

Promotional Pack for Schools

ChatHealth Norfolk

2020

IF YOU'RE 11-19
YEARS OLD
07480TEXT
635060

WE HELP YOUNG PEOPLE
WITH ALL KINDS OF THINGS LIKE...

RELATIONSHIPS
MENTAL BULLYING SELF
HEALTH ALCOHOL HARM
HEALTHY EATING
DRUGS SMOKING

ChatHealth Norfolk – Promotional Pack

This promotional pack has been created to help schools promote ChatHealth, a new text messaging service for young people aged 11 – 19 years old in Norfolk.

What is ChatHealth?


ChatHealth is a secure NHS approved text messaging service that is run by our 5-19 team in the Norfolk Healthy Child Programme. From 9.00am to 6.00pm Monday to Friday ChatHealth has experienced clinicians online waiting to answer and deal with any messages from young people.

Any messages outside this time frame receive an automated response letting young people know when they will receive a reply or who to contact to get immediate help.

We have created an animation to help explain ChatHealth – visit [JustOneNorfolk.nhs.uk/our-services/Chathealth](https://www.justonenorfolk.nhs.uk/our-services/Chathealth) to watch it.


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ChatHealth Ambassadors

We are always looking for students to be a ChatHealth Ambassadors, to help raise awareness of the service amongst their peers in the school community. As a ChatHealth Ambassador, students can informally discuss some of the most common topics discussed including: emotional health, relationship advice, healthy eating, smoking cessation, bullying and exam stress.



If you are student, school, college or parent and would like to get to know more *Click Here*.

Also in this section...

- Our Services 0-5 →
- Our Services 5-19 →
- Our Other Services →
- Safeguarding →
- Work For Us →
- Still Worried/Need More Help? →
- Contact Us →
- Compliments & Complaints →
- Our Partners →

What's in this pack?

In this pack we have some materials to help your school connect young people with the school nursing service via ChatHealth, scroll down to find out more...

#1 Email Templates

Copy and paste these in an email to send to any of your email groups/distribution lists with young people, parents, families, teachers, or colleagues who work with large groups of young people.

When sending an email to a large database, putting the list of recipients' email addresses in the BCC field, this will prevent accidental disclosure of personal details to the whole group.

#2 Website Information

Putting our suggested information about ChatHealth on your website along with our animation, this will help your young people, parents and colleagues understand what the service is and hopefully encourage its use.

#3 Newsletter Article

A simple and short article to put in any newsletters you send out to parents or colleagues. This can also be used as a news article on your own website.

#4 ChatHealth Ambassadors

The ChatHealth Ambassador scheme is "crowd sourcing" promotional campaign that enlists young people in your school community to promote ChatHealth to their peers.

#5 ChatHealth Haven

This a PR opportunity. Once you have a ChatHealth Ambassador, the school can be known as a ChatHealth Haven. This means the school can be presented as a partner in the ChatHealth Norfolk programme

#6 Resources

How to get more materials to advertise Chathealth

#1 Plain Text Email Template

Introducing...

ChatHealth

ChatHealth is a secure NHS approved text messaging service that is run by the Norfolk Healthy Child Programme.

From 9.00am to 6.00pm Monday to Friday ChatHealth has experienced clinicians online waiting to answer and deal with any messages from young people.

The new platform provides an alternative way for young people to engage with school nurses on topics including relationship advice, healthy eating, smoking cessation, bullying and exam stress.

All users need to do is text 07480 635 060 to start a conversation.

Over the next few months, you may begin to see the distinctly branded ChatHealth credit cards, wristbands, posters around the school community and there is even an animation explaining to service.

[CLICK HERE TO WATCH NOW](#) or search: “**chathealth Norfolk**” on Vimeo.

Please share this email to help us spread the word about ChatHealth!

If you would like to know more about ChatHealth or have any questions, please contact Just One Number on: 0300 300 0123 or email: ccs.nhcp-norfolkcyphhealthservices@nhs.net

Please feel free to attach one of the pictures from this document

#1 HTML Email Template – optimized to function on phones

Introducing...

ChatHealth

ChatHealth is a secure NHS approved text messaging service that is run by the Norfolk Healthy Child Programme.

From **9.00am to 5.00pm Monday to Friday**
ChatHealth has experienced clinicians online waiting to answer and deal with any messages from young people.



The new platform provides an alternative way for young people to engage with health professionals on topics including relationship advice, healthy eating, smoking cessation, bullying and exam stress.

**All users need to do is TEXT
07480 635 060**

Over the next few months, you may begin to see the distinctly branded ChatHealth credit cards, wristbands, posters around the school community and there is even an animation explain the service.

[CLICK HERE TO WATCH NOW](#)




Please share this email to help us spread the word about ChatHealth!

Search on
JustOneNorfolk.nhs.uk :
"Chathealth Norfolk"

**Just One
Number:**
0300 300 0123

To put this in an email

Click 4 arrowed icon at the top of the table  right click, select "copy".

Then create a new email and in the big message box simply select "paste using source formatting"  to insert the content.

#2 Website Information

ChatHealth Norfolk

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All users need to do is text 07480 635 060 to start a conversation.

Over the next few months, there will be the distinctly branded ChatHealth credit cards, wristbands, posters around the school community to help advertise the service and there is even an animation to explain ChatHealth.

INSERT ANIMATION HERE ON WEBPAGE

Option 1 – use this code to embed the animation the webpage:

```
<iframe src="https://player.vimeo.com/video/309295784" width="640" height="360"
frameborder="0" allow="autoplay; fullscreen" allowfullscreen></iframe>
<p><a href="https://vimeo.com/309295784">ChatHealth</a> from <a
href="https://vimeo.com/user93371153">CCS NHS Trust</a> on <a
href="https://vimeo.com">Vimeo</a>.</p>
```

Simply copy the code above and paste it into the **HTML** coding of the webpage

Option 2 – insert the animation picture (on the next page) and hyperlink it to this web address:

<https://vimeo.com/309295784>

Option 3 – Insert this text “CLICK HERE TO WATCH THE ANIMATION” then highlight/select it and hyperlink it to the web address below:

<https://vimeo.com/309295784>

If you would like to know more about ChatHealth or have any questions, please contact Just One Number on: 0300 300 0123 or visit [JustOneNorfolk.nhs.uk/our-services/chathealth](https://www.justonenorfolk.nhs.uk/our-services/chathealth)

A choice of Pictures

Simply select an image, right click the mouse and select "save as picture" to extract a picture from this document

1) Animation Picture



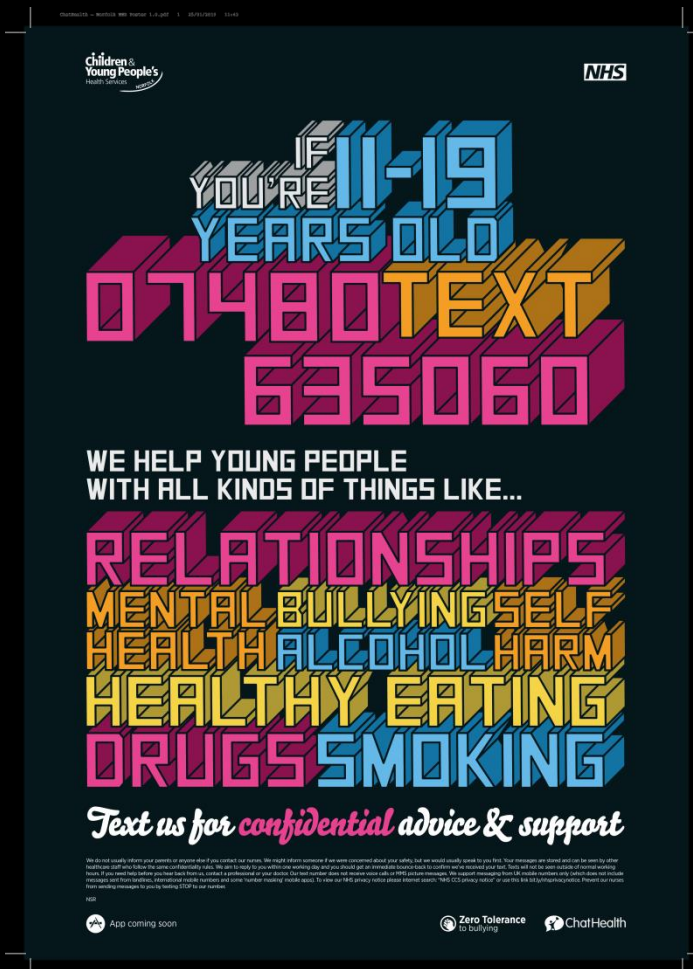
2) Poster text 1



3) Poster text 2



4) Full Poster



#3 Newsletter Article

ChatHealth Norfolk

ChatHealth is live and available for all young people aged 11-19 in Norfolk

The Norfolk school nursing team has successfully implemented ChatHealth, a confidential text messaging service for young people aged 11-19. The new platform provides an alternative way for young people to engage with school nurses on topics including relationship advice, healthy eating, smoking cessation, bullying and exam stress.

From 9.00am to 6.00pm Monday to Friday, ChatHealth has experienced clinicians online waiting to answer and deal with any messages from young people. To access the service, all users need to do is **TEXT 07480 635 060** to start a conversation. This injection of digital technology helps the service be more responsive to the needs of young people living in Norfolk.

Lottie Driver, Service Lead for the Norfolk Healthy Child Programme said:

“ChatHealth is a really great concept, text messaging opens a new line of communication to our young people in Norfolk, and it makes our 5-19 team more accessible than ever before. We have campaigned for over 2 years to turn a great concept into highly effective component of our service. I’m delighted to say the hard work has really paid off.

To continue building on ChatHealth’s success, we have launched the ChatHealth Ambassador Scheme. This is a promotional campaign that enlists young people in the school communities to promote ChatHealth to their peers. We are really excited to get our young people involved in a service designed for them. With their help we look to continue developing our promotional campaigns to ensure all young people in Norfolk know who to text for help.

Last year alone the service our team received . A distinctly branded selection of posters, credit cards, stickers, wristbands, banners and TV slideshows are being used to advertise the text messaging service, and will be shared with young people to promote the ChatHealth.

To help explain ChatHealth in more detail a short animation is available on:

JustOneNorfolk.nhs.uk/our-services/chathealth

If parents would like to know more about ChatHealth or have any questions, please contact Just One Number on 0300 300 0123

Please feel to use any additional pictures used in the document

#4 Resources

If you require any further resources to help us advertise ChatHealth please contact Just One Number on 0300 300 0123.

Alternatively you can download all any resources ChatHealth from our webpage JustOneNorfolk.nhs.uk/our-services/chathealth

