketing materials currently being developed, which will ensure the messages and branding are as clear and meaningful to people as possible. Furthermore, we have developed an NHS 111 marketing proposal to run a national campaign to raise awareness and understanding of the service during 2015, which hopefully will be approved in the coming months. I hope this response has been helpful and if you have any further queries please don’t hesitate to get in touch.**

**For your information Rachael Scoley’s email address is** [**rachaelscoley@nhs.net**](mailto:rachaelscoley@nhs.net)**, so please direct any correspondence to this address if you would like to contact Rachael in the future.**

**Gavin Horwich**

**NHS 111 Programme Support Officer NHS England**

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**Gavin, the information provided below was very interesting and it is reassuring that a national approach is now being adopted. Is there any way in which we can have more information and more involvement in the national campaign and the development of marketing materials?**

**Very best wishes and thanks.**

**Malcolm Alexander, Chair,**

**Patients Forum for the LAS**