

Think NHS 111 First

If you're unwell on holiday and need urgent medical advice, visit [111.nhs.uk](https://www.nhs.uk) or call 111.

They'll help you get the care you need in the local area.

For life threatening emergencies, don't delay, call 999.

The 111 logo is a blue triangle with the number '111' in white, positioned in the bottom right corner of the image. The background of the entire advertisement is a photograph of a woman and a young girl sitting outdoors. The woman is wearing a light-colored straw hat and a black top, and she is smiling as she looks at a yellow smartphone. The girl is wearing pink sunglasses and a black and white polka-dot top. They are sitting in front of a white caravan or motorhome, with green foliage in the background. A large, diagonal graphic element in shades of yellow and orange cuts across the left side of the image, containing the text.

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