

# Our digital adoption campaign

In May 2023, NHS Cheshire and Merseyside launched a campaign to encourage people across the region to give NHS online services a go.

## Target audience

The target audience for the campaign were digitally active residents in Cheshire and Merseyside who were not currently using online NHS services. This included the:

- Digitally interested**  
People who are interested in the use of the Internet and online services but don't know how to use it or need support.
- Digitally doubtful**  
People who have genuine concerns about the use of the Internet and online services such as fears about security.
- Digitally uninspired**  
People who can use the Internet and online services but don't understand the benefits or lack the motivation.

## Key messages

- 1** Promote full range of NHS online services and provide guidance and support on how to get started.
- 2** Highlight speed and convenience of accessing health services online.
- 3** Reassure people that NHS online services are safe and secure and won't replace the ability to access healthcare in person.

## Coverage and reach

- Digital Facebook (Meta) campaign**
- Media coverage (digital, print, radio)**
- Digital display advertisements**
- NHS Organic channels (includes NHS websites)**

Target audience reached 2,247,930 Impressions 672,070 Total Reach 12,054 Clicks

## Findings

To measure the impact of the campaign, an online survey took place which was completed by 754 people from across Cheshire and Merseyside.

- 62%** felt more positive towards NHS online services after seeing the campaign.
- 81%** felt the campaign encouraged them to access NHS online services.
- 76%** felt the campaign encouraged them to learn more.
- 74%** realised how quick and easy it is to access NHS online services.
- 74%** felt reassured that they can still access healthcare services.

- Positivity and trust** in accessing NHS online services is growing.



## Recommendations

- Repeat the campaign using different channels to further expand the reach.
- Adjust messaging to appeal to the interests, concerns and communication preferences of each audience.
- Launch specific campaign promoting online prescriptions.

## Give digital a go

If you can, why not give NHS online services a go? Please visit: [www.cheshireandmerseyside.nhs.uk](http://www.cheshireandmerseyside.nhs.uk)