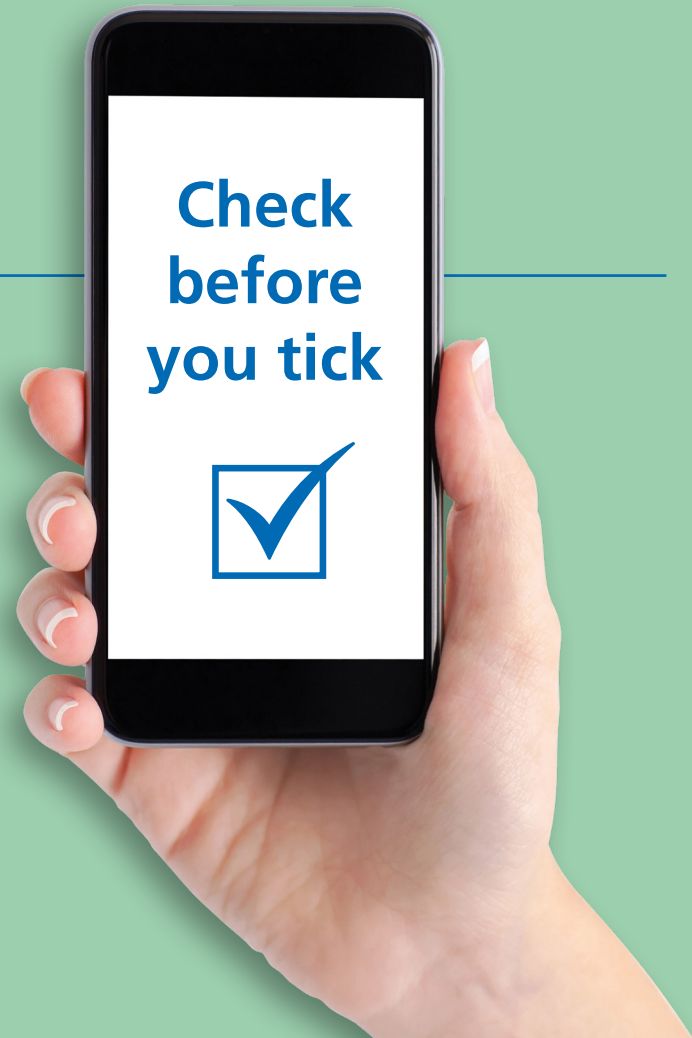
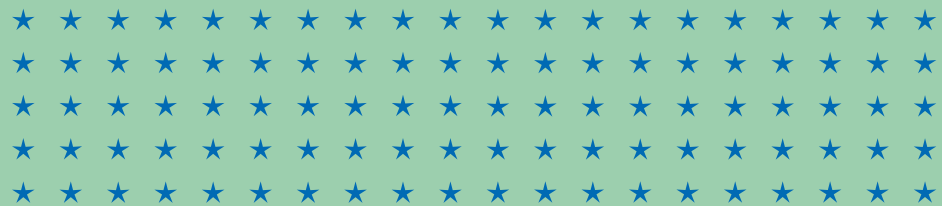


Check before you tick

Campaign partner toolkit

Version 1.0 September 2018



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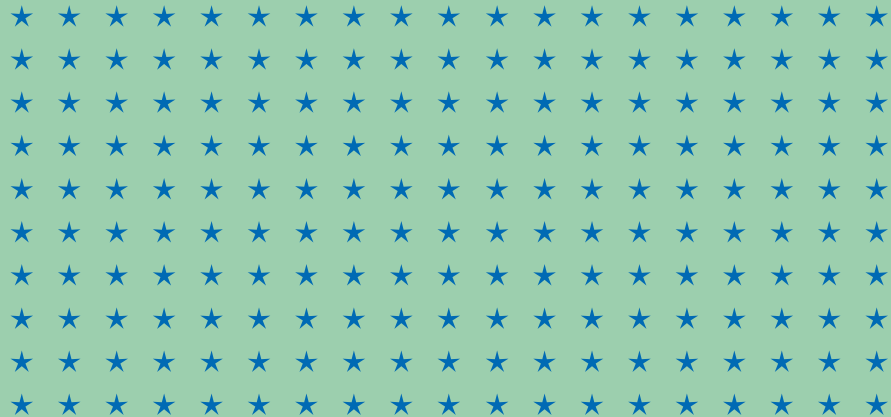
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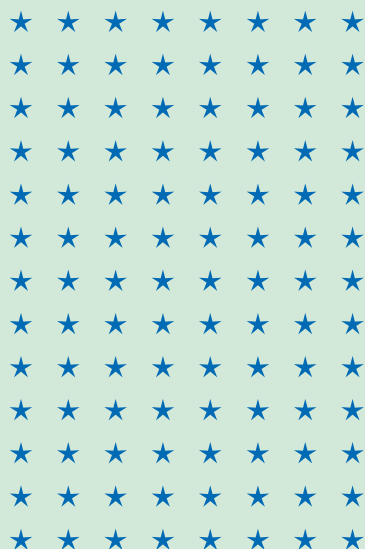
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1.0 Introduction



1.1 About the campaign



Check Before You Tick is a new campaign from NHS England and NHS Business Services Authority, designed to support patients in correctly claiming free prescriptions and avoiding unnecessary penalty charges.

The campaign aim is simple - to stop people mistakenly claiming free prescriptions by:

- Making people aware of the eligibility criteria and the need to check before they claim a free prescription.
- Ensuring people know that if they do misclaim they could face a penalty charge of up to £100.
- Encouraging those who aren't eligible for free prescriptions to take advantage of other means of reducing costs, namely the Prescription Prepayment Certificates and the NHS Low Income Scheme.

The advertising campaign launches on 10 September and runs for 14 weeks. However, the messages remain relevant all year round, so please do continue to use the resources and promote the campaign wherever possible.

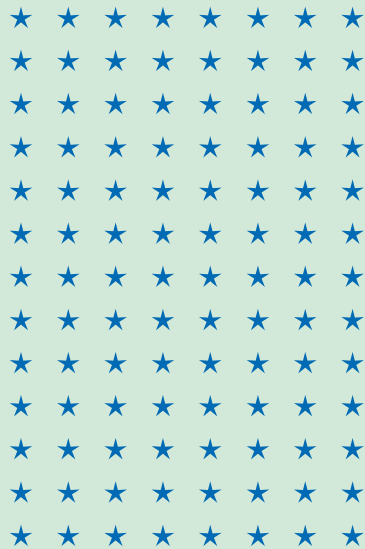
The resources included in this toolkit have been designed for you to use in your own communications channels to make sure that those you work with know about the campaign and its messages. Resources include:

- Key messages
- Campaign copy
- Printable assets
- Digital assets
- Social assets

All of the above assets can be downloaded from Public Health England's Campaign Resource Centre at campaignresources.phe.gov.uk/resources/campaigns

By working together we can ensure that we reach more of our audience, helping them to avoid a £100 penalty charge.

1.2 Who are we trying to reach?



We want to reach as many people as possible, particularly those most likely to receive penalty charge notices – patients making benefit-related claims. These patients often assume that all benefits exempt them from paying. However, not all benefits entitle you to free prescriptions. The campaign will encourage them to check that they are entitled before claiming, using an online eligibility checker.

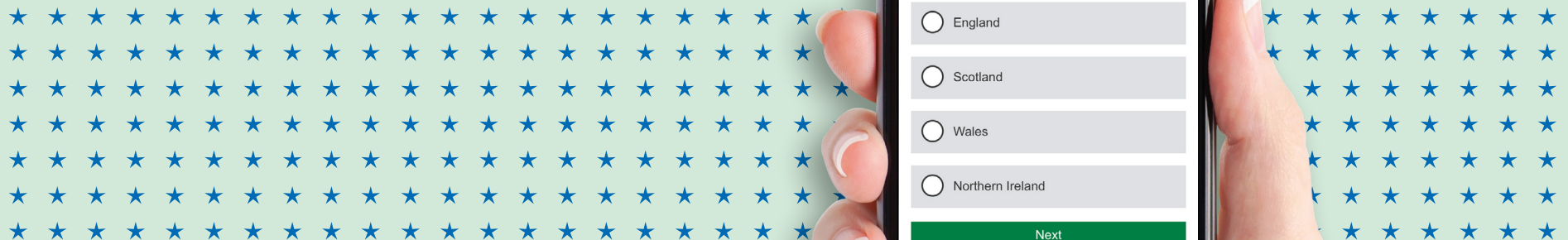
The campaign will also talk to pregnant women and mothers of children up to one year old. They are eligible to claim free prescriptions, but often they do not realise they need a valid Maternity Exemption Certificate. Without a valid certificate, they could receive a penalty charge of up to £100.

To make sure that the campaign resonates with our audiences, the campaign creative and messaging has been researched and developed based on insights from our target audience.

1.3 The online eligibility checker

We would encourage you to promote the online eligibility checker whenever possible. The checker can be found here: nhs.uk/checkbeforeyoutick

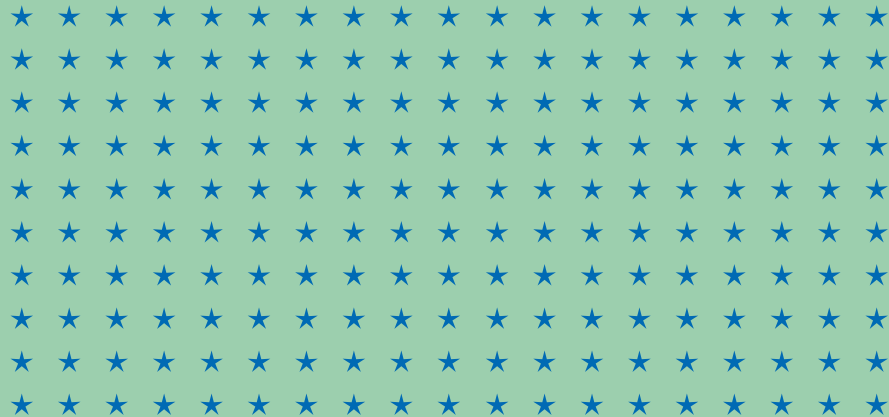
The checker asks users a few questions to assess whether they should be paying for their prescriptions. It's simple to use and takes less than 5 minutes to complete.



There is also a leaflet available to download that outlines eligibility criteria. This includes an easy-read version.

[Download](#)

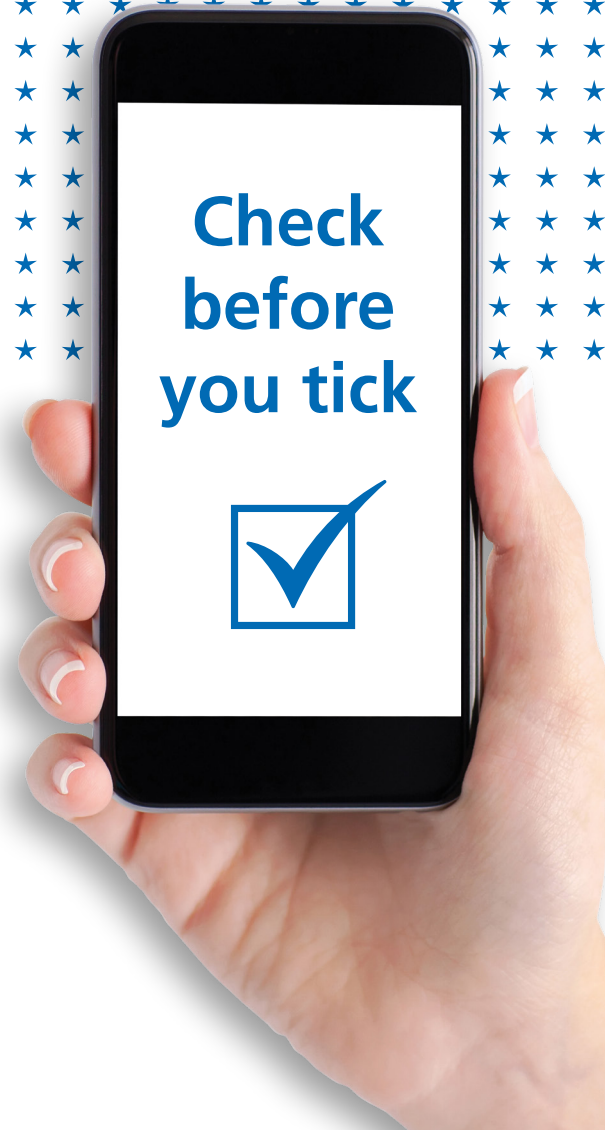
2.0 Partner resources



2.1 Key messages

For those on benefits

- Not all benefits entitle you to free prescriptions.
- If you claim a free prescription when you're not entitled you could face a penalty charge of up to £100. Even if it's by mistake.
- There's a simple way to find out if you should be paying. Search "check before you tick" online and use the NHS eligibility checker to find out if your benefits mean you can claim for free.
- If you're not entitled, there is other financial help available, such as the NHS Prepayment Certificate or the NHS Low Income Scheme. To find out more, visit [nhs.uk/healthcosts](https://www.nhs.uk/healthcosts)
- If you're not sure about eligibility, it's always better to pay at the time you get your prescription and claim back later – this is the safest way to avoid a penalty charge.



2.1 Key messages

For pregnant women and mums of children under one year of age

- If you're pregnant or have a child under one, you need a Maternity Exemption Certificate to claim free prescriptions.
- If you claim a free prescription without a valid Maternity Exemption Certificate, you could face a penalty charge of up to £100.
- Your GP or midwife will be able to help you get a Maternity Exemption Certificate.
- You can apply as soon as you are pregnant.
- Find out more about Maternity Exemption Certificates by visiting nhsbsa.nhs.uk/matex
- Your certificate will expire 12 months after your due date. If your baby is born later than expected, you can extend the expiry date.
- It's your responsibility to check the expiry date. If you claim a free prescription and your certificate has expired, you could also face a penalty charge of up to £100.



2.2 Editorial copy

General announcement

Check before you tick

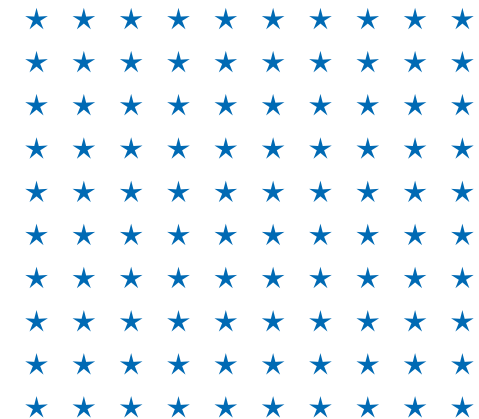
Many of us assume that we are entitled to free prescriptions, but getting it wrong could cost you. A new campaign from NHS England and NHS Business Service Authority aims to help people understand if they are entitled to free prescriptions and how to claim correctly to avoid penalty charge notices of up to £100.

All you need to do is visit nhs.uk/checkbeforeyoutick to use the eligibility checker. Answering a few simple questions will help you understand if you can tick the box for a free prescription, and what proof you need to show your pharmacists when you're collecting your prescription, or when it's being delivered to you.

If you're not entitled to free prescriptions, there's other financial help available such as the NHS Low Income Scheme and NHS Prepayment Certificates. To find out more, visit nhs.uk/healthcosts

Editorial Copy

This copy can be used in channels such as websites, newsletters and e-bulletins.



Download

2.2 Editorial copy

For those on benefits

Did you know that not all benefits entitle you to a free prescription?

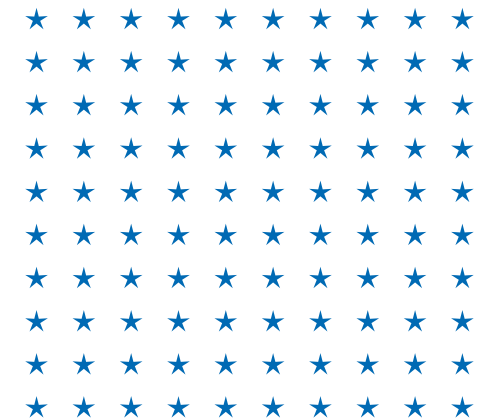
If not, you're not alone, many people are unsure if they are entitled to claim free prescriptions and don't realise that claiming when you're not entitled could mean you face a £100 penalty charge notice.

To avoid the penalty charge notice all you need to do is Check Before You Tick. Visit nhs.uk/checkbeforeyoutick and use the new eligibility checker. By answering some simple questions, you'll be able to find out if you can tick the box for a free prescription and what proof you need to show your pharmacist when you're collecting your prescription, or when it's delivered to you.

If you're not entitled to free prescriptions, there's other financial help available such as the NHS Low Income Scheme and NHS Prepayment Certificates. To find out more, visit nhs.uk/healthcosts

Editorial Copy

This copy can be used in channels such as websites, newsletters and e-bulletins.



Download

2.2 Editorial copy

For pregnant women and mums of children under one year of age

Don't miss out on free prescriptions.

Get your Maternity Exemption Certificate to claim.

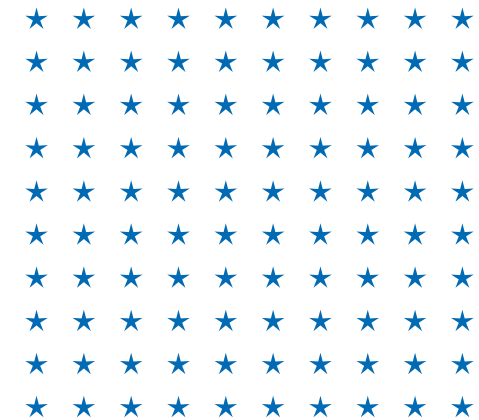
All pregnant women and mums of children up to one year old are entitled to free prescriptions. To tick the box and claim your free prescription, all you need to do is make sure that you have a valid Maternity Exemption Certificate. If you claim a free prescription without a certificate, you could face a penalty charge of up to £100.

Your GP or midwife will be able to help you get a Maternity Exemption Certificate. Just ask them for more information.

You can find out more about Maternity Exemption Certificates by visiting nhsbsa.nhs.uk/matex

Editorial Copy

This copy can be used in channels such as websites, newsletters and e-bulletins.



Download

2.3 Leaflets

This leaflet provides detailed information on eligibility and is an alternative solution to the online tool.

The leaflet is available to download at the **Campaign Resource Centre**. This includes an easy-read version.

Hard copies are also available, and while stocks last, you can order a supply of 50 leaflets by emailing nhsbsa.b2b@nhs.net. If you would like more than 50 leaflets, please email us at the same address and explain why. If stock is available we will try and accommodate your request (for example, if you would like to mail copies to members or residents).

NHS organisations can order a supply of leaflets directly by contacting pcse.enquiries@nhs.net or calling **0333 014 2884** and asking for PECS “Are you claiming free prescriptions?” leaflets.

If you are an advisor, a supplementary help sheet that answers some common FAQs is also available at the **Campaign Resource Centre**.

[Download](#)

NHS

Are you claiming free prescriptions?

Don't assume you're entitled.

You could have to pay up to £100 – as well as your prescription charge.

Check before you tick

claim for: free prescriptions if you are named on a

- Income Support
- **income-based** Jobseeker's Allowance
- **income-related** Employment and Support Allowance
- Pension Credit (**Guarantee Credit**) paid on its own, or Pension Credit (**Guarantee Credit with Savings Credit**)
- certain Tax Credits - see page 4, under 'NHS Tax Credit Exemption Certificate'
- Universal Credit - but only if your earnings in your last assessment period were **£435** or less, or **£935** or less if you get an element for a child or have limited capability for work

X You're **not entitled** to free prescriptions if you are named on a claim for:

- **contribution-based** Jobseeker's Allowance, paid on its own
- **contribution-based** Employment and Support Allowance, paid on its own
- Pension Credit (**Savings Credit**), paid on its own
- any benefit paid on its own and not listed in the green box opposite (such as Disability Living Allowance, Personal Independence Payment or Incapacity Benefit)

Certificates

You're entitled to free NHS prescriptions if you have one of these certificates and it is still valid.

NHS maternity exemption certificate

If you're pregnant or have given birth in the previous 12 months you can claim free prescriptions, but only if you have a valid **maternity exemption certificate**. Ask your doctor, midwife or health visitor how to apply.

NHS medical exemption certificate

If you have a medical condition or physical disability, you are only entitled to claim free prescriptions if you have a **valid medical exemption certificate**.

To find out if your condition will qualify you for a certificate, check the full list of accepted conditions at www.nhsbsa.nhs.uk/medex or check with your doctor. If you're eligible for a medical exemption certificate, ask your doctor how to apply.

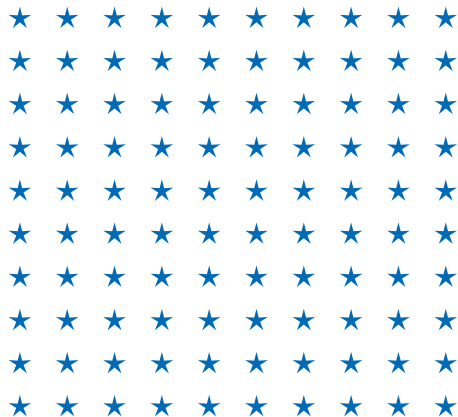
2

3

2.4 Printable posters

Generic

The posters can be printed and displayed across your organisation in high footfall areas and in eyeline view. There is an option for you to co-brand the posters by adding your logo.



Download



Benefits
Not all benefits entitle you to free prescriptions.



Maternity
Pregnant? You need proof to claim free prescriptions.

2.4 Printable posters

Co-branded

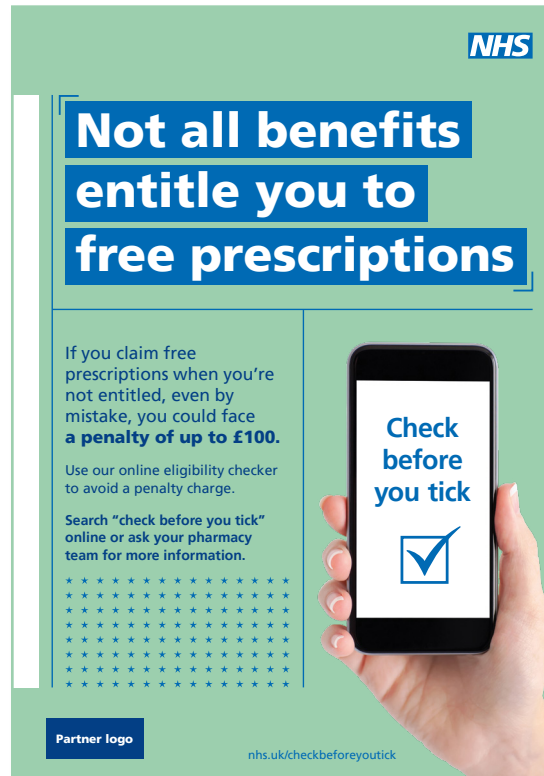
The posters can be printed and displayed across your organisation in high footfall areas and in eyeline view.

Size and placement

The placement of your logo should be bottom left. It should be 2x the height of the NHS logo. See our diagram below.

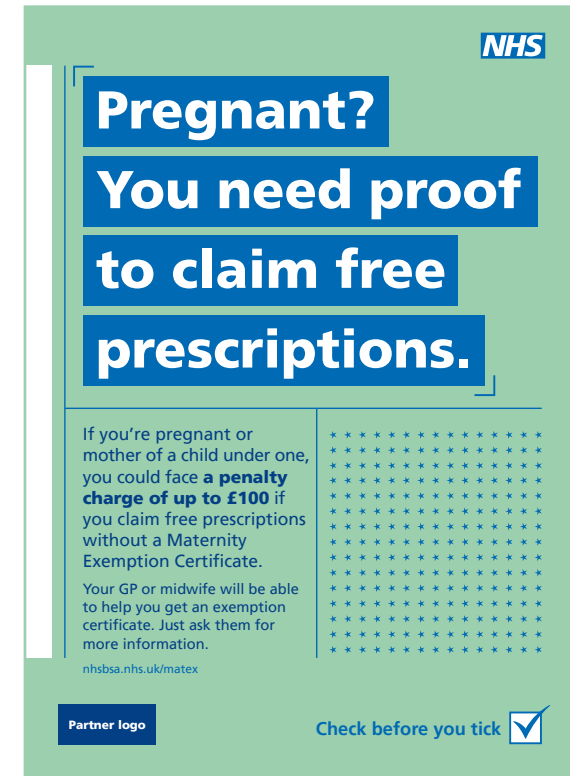


Download



Benefits

Not all benefits entitle you to free prescriptions.



Maternity

Pregnant? You need proof to claim free prescriptions.

2.5 Digital resources

The digital resources are available for you to use across your digital platforms. This includes channels such as websites, and screens in waiting rooms and receptions.

Video on demand



Download

Static screen image



2.6 Social media posts

For those on benefits - Facebook

You can use the following copy along with social media assets on your social networks to spread awareness of the 'Check Before You Tick' campaign. Social media posts should link to nhs.uk/checkbeforeyoutick

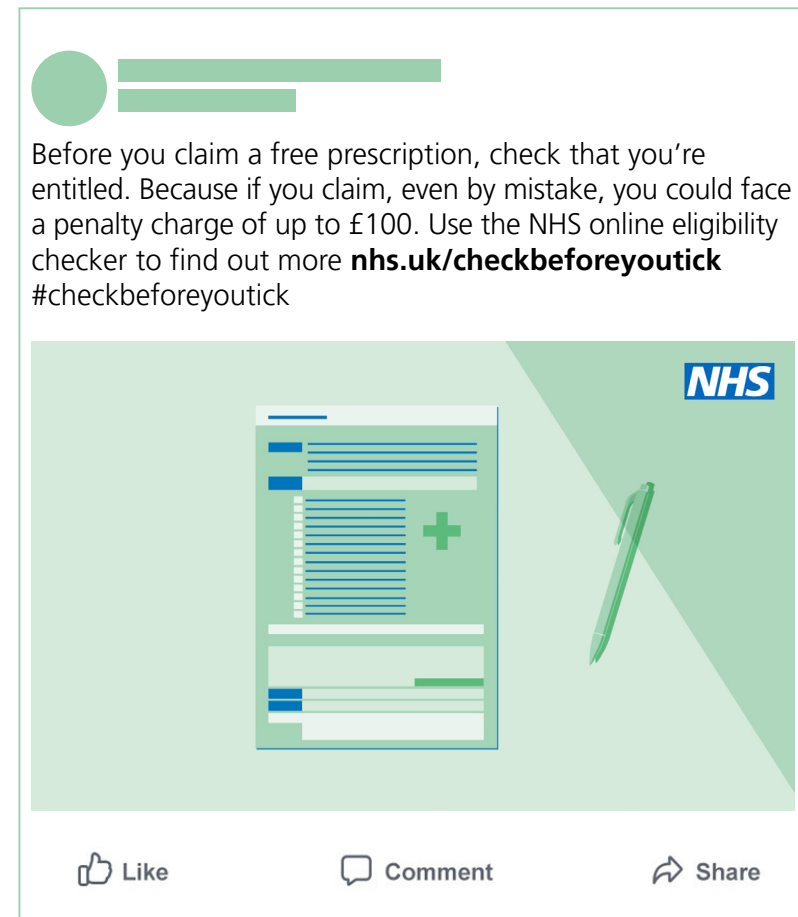
Download




Not all benefits entitle you to free prescriptions. If you claim a free prescription, even by mistake, you could face a penalty charge. Use the NHS online eligibility checker to find out more nhs.uk/checkbeforeyoutick #checkbeforeyoutick



Like Comment Share



Before you claim a free prescription, check that you're entitled. Because if you claim, even by mistake, you could face a penalty charge of up to £100. Use the NHS online eligibility checker to find out more nhs.uk/checkbeforeyoutick #checkbeforeyoutick



Like Comment Share

2.6 Social media posts

For those on benefits - Twitter

You can use the following post copy along with social media assets on your social networks to spread awareness of the 'Check Before You Tick' campaign. Social media posts should link to nhs.uk/checkbeforeyoutick



Download

2.6 Social media posts

For pregnant women and mums of children up to one year - Facebook

You can use the following copy along with social media assets on your social networks to spread awareness of the 'Check Before You Tick' campaign.

Download



A Facebook post template featuring a green circular profile picture and a green horizontal bar for the name. The text reads: "With a new baby, or a little one on the way, the last thing you need is a £100 penalty charge. But if you claim free prescriptions without an exemption certificate, you could find one coming through your door. Speak to your midwife or GP for more information. nhsbsa.nhs.uk/matex #checkbeforeyoutick". Below the text is an illustration of a green envelope with "UNWELCOME" written on it and a white card with "PENALTY" written on it. The NHS logo is in the top right corner. At the bottom are icons for Like, Comment, and Share.



A Facebook post template featuring a green circular profile picture and a green horizontal bar for the name. The text reads: "A pregnancy bump isn't proof you can claim free prescriptions. Speak to your midwife about getting a Maternity Exemption Certificate. nhsbsa.nhs.uk/matex #checkbeforeyoutick". Below the text is an illustration of a hand holding a white card that says "NHS Maternity Exemption Certificate" with the NHS logo. The background is green with a white NHS logo in the top right corner. At the bottom are icons for Like, Comment, and Share.

2.6 Social media posts

For pregnant women and mums of children up to one year - Twitter

You can use the following post copy along with social media assets on your social networks to spread awareness of the 'Check Before You Tick' campaign.



If you like, you can use the suggested copy above for your posts or you can retweet anything we share about the campaign. You're also welcome to create your own posts, just make sure you add in **#checkbeforeyoutick**

Download

Thank you

