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Ysgrifennydd y Cabinet dros Iechyd a Gofal Cymdeithasol
Cabinet Secretary for Health and Social Care



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref: WQ92244

Andrew R.T. Davies MS
Senedd Regional Member for South Wales Central

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06 April 2024

Dear Andrew,

Thank you for your recent Written Question asking how is the Welsh Government ensuring that the public knows how to decide between when to use A&E services and when to use alternative services such as a minor injury unit?

The Welsh Government's public information campaign, 'Help Us Help You' promotes the wide range of ways people in Wales can access NHS services, helping to sign post people to get the right help, in the right place, first time.

The 2023/24 phase of the campaign started in November 2023 and is running until the end of March 2024. The advertising has included TV, radio, press, digital and social media as well as working with partners such as NHS Health Boards to promote the national messages locally, as well as Age Cymru to reach older people.

The latest campaign evaluation covering the period from 6 November 2023 to 11 February 2024 shows over 96% of adults in Wales were reached via the campaign and will have had the opportunity to see or hear advertising (frequency) at least 21 times.

The campaign's TV advert features the promotion of minor injury units as alternatives to A&Es and community pharmacies' as alternatives to GP's and the campaign promotes the [Help Us Help You website](#) where there is more information on the wide range of services available. As access to urgent care is varied across Wales, the national campaign promotes NHS 111 Wales to help people access urgent care appropriately.

Yours sincerely,

Eluned Morgan AS/MS
Cabinet Secretary for Health and Social Care
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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.