

progressive

Scottish Government
Right Care Right Place
May 19th 2021 – Summary findings



Background



The Scottish Government has developed an overarching campaign style for 'Right Care, Right place'.

The campaign has not actually run with its full proposed media plan yet (i.e. no TV) but has had: Ayrshire and Arran pilot (radio, press and social/digital); National campaign (press and social/digital).

This interim evaluation study was run in May 2021 to help gauge how much spend and weight to put behind the full national campaign.

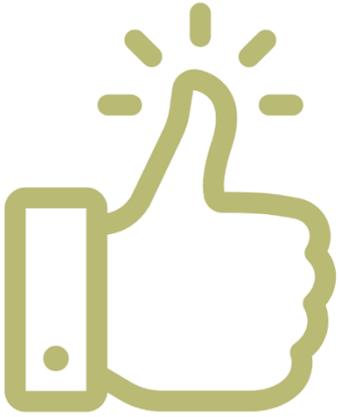
A quantitative online study of 664 people was undertaken, 503 nationally representative across Scotland, 161 Ayrshire and Arran residents nationally representative were profiled.

Media schedule

Ayrshire and Arran																						
MEDIA	November					December				January				February				March				
	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29
Radio																						
Digital																						
Press																						

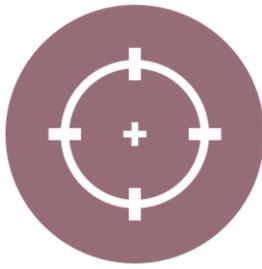
National																						
MEDIA	November					December				January				February				March				
	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29
Digital																						
Press																						

Summary of success



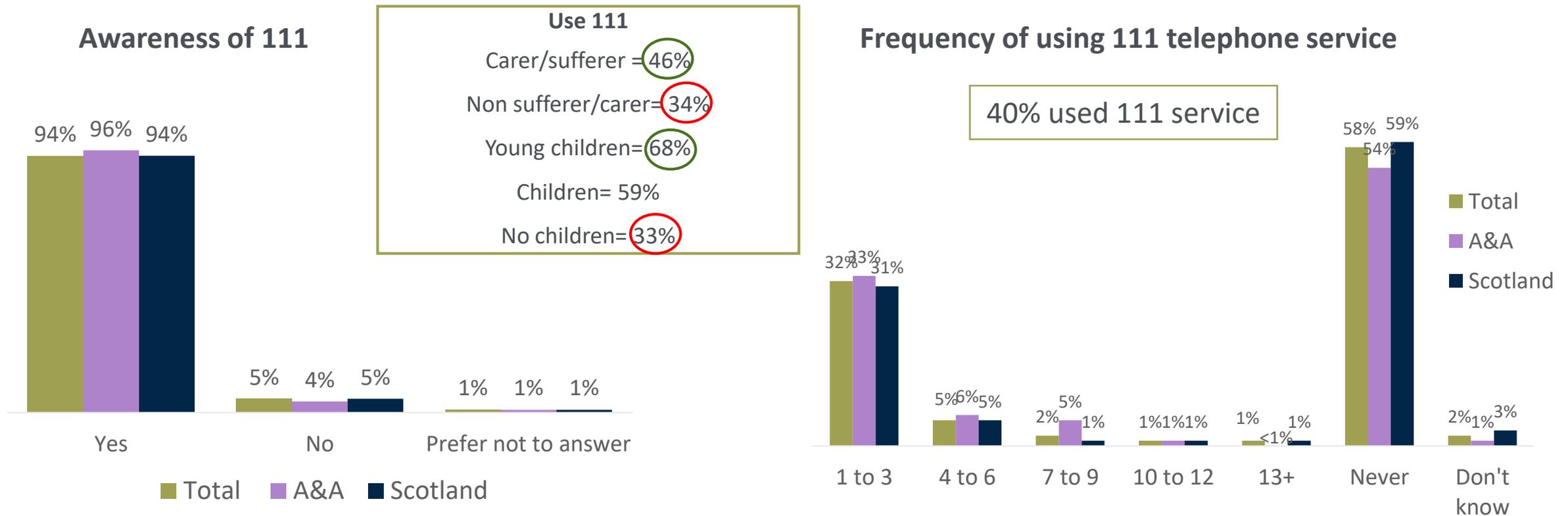
- Four of the five SMART objectives were exceeded:
 - Relevance, target 40% achieved 80%
 - Clear understanding, target 4% achieved 87%
 - Take action, target 40% achieved 51%
 - Explain why its important, target 25% achieved 89%
- Satisfaction scores for all NHS services, including waiting time to answer the phone on 111 were high.
- Spontaneous recall was fairly high. Good levels of cut through despite very crowded landscape and not fully rolled out campaign.
- Good prompted recognition given the campaign is not fully rolled out.
- The campaign fostered high levels of engagement.
- It is communicating clearly and high numbers of people claim to have acted on it.

SMART objectives



Objectives	Targets based on full media spend	Achievements to date
To deliver prompted campaign recognition of 60% among the target audience.	60%	35% (A&A 41%) (Scotland 33%)
To ensure that 40% of those <u>who have seen the campaign</u> agree with the following measures: the advertising feels relevant to me.	40%	80%
To ensure that 40% of those <u>who have seen the campaign</u> agree with the following measures: the advertising makes it clear what we need to do.	40%	87%
To encourage at least 40% of those <u>who have seen the campaign</u> to say they would take a relevant action if they needed to.	40%	51%
To ensure that at least 25% of those <u>who have seen the campaign</u> agree that the advertising explains why it is important to phone NHS 24 111.	25%	89%

Vast majority were aware of NHS 24 111 service. Two fifths used the 111 telephone service. As expected those caring for someone with, or suffering from, long-term health conditions and those with children were more likely to be users.



Q4. Are you aware of NHS 24 111 telephone advice service?

Q5. NHS 24 offers a telephone service that people can call. The telephone number is 111. How many times, in the last two years, have you used the NHS 24 telephone advice service?

Base all who used 111: Total 266, A&A 71, Scotland 195

Campaign visibility & reach



Landscape

- This is a very crowded landscape and it very easy to merge one message with another. People remember old campaigns.

Campaign awareness

- Fairly high levels of spontaneous recall were achieved. No significant difference across region, very slightly higher in A&A.

Cut through

- Good levels of cut through despite very crowded landscape and not fully rolled out campaign.

Prompted recognition

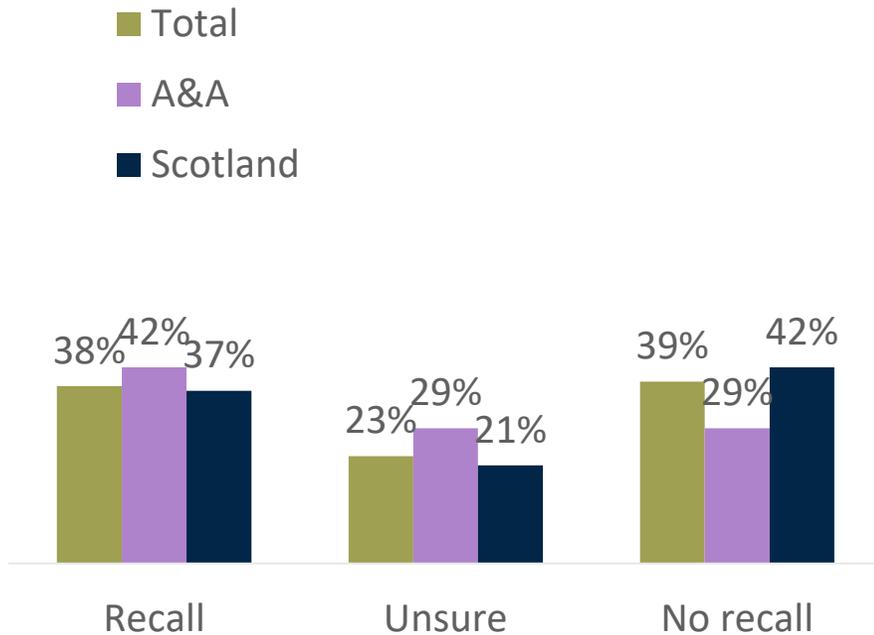
- Good prompted recognition given the campaign is not fully rolled out. Radio performed very well especially as it aired only in A&A. Facebook performed well.
- Multi channel recognition in A&A was very high with high levels of channel integration. Radio performed very well in A&A.
- Younger people were more likely to recognise the campaign. Recognition in A&A was higher that Scotland, which endorses the use of radio. Parents and carer/sufferers were more likely to recognise the campaign.

Take out

- The campaign is clearly signposting people where to go as well as encouraging people not to put off getting medical care.

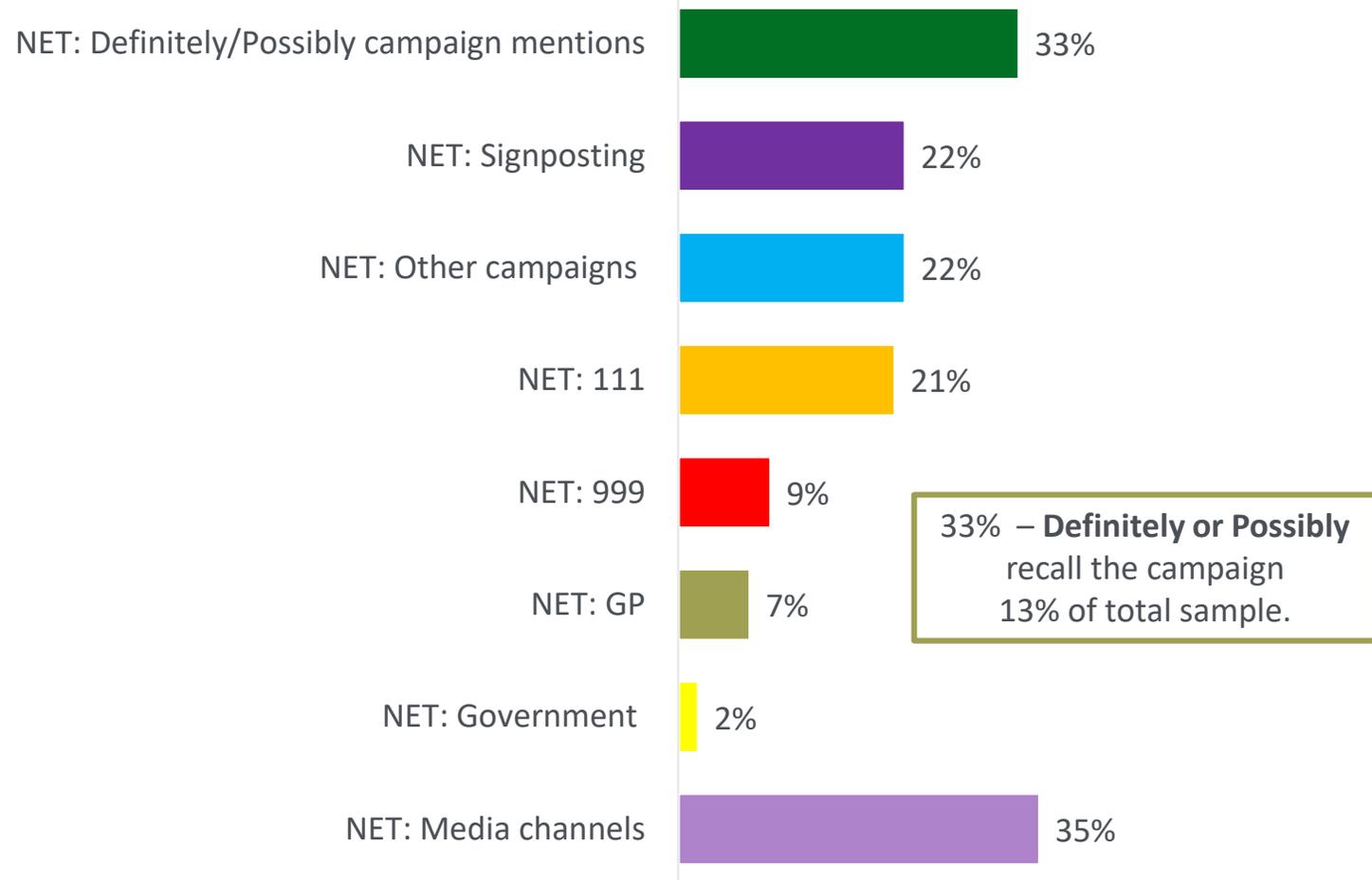
Fairly high levels of spontaneous recall were achieved. No significant difference across region despite the addition of radio in A&A, very slightly higher in A&A.

Spontaneous recall of advertising



Q12. In relation to medical issues do you recall recently seeing or hearing any advertising about knowing where to go for urgent medical care?

Description of advertising



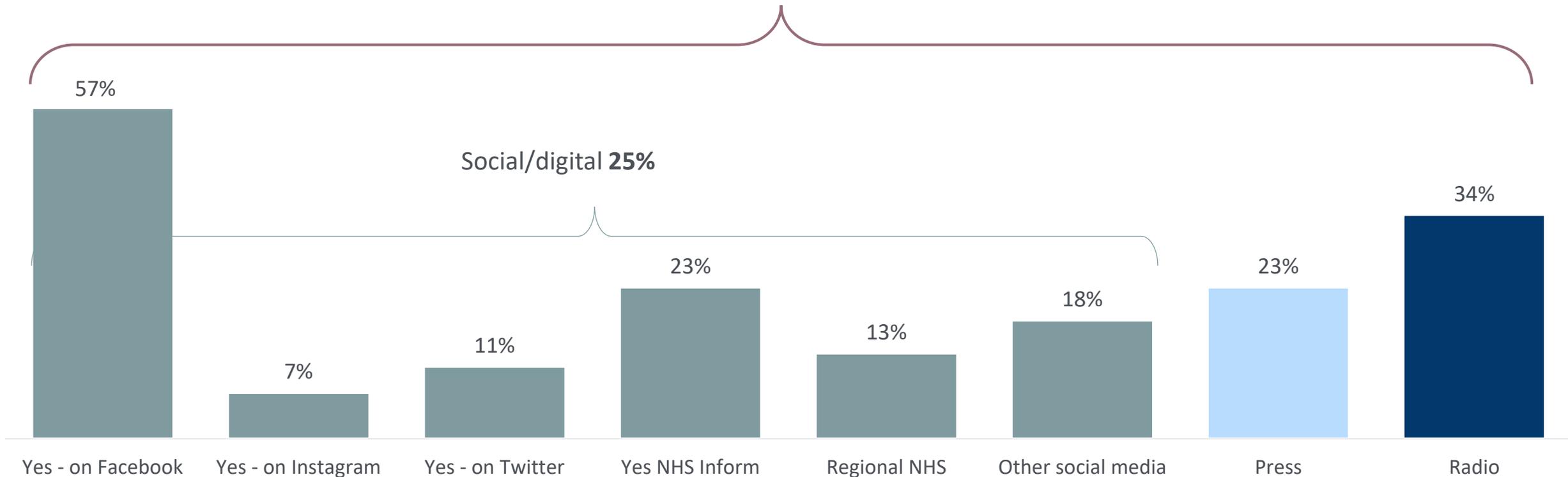
Q13. Please describe the advertising you saw / heard about knowing where to go for care (in relation to urgent medical issues).

Fairly good prompted recognition given the campaign is not fully rolled out. Radio performed very well, especially as it aired only in A&A. Facebook performed well.



Any campaign recognition (Total sample) = 35%
A%A = 41% Scotland = 33%

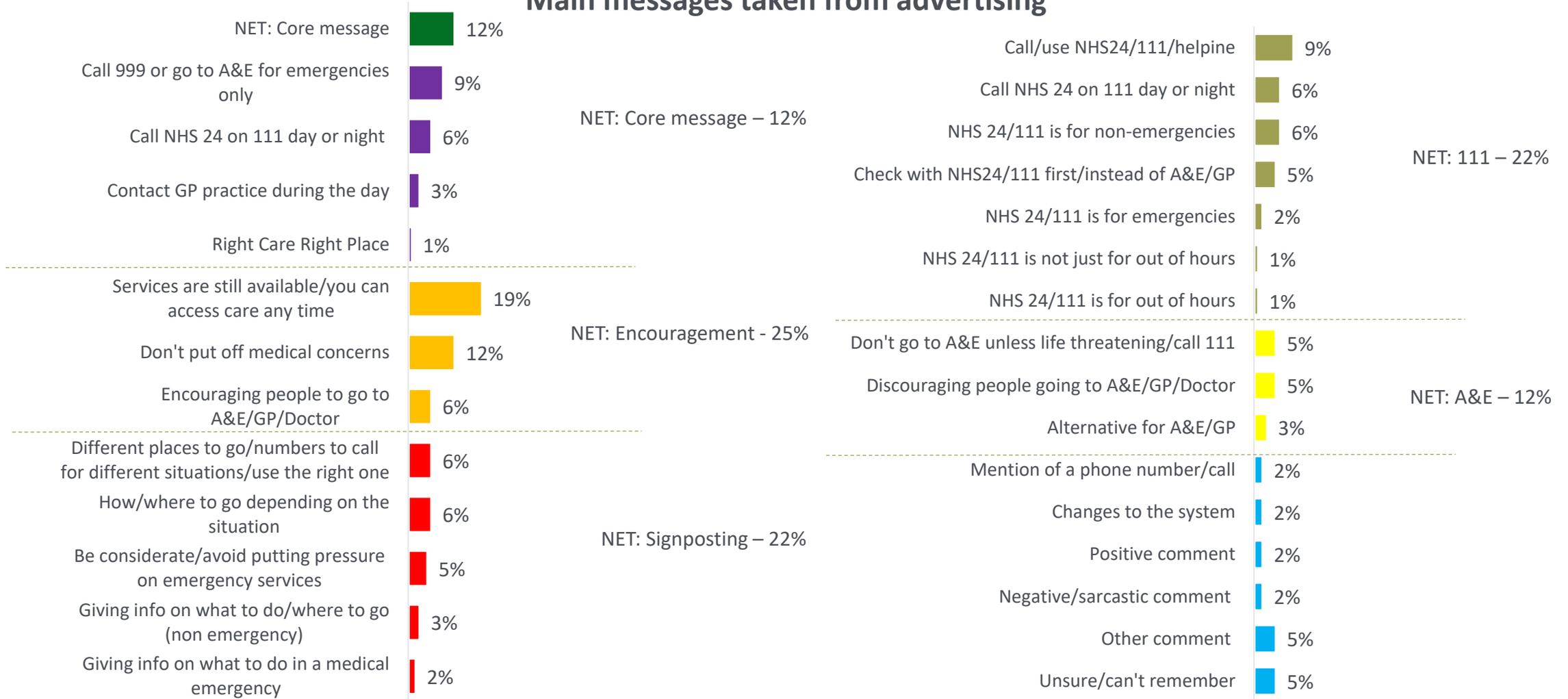
→ target = 60%



The campaign is clearly signposting people where to go as well as encouraging people not to put off getting medical care.



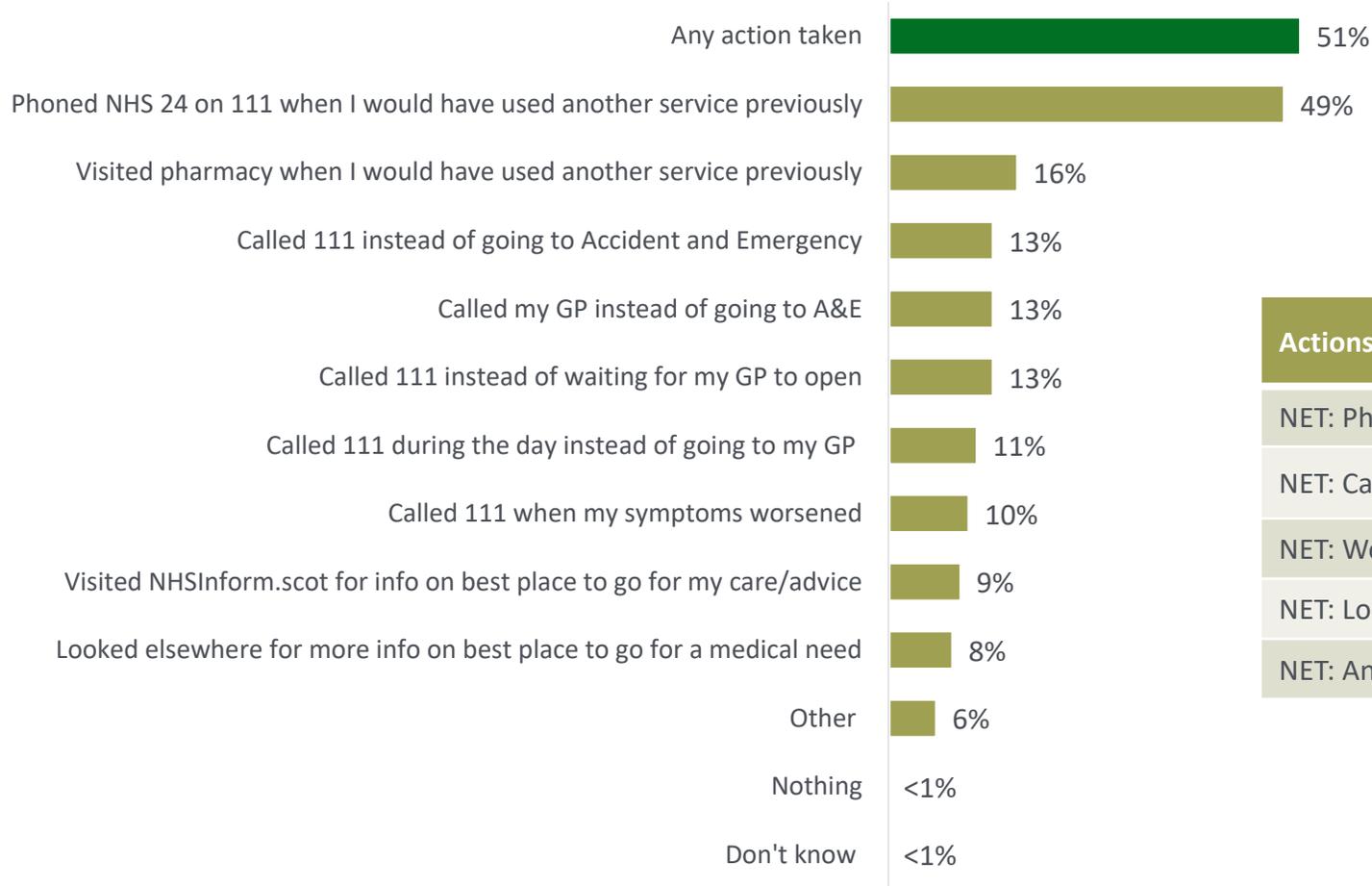
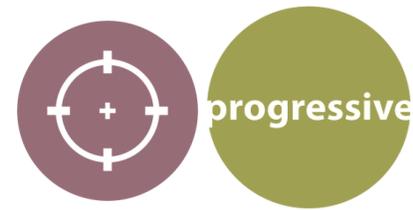
Main messages taken from advertising



Q18 - Thinking about all of the advertising you have just seen and heard – so the radio ad, press, and social media ads, what do you think are the main messages? What is it saying to people?

Base (all): 666

The biggest single action to be prompted by the campaign is to call 111. The campaign is likely to drive call volume to 111.



Claimed action (campaign recognisers) = 51%



→ (target = 40%)

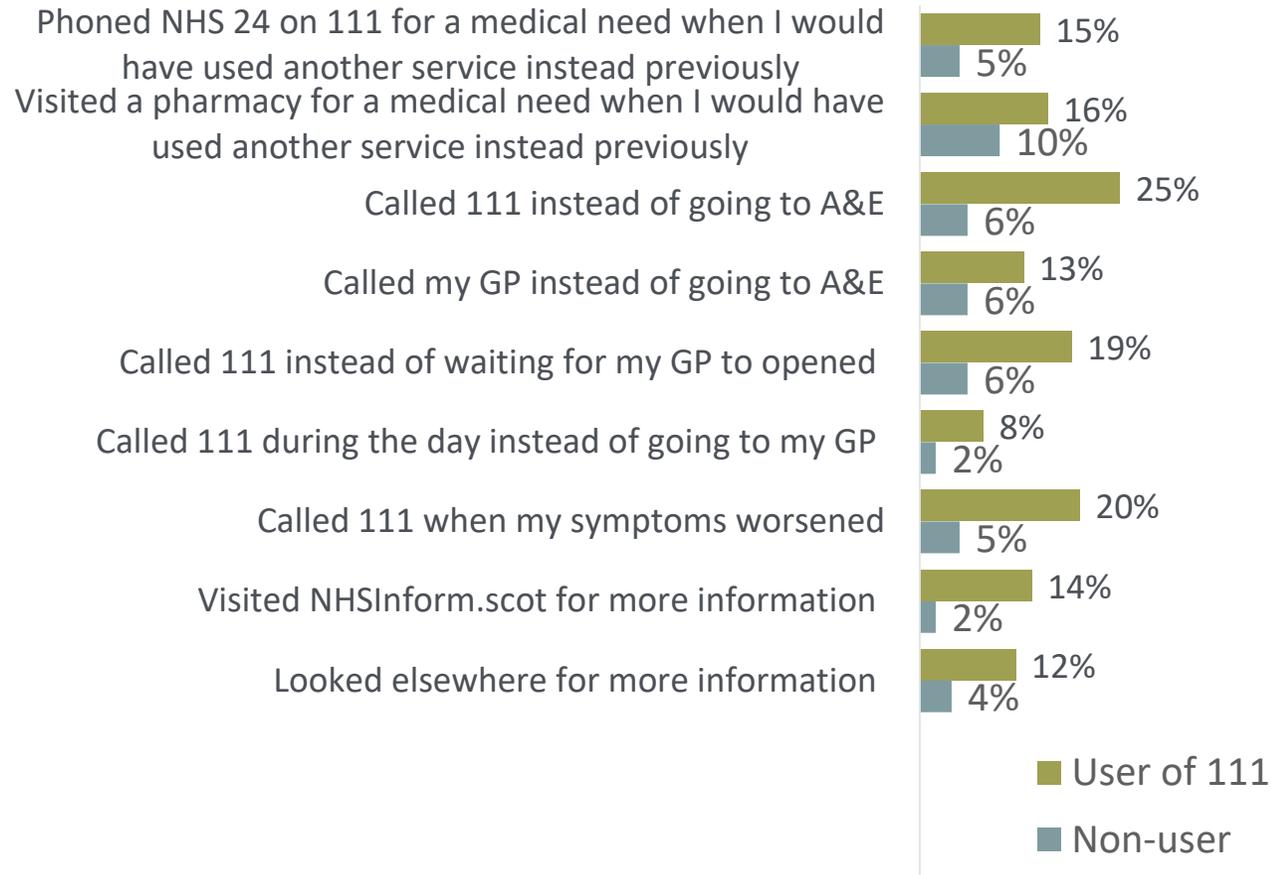
Actions	Total	A&A	Scotland
NET: Phoned 111 in place of using other service	40%	43%	39%
NET: Called GP	11%	6%	12%
NET: Went to pharmacy	13%	12%	13%
NET: Looked for more information	16%	13%	17%
NET: Any action taken	51%	57%	49%

7% of the total sample claim to have called NHS 111



The majority of those who claimed to have called 111 were already users. A fifth of those who claimed to have called 111 had not done so before.

Actions taken



Actions	User of 111	Non-user
NET: Phoned 111 in place of using other service	57%	21%
NET: Called GP	13%	6%
NET: Went to pharmacy	16%	10%
NET: Looked for more information	24%	6%
NET: Any action taken	69%	30%

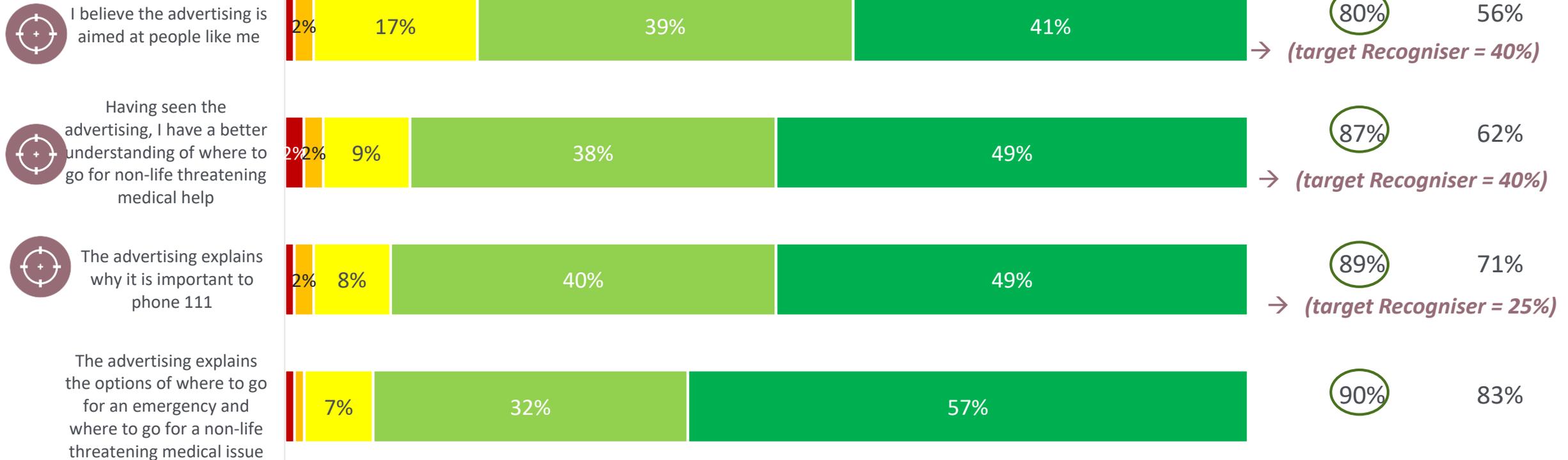
Campaign worked well across all attributes, exceeding the SMART targets. Recognisers had higher levels of engagement than Non-recognisers indicating positive impact of campaign.



Recogniser sample

■ Disagree strongly ■ Disagree slightly ■ Neither nor ■ Agree slightly ■ Agree strongly

Recogniser	Non-recogniser
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Conclusions and implications



Conclusions

- Spontaneous recall and levels of cut through were good.
- Overall recognition was high.
- Campaign is communicating clearly and high numbers of people claim to have acted on it.
- Multi channel recognition in A&A was very high with high levels of channel integration. Radio performed very well in A&A.
- Overall recognition in A&A was higher than Scotland, which endorses the use of radio.
- The more channels people see the greater likelihood of them acting on the campaign.
- Half of those who have seen the campaign claim to have acted on it. 40% phoned 111 in place of using other service. This calculates to 7% of the total sample.
- Understanding of NHS 24 111 as an out of hours service persists.

Implications

- The campaign has not actually run with its full proposed media plan (i.e. no TV) and yet it has performed well.
- The use of TV would be likely to drive recognition which will result in an increase of calls to 111.
- If the intention is to inform the public without overwhelming the NHS 24 111 telephone service, the roll out of radio, with an extension of social and press barring TV would be an effective strategy.