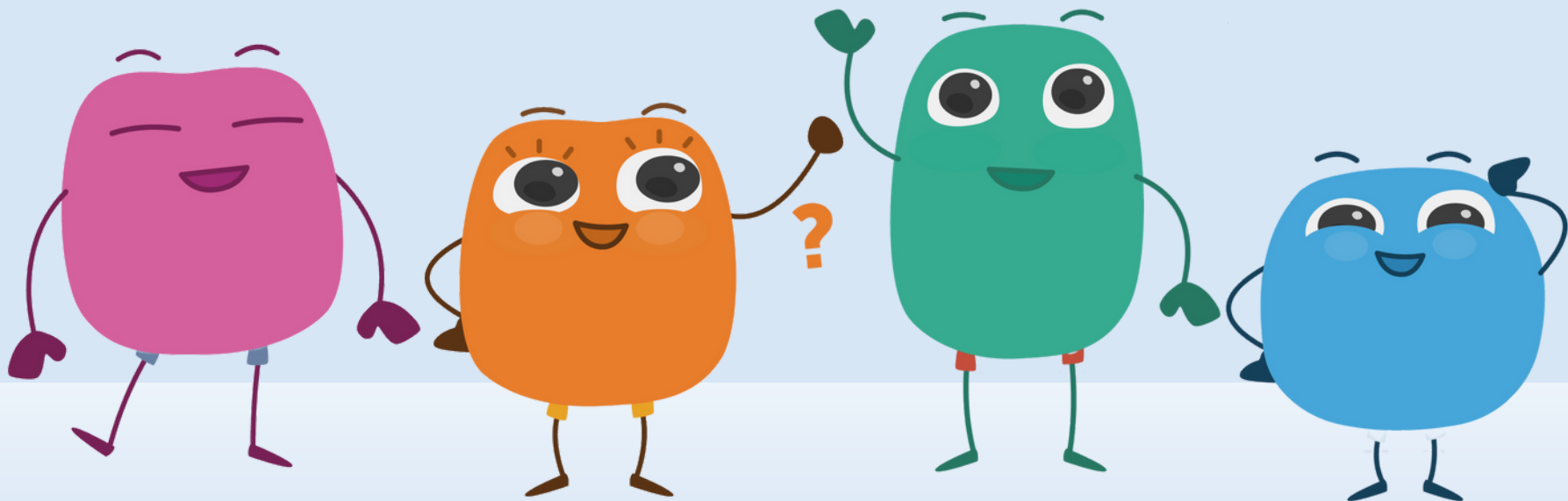


It's OK to Ask

SOCIAL MEDIA TOOLKIT - 2024



Introduction

The 'It's OK to Ask' campaign is promoted by NHS Scotland to empower patients to take an active role in their healthcare journey. Providing guidance on how to ask questions during any consultations or conversations about their health and care, the campaign aims to make patients more involved and informed on the treatment options available to them.

This social media toolkit contains resources and suggested copy to promote the campaign on your own platforms.



NHS inform campaign page



<https://www.nhsinform.scot/its-ok-to-ask/>



#ItsOKtoAsk

Asset 1 - image carousel

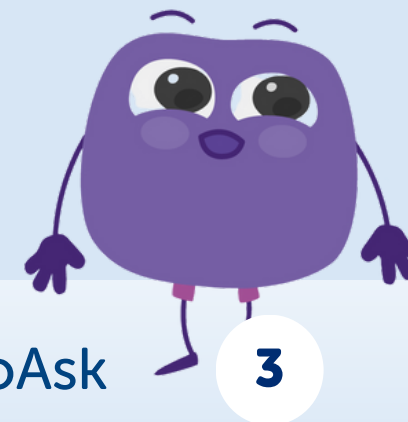


Suggested text:

#ItsOKtoAsk!

When you understand what's going on with your health, you can make better decisions around your care and treatment. For more info on questions to ask at your next appointment visit:

<https://www.nhsinform.scot/its-ok-to-ask>



#ItsOKtoAsk

Asset 2 - image carousel



Suggested text:

Do you know #ItsOKtoAsk?
To help you get the most out of your next healthcare appointment, there are 4 key questions it's worth remembering to ask. For more info visit:
<https://www.nhsinform.scot/its-ok-to-ask>



Asset 3 - single image

Suggested text:

Do you know #ItsOKtoAsk?

To help you get the most out of your next healthcare appointment, there are 4 key questions it's worth remembering to ask.

For more info visit:

<https://www.nhsinform.scot/its-ok-to-ask>



OR



#ItsOKtoAsk

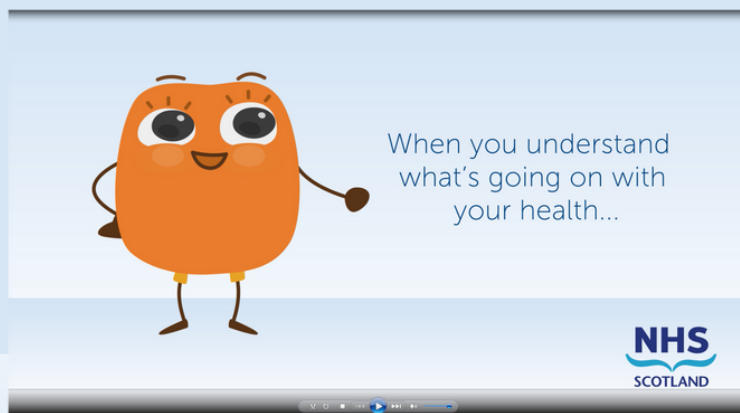
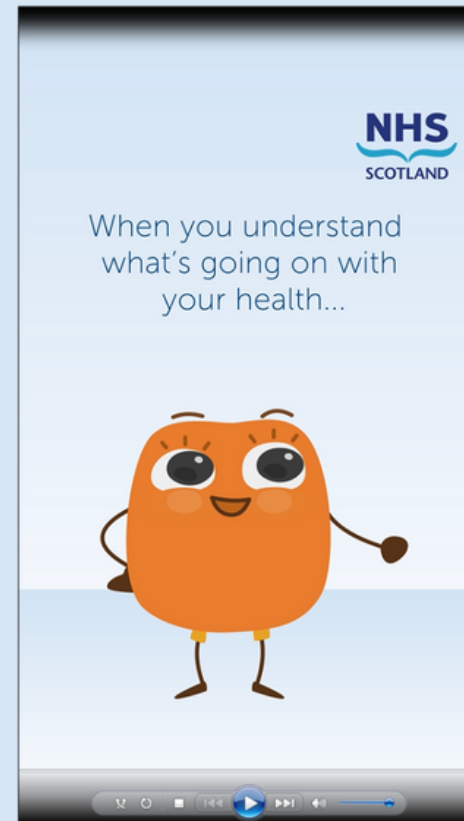
Asset 4 - animation

Suggested text:

#ItsOKtoAsk!

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#ItsOKtoAsk

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Long copy - e.g. blogs, news articles, etc.

It's OK to Ask - encouraging patients in Scotland to ask questions about their health and care

NHS Scotland's 'It's OK to Ask' campaign is promoting open communication between patients and healthcare professionals, and encouraging individuals to take an active role in their healthcare journey. By asking questions about treatment options, patients become more informed and involved in decisions about their care.

The campaign centres on four key questions for patients to consider during consultations or discussions about their health and care: the benefits and risks of treatment, alternative options, and the consequences of doing nothing.

(Insert named spokesperson here) highlights the importance of effective communication between patients and healthcare teams:

"Asking questions about treatment options can be daunting, but it's essential for understanding your care. Healthcare professionals welcome these questions and encourage patients to ask them during any discussions. Remember, if you're unsure about any aspect of your treatment, 'It's OK to Ask'."

To learn more about the 'It's OK to Ask' campaign: <https://www.nhsinform.scot/its-ok-to-ask/>.



Contact

We are grateful for your support. If you have any questions or need help please contact NHS 24's Communications Team on hqcommunications@nhs24.scot.nhs.uk

