



10:45

Tuesday 23 November

# An introduction to Flo

Your health and wellbeing  
helper

## Who is Florence?

Florence (or Flo to her friends) is a simple and easy to use text messaging service to help you manage your health and wellbeing. Flo is named after the famous "lady with the lamp", Florence Nightingale, and was designed by professionals within the NHS to provide you with the tailored support to suit your needs.

## How does Flo work?

Flo will support you to manage your health using SMS text messages to and from your mobile phone.

## How do I sign up to Flo?

Signing up to Flo is easy. You can self-subscribe by texting the keyword you have been given e.g. "ANXIETYHELP" to:

07860 093094

You will receive a message from Flo confirming you would like to opt-in to the programme - simply reply "ACCEPT" to get started.

If, for whatever reason, you decide that you want to stop using Flo, you simply need to send "STOP", and Flo will stop sending you messages. The choice is yours!

## Does Flo cost me anything?

No. If you are receiving messages from Flo, or replying to her from the UK you will not be charged for the messages – you can even use Flo if you have a pay-as-you-go phone with no credit.

Some network providers send an automatic message that you may be charged for this service - Please ignore this as it is not the case – Flo is FREE to use in the UK.

Flo can be used worldwide, but messages will be charged at your network rate outside of the UK.

If you have a holiday planned, and you do not want to receive messages while you're away, just send Flo "AWAY". When you get back from your holiday simply send "HOME" to start receiving Flo's messages again.

## What sort of messages will Flo send me?

Once set up, Flo will send you text messages about an aspect of your health you'd like to improve. There are three types of text messages that Flo may send you, including:

*Advice messages:* sent to encourage, support, and advise. You'll get one of these in a day, but can follow prompts for up to 5 more. These may include links to exercises or further resources which can also be found here: [bit.ly/3wz4NPL](https://bit.ly/3wz4NPL).

*Weekly check-ins/activities:* sent to request ratings of how things have been going, or prompt you to do helpful activities. These will be used to tailor the messages you receive.

*Reminder messages:* sent to remind you to take action.

The messages you receive from Flo will be a mix of these. Depending on what Flo is helping you manage, she may ask you to send her some information or suggest you try various 5-minute exercises, but she will always give you the option to continue without doing so.

At the end of the programme she will ask you for some feedback which is important and helpful for us to improve this new way of using Flo.

## What information does Flo hold?

The only information Flo stores is your mobile number for the duration of the programme. She also retains any replies that you send back to her. All data collected is completely anonymous.

## What does Flo do with my responses?

Firstly, Flo will reply to you. If Flo has asked you a question to respond to, she will confirm your response and give you some advice to follow. All of Flo's messages are developed by healthcare professionals, so you can be sure that the advice Flo gives you is safe to follow.

Secondly, Flo will save your responses on her system, and this anonymised data may be used in research.

**Flo is not an emergency service and won't be routinely monitored by clinicians.** If you are experiencing a crisis, please contact your GP/clinician directly, dial 999, or access your local NHS urgent mental health helpline here: [bit.ly/3nxbmxz](https://bit.ly/3nxbmxz).



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## MESSAGES

## Outline of the Programmes

These are 6 to 8-week programmes on managing health concerns related to cancer for patients across the East Midlands. Once signed up, you'll receive texts 4 to 5 days each week.

The programmes are based on NHS-approved resources and principles of Cognitive Behavioural Therapy. They will give you information about how the things you do, think, and feel can affect your health, and suggest helpful strategies.

## Joining criteria

You must:

- Be accessing Oncology services in Nottinghamshire, Lincolnshire, Leicestershire, Derbyshire, Northamptonshire, or Rutland
- Be over 18

By signing up, you consent to:

- Receive information & motivational text messages from Flo
- Be open to trying out the exercises, tasks and resources suggested
- Rate how things have been going each week and send your answers to Flo when prompted