



NHS Essex Child Health App Campaign Toolkit

Background

Building on the success of the Mid Essex Child Health app launched in 2018, commissioners for children and young people across the **Mid and South Essex Health and Care Partnership** (MSEHCP) and **North East Essex CCG** have decided to develop the app and roll it out across a wider footprint.

Across the two healthcare systems, there continues to be high paediatric A&E presentation where the outcome of the attendance is recorded as self-care/advice and no treatment given at significant cost to CCGs.

The roll out of this app will therefore be key to winter planning in Essex, to support NHS services and families with appropriate signposting, which in turn will support a reduction in demand on A&E.

In mid and south Essex the app will act as a digital tool, in addition to the high impact pathways which are in operation across MSEHCP. These high impact pathways were developed with a focus on specific high demand areas, with the aim of reducing the demand on services. More info here:

<https://midessexccg.nhs.uk/livewell/startwell/high-impact-pathways-support-for-children/>.

Expected outcomes for CYP workstream

- An Essex NHS child health digital app increases target audience specifically across the Essex locality footprint to reach a wider number of parents/carers;
- A digital solution for parents/carers to use which is accessible and easily available without the need for internet connectivity and offers self-care guidance and local service information;
- Promotes joint and collaborative working as the digital app will be available across the Essex footprint.
- Aligns with MSEHCP "[better lives](#)" values to promote positive messages around self-managed healthcare;
- Build on the work completed by Mid-Essex CCG and continue to promote digitally enabled care across NHS services by applying local solutions as part

of the NHS Long Term Plan (chapter 5).

Key messages

- The Essex Child Health app offers NHS advice at your fingertips to help you look after your child's health.
- New parents do not need to attend A&E for every illness their child is facing as the app contains expert advice on the most common childhood illnesses, as well as information on when and where to seek further help for more serious illnesses.

How can people get involved?

Local volunteers, health and care commissioners, GPs, schools, parenting groups and other community stakeholders can join in with the campaign in a number of ways.

Web Copy

Expert Child Health advice at your fingertips

It is normal to feel anxious when your child is ill. Sometimes their illness is obvious – they may have visible symptoms such as a runny nose. At other times it isn't as easy to identify the problem even though you know your child best and can spot if something is wrong. Most illnesses such as sore throats and ear ache get better by themselves but it's important that parents know what to do if their child is unwell and how to recognise the signs.

The new NHS Essex Child Health app has been designed to give parents, grandparents and carers across Essex NHS advice at their fingertips, to help look after their children's health and recognise when they are unwell.

Many illnesses can now be treated at home with lots of rest and over-the-counter medicines. The NHS Essex Child Health app offers handy advice on some of these most common childhood illnesses, as well as helping you to understand when it's better to chat to your school nurse, visit a local community pharmacist or GP, or to call NHS 111.

Health conditions covered within the app include:

- Coughs, colds and flu
- Diarrhoea and vomiting
- Chicken pox and measles
- Ear ache and tonsillitis
- Wheezing and breathing difficulties including bronchiolitis and asthma
- Headlice and threadworms

- Bumps, bruises and accidents

Information on mental health and wellbeing, healthy lifestyles and advice on some more serious conditions like meningitis and sepsis are also covered. And there's a handy section on when you might want to consider keeping your child home from school.

The app is free to download for both Android and Apple. Just search for "NHS Essex Child Health".



Please note: the above links should be hyperlinked to the following web locations.

App store:

<https://apps.apple.com/gb/app/mid-essex-child-health/id1447060404>

Google Play:

<https://play.google.com/store/apps/details?id=com.senseinteractive.midessexchildhealth&gl=GB>

External Newsletter copy

Expert Child Health advice at your fingertips

It is normal to feel anxious when your child is ill. Sometimes their illness is obvious – they may have visible symptoms such as a runny nose. At other times it isn't as easy to identify the problem even though you know your child best and can spot if something is wrong. Most illnesses such as sore throats and ear ache get better by themselves but it's important that parents know what to do if their child is unwell and how to recognise the signs.

The new NHS Essex Child Health app has been designed to give parents, grandparents and carers across Essex NHS advice at their fingertips, to help look after their children's health and recognise when they are unwell.

The app is free to download for both Android and Apple. Just search for 'NHS Essex Child Health'.

For more information visit [<<include a link to your websites page on the Child Health App>>](#)

Internal Newsletter copy

The CCGs in mid and south Essex together with North East Essex CCG, have launched a campaign to promote the new NHS Essex Child Health app.

The app is an update of the previous Mid Essex Child Health app and is designed to give parents, grandparents and carers across Essex NHS advice at their fingertips, to help look after their children's health and recognise when they are unwell.

The roll out of this app is key to the CCGs' winter planning approach, to support our services and families with appropriate signposting, which in turn will support a reduction in demand on A&E.

How can you help?

- **Download** – If you are a parent, grandparent or carer of a child under 11 then please download the app and leave a review on the App Store or Google Play to encourage others to download.
- **Share** – Suggest that your family and friends who have children download the app. Are you connected to any local children's groups or clubs that you can ask to display a poster or promote the app on their social media? Tell your child's school?

There are a number of resources which you can use to support the campaign, including social media graphics and template posts, website and newsletter copy, which can all be accessed here:

<https://coronavirus.msehealthandcarepartnership.co.uk/health-and-care-staff/useful-resources/communications-resources/essex-child-health-app/>

The app is free to download for both Android and Apple. Just search for 'NHS Essex Child Health'.

Social Media

Social media is quick; easy to use and share and – most importantly – free. We can track who is engaging with the campaign and will instantly know how many people like and share images – this is something that would take weeks of evaluation with more traditional media for the campaign.

Included alongside this toolkit are a number of approved images to use with the below templated social media messages for Twitter, Facebook and Instagram. There are also images for Instagram stories.

Please feel free to write and share your own social media messages too.

The official hashtag for this campaign will be **#EssexChildHealth**

Download assets here:

<https://coronavirus.msehealthandcarepartnership.co.uk/health-and-care-staff/useful-resources/communications-resources/essex-child-health-app/>

Twitter Suggested Post Copy

Please include links to the webpage you set up on your website about the app. Alternatively please link to your local CCG website.

The new NHS #EssexChildHealth app has been designed to support parents, grandparents and carers across Essex find NHS advice at their fingertips, to help look after children's health and recognise when they are unwell. Just search 'NHS Essex Child Health'.

Not sure what to do when your child is unwell? Download the NHS #EssexChildHealth app for expert advice at your fingertips on some of the most common childhood illnesses as well as when and where to seek further help. Available free of charge from your mobile's app store.

Get the free NHS #EssexChildHealth app. A guide to help you look after your child's health that has been developed with local clinicians. Just search NHS Essex Child Health on @AppStore or @GooglePlay.

The NHS #EssexChildHealth app is available for all smartphones and tablets, providing fast access to medical advice and reassurance for parents of children under 11. Search NHS Essex Child Health on @AppStore or @GooglePlay.

Parents and carers can get up-to-date NHS advice at their fingertips to help look after their children's health with the free NHS #EssexChildHealth app. Search NHS Essex Child Health on @AppStore or @GooglePlay.

Learn how to recognise when your child is unwell and when and where to seek further treatment. Download the NHS #EssexChildHealth app today from your mobile's app store.

Facebook Suggested Post Copy

Please include links to the webpage you set up on your website about the app. Alternatively please link to your local CCG website.

Most illnesses such as sore throats and earache get better by themselves but it's important that parents know what to do if their child is unwell and how to recognise the signs.

The new NHS Essex Child Health app has been designed to give parents, grandparents and carers across Essex NHS advice at their fingertips, to help look after their children's health and recognise when they are unwell.

The app is free to download on both Android and Apple. Just search 'NHS Essex Child Health'.

Parents, grandparents and carers can have up-to-date NHS advice at their fingertips to help look after their children's health with a free app.

The 'NHS Essex Child health' app is an important app for parents and carers of children aged 0-11 years.

The free app:

- helps you recognise when your child is unwell, offering easy to understand guidance on common childhood illnesses
- provides advice on when and where to seek further support and treatment.

The app is available to download on mobile phones through Google Play or Apple's App Store. Just search 'NHS Essex Child Health'.

Parents, grandparents and carers can find NHS advice on many common childhood illnesses via the NHS Essex Child Health app.

The app provides information so you know when you need to seek further medical advice from a pharmacy, GP or hospital – or how you can care for your child at home until they recover.

Download from the App Store or Google Play by searching NHS Essex Child Health.

The new NHS Essex Child Health app has been designed to give parents, grandparents and carers across Essex NHS advice at their fingertips, to help look after children's health and recognise when they are unwell. Just search 'NHS Essex Child Health' on the app store and download free of charge.

Instagram Suggested Post Copy

Instagram does now allow in-post links so please direct users to download the app via the app store on their chosen device.

The NHS Essex Child Health app has been designed to give parents, grandparents and carers across Essex NHS advice at their fingertips to help look after children's health and recognise when they are unwell. Just search 'NHS Essex Child Health' on the app store.

#NHSEssexChildHealth #Essex #ChildHealth #HealthApp #GPAdvice

Get the free NHS Essex Child Health app. A guide to help you look after your child's health that has been developed with local clinicians. Just search NHS Essex Child Health on @AppStore or @GooglePlay.

#NHSEssexChildHealth #Essex #ChildHealth #HealthApp #GPAdvice

The NHS Essex Child Health app is a fantastic tool which provides easy to understand guidance on childhood illnesses. It helps you to recognise when your child is unwell, offering handy advice and where to seek further treatment, including information pointing to the relevant local services.

Download free by searching NHS Essex Child Health on @AppStore or

@GooglePlay.

#NHSEssexChildHealth #Essex #ChildHealth #HealthApp #GPAdvice

Print and other electronic resources

Printed and electronic materials can be downloaded from the Mid and South Essex Health and Care Partnership website here:

<https://coronavirus.msehealthandcarepartnership.co.uk/health-and-care-staff/useful-resources/communications-resources/essex-child-health-app/>