1. SMS content and guidance
2. **Community Mental Health Survey 2025**
3. 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 – Contact 2 (invitation)** | **SMS 2 – Contact 3 (nudge)** |
| **Wording** | From: NHS SurveyWe recently sent you a letter about your experience of mental health services at [NHS TRUST NAME]. Please give feedback by clicking this link: [unique link]. You do not need to enter your log-in details. Any questions? Wish to opt out? Please email [CONTRACTOR OR IN-HOUSE EMAIL ADDRESS] or call [CONTRACTOR OR IN-HOUSE PHONE NUMBER].**Optional additional text:** “Your survey number is XXXXXXX.” | From: NHS SurveyPlease help [NHS TRUST NAME] by telling us about your recent experience of mental health services. Please complete the survey by 28th November 2025: [unique link]. Any questions? Wish to opt out? Please email [CONTRACTOR OR IN-HOUSE EMAIL ADDRESS] or call CONTRACTOR OR IN-HOUSE PHONE NUMBER].**Optional additional text:** “Your survey number is XXXXXXX.” |
| **Date** | 5 working days after mailing 1 | 5 working days after mailing 2 (Contact 3) |
| **Time** | 9am-10am | 4pm- 5pm  |