

PRODUCT CONTEXT

- The NHS 'Help Us Help You' national campaign was launched in December 2022.
- Created for NHS England by M&C Saatchi London and distributed by UK Government's Department for Health and Social Care.
- Campaign is funded by NHS England and HM Government and is a public health campaign that has no commercial feature as a not-for-profit advertisement.
- The multi-channel campaign seeks to encourage people to use the NHS 111 service and how people call 11, go online or use the NHS App to get assessed and directed to the right service for them.
- The primary target audience for the campaign would be adults, inclusive of all demographics. It is for anyone with an urgent care need, but The Department of Health and Social Care specified that there should be more investment in targeting young people under 35 and parents of children aged 5-12 years.

SOCIAL/CULTURAL CONTEXT

- NHS 111 helps to ease the burden on emergency services, reducing the number of people unnecessarily calling 999 or going to Accident and Emergency (A&E), ensuring that emergency services can focus on more critical cases.
- The campaign was launched in 2022 was to tackle a lack of understanding about the NHS 111 service, with the adverts aim to inform and educate the masses.
- In a post-Covid society, NHS England wanted the public to contact NHS 111 first in order to help NHS services maintain social distancing that would ensure patients received the correct care.
- Colour is an essential element of any brand's identity
- research shows that the public strongly associate the NHS with the colours blue and white.

VISUAL CODES (LANGUAGE)

[Images]

- The **wide angle long shot** of a father sat on his sick daughter's bed, located in an NHS Urgent Treatment Centre (UTC), acts as a **visual metaphor** for a 'hospital in your home' in relation to the NHS 111 service.
- The **direct mode of address** of father with **upright posture** on smartphone with arm around his daughter gives the impression that he is proactive in his care for his daughter - can be inferred he is on the **NHS 111 mobile app** to provide appropriate care for her possible illness.
- Father is Black British with dreadlocks, a grey jumper, jeans and slippers which positions him as a **Proppian Hero** - this has connotations of **inclusivity** in platforming a more **diverse** portrayal of British identity (gender, ethnicity).
- The **juxtaposition** of a child's bedroom with a hospital waiting room, creates a **hyperreal** scenario that acts as a **visual metaphor** for a 'hospital in your home'.
- The 'Urgent Treatment Centre' sign in the background reinforces the medical context, with blurred figures implying a busy healthcare environment.
- The **anchorage** of the image of the father with the slogan 'Get to the help you need' connects his actions with the NHS 111 service, and his role as a proactive and caring father.
- The child lying down signifies illness or medical need - her bright patterned duvet has homely, youthful connotations.
- The father's serious facial expression communicates concern and care.
- **Low-key lighting** creates a serious yet calm atmosphere.

[Written language]

- **Imperatives** - multiple **imperatives** feature including 'Get', 'Call', 'go', 'use' and 'Help' which convey a sense of authority about the NHS Public Service Announcement (PSA) in delegating the correct service to audiences based on level of urgency.
- **Personal pronouns** - the **second person pronouns** 'us' and 'you' act as direct modes of address to confront audiences into an active response to take pressure of healthcare emergency services. This language is **inclusive** and collaborative.
- **Repetition** - **repetition** of 'help' and 'need' are two noun/verbs associated with healthcare and roles in responding to illnesses. This reinforces a sense of collective responsibility.
- **Emotive language** - the **emotive** word 'urgent' has associations with hospitals and emergency treatment and positions the advert as addressing important healthcare needs.
- **Slogan** - the **slogan** 'Get to the help you need' is clear and concise, which ensures that all audiences find NHS 111 directions clear and accessible.
- **Call to action** - the **call to action** 'Use 111' is short, bold and memorable - **imperative language** instructs audiences clearly.
- **Informational copy** - gives appropriate directions to give context to the service: "if you need urgent medical help..." so that the service is effectively signposted.

[Intertextuality]

- **Pandemic/NHS crisis** - In the background, an administrative assistant wears a face mask, which alludes to the Covid-19 pandemic response.
- **Digital healthcare** - the **digitisation** of healthcare is referenced by the smartphone in the **image** and references to the NHS 111 **app**.
- **Public service campaigns** - use of HM gov **logo**.



NHS 111 Help Us Help You poster. A young girl is lying in a hospital bed while her father sits beside her, looking concerned. The poster encourages people to use NHS 111 for urgent medical advice.

REPRESENTATION

[Gender]

- Father as caring and nurturing - **patriarchal stereotypes** of masculinity often position fathers as 'breadwinners' and uninvolved in domestic/family life and responsibility, but this campaign challenges the 'absent father' **stereotype**, representing a nurturing, proactive and competent father using the correct service of care for his daughter, and is positioned as a progressive **Proppian Hero**.
- Young girl as vulnerable - the young daughter is positioned as a **damsel-in-distress Princess stereotype** but is 'rescued' by a nurturing father who counters **stereotypes**. Her posture and gaze towards her father suggests admiration.

[Ethnicity]

- **Inclusive and diverse** - the campaign's decision to platform a Black British family, and the father as the **protagonist**, highlights the NHS pursuing an **inclusive** and **diverse** agenda in representation that treats non-White representation as **mainstream**.
- **Alvarado's Racial Stereotypes** - Alvarado identifies **exotic, dangerous, to be pitied and vulnerable** as non-White ethnic **stereotypes** that traditional Western media adopts. However, this advert challenges all of the above in relation to ethnicity, portraying an **empowered**, competent, tech-savvy and proactive family in relation to healthcare needs.

[Class]

- **Ordinary working people** - the advert represents an everyday family rather than a wealthy or upper-class group, which is reinforced by the father's casual clothing.
- **NHS as a public service** - the NHS is strongly associated with **equality** and the notion of free, **universal** healthcare for all.

[Social issues]

- **Healthcare pressure and NHS access** - infers NHS concerns of overcrowding.
- **Public responsibility** - the advert reinforces the notion of **public responsibility** with the tagline 'help us help you' to encourage people to find the correct service.
- **Digital healthcare** - modern healthcare is increasingly through apps and online services, highlighting changing social behaviours within society.
- **Family units** - the advert highlights the importance of family during times of health crisis.

[Layout/design]

- **Sans-serif typography** - the informality of **sans-serif** increases the accessibility of the campaign to all audiences, rather than the more high-brow **serif typography**.
- **Split-screen layout (in thirds)** - the **two-thirds** on the left dominate the advert with the **visual metaphor** image of a 'hospital at home' with the father on the NHS 111 mobile app service, whilst the **right third** gives effective **informational copy** about the context of the service - the visual separation gives clarity to the public service announcement (PSA).
- **Visual hierarchy** - the **slogan** 'Get to the help you need' is the largest typography on the advertisement highlighting its message as the most important, the dominant image with **direct mode of address foregrounding** the father positions him as the character with agency utilising the service, and informational copy on the right to **anchor** the advert.
- **Branding** - the NHS logo in the top right **anchors** the campaign with the organisation it represents, whilst the information copy is given clarity with a third on the right in white.
- **Negative space** - the use of **white space** makes the informational copy easier to process.
- **Colour scheme** - Blue tones connect to NHS branding and suggest trust, calmness and professionalism.
- **Directional design** - the **arrow shape** from the image directs the reader towards the **informational copy** whilst the '111' triangular **logo** reinforces this prompt.