**SMS content and guidance**

**Maternity 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.

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|  | **SMS 1 (invitation)** | **SMS 2 (nudge)** | **SMS 3 (final reminder)** |
| **Wording** | From: NHS Survey  We recently sent you a letter about your recent experience of Maternity care at [SITE NAME]. Please click the link to give feedback: [LINK]. Any questions? Please call Freephone 0191 261 5261.  **Optional additional text:**  “Your ID number is XXXXXXX.” | From: NHS Survey  [SITE NAME] would welcome your feedback. Please tell us about your recent experience of Maternity care by completing the survey: [LINK]. Any questions? Please call Freephone 0191 261 5261.  **Optional additional text:**  “Your ID number is XXXXXXX.” | From: NHS Survey  Please help the NHS by telling us about your recent Maternity care experience at [SITE NAME]. Please complete the survey by 18th July 2024: [LINK]. Any questions? Please call Freephone 0191 261 5261.  **Optional additional text:**  “Your ID number is XXXXXXX.” |
| **Date** | 3 days after mailing 1 | 3 days after mailing 2 | 3 days after mailing 4 |
| **Time** | Between 3pm-4pm | Between 9am-10am | Between 7pm-8pm |