**SMS content and guidance – Type 3**

**Urgent and Emergency Care Survey 2024**

Please find details below on the content of the SMS reminders for the survey, along with dates and times for sending them to respondents. Please note, there is some optional text included if you would like to include survey ID in the SMS reminder to help with managing respondent communications.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **SMS 1 (invitation)** | **SMS 2 (nudge)** | **SMS 3 (final reminder)** |
| **Wording** | From: NHS SurveyWe recently sent you a letter about your experience at [SITE NAME]. Please click on the link to give feedback: [unique link]. You don’t need to enter your log-in details. Any questions or wish to opt out? Please call Freephone [CONTRACTOR OR IN- HOUSE PHONE NUMBER].**Optional additional text:**“Your ID number is XXXXXXX.” | From: NHS Survey[SITE NAME] would welcome your feedback. Please tell us about your recent experience by completing the survey: [unique link]. Any questions or wish to opt out? Please call Freephone [CONTRACTOR OR IN-HOUSE PHONE NUMBER].**Optional additional text:**“Your ID number is XXXXXXX.” | From: NHS SurveyPlease help the NHS by telling us about your recent experience at [SITE NAME]. Please complete the survey by 26th July 2024: [unique link]. Any questions or wish to opt out? Please call Freephone [CONTRACTOR OR IN-HOUSE PHONE NUMBER].**Optional additional text:**“Your ID number is XXXXXXX.” |
| **Date** | 3 working days after mailing 1 | 3 working days after mailing 2 | 3 working days after mailing 3 |
| **Time** | 4-5pm | 2-3pm | 9-10am |

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