

# Think NHS 111 First



Somerset  
Clinical Commissioning Group



## December 2020 – Think 111 First – A new way of accessing urgent healthcare services

We asked our Somerset Citizens' Panel Members for their thoughts about the new way of accessing urgent healthcare services launched in Somerset on 01 December.

The aim of the Think 111 First national campaign is to ensure that people safely receive the right care, in the most appropriate setting, whilst relieving pressure on our hospital emergency departments.

We asked the Citizen's Panel 5 key questions about their knowledge, understanding and experience of using the NHS 111 Service. Importantly, we wanted to hear their thoughts about booking slots through NHS 111 before attending an A&E.

We received rich, varied and useful feedback from 46 Citizen's Panel members. We listened to all the feedback and considered all the comments made. Together with feedback from our voluntary and community sector in Somerset, we were able to identify key themes and trends.

### How has the feedback been used?

We passed all of the feedback to both our colleagues working on developing the model for Somerset and also our Communications Team, so that they can use this feedback to continue developing effective messaging for the public. So far, we have used the Citizen's Panel feedback to:

1. Design the key messages for our communications campaign (Think 111 First)
2. Meet with our Urgent Care colleagues – Based on the feedback, it was agreed that we need to set up a stakeholder reference group to review all NHS 111 feedback in Somerset and to work with this group to develop services going forward. We aim to set this up in late Spring 2021 and will be in touch through the Citizens' Panel to recruit members.