

# An introduction to Flo

## 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. It was designed by NHS professionals NHS to provide you with tailored support through SMS text messages to and from your mobile phone.

You will either receive messages from Flo alongside 1-1 therapy, or as a self-help support programme.

## How do I sign up to Flo?

You must be over 18 and accessing Oncology services in Nottinghamshire, Lincolnshire, Leicestershire, Derbyshire, Northamptonshire, or Rutland.

### Self-help programme

Text the keyword you have been given by your care professional, e.g. "ANXIETYHELP", to **07860 093094**.

You will receive a message asking you to opt-in to receive Flo – simply reply "**ACCEPT**" to get started. To opt-out at any time, text "**STOP**".

### Alongside 1-1 therapy

A clinician will sign you up to the system. By joining you are giving your consent to share any texts you send with your clinical team.

You will receive a message asking you to opt-in to receive Flo – simply reply "**ACCEPT**" to get started. To opt-out at any time, text "**STOP**",

## What sort of messages will Flo send me?

### Self-help programme

These are 6 to 8-week programmes to help you manage health concerns related to cancer. Based on NHS-approved resources, Flo will give you information about how the things you do, think, and feel can affect your health, and suggest helpful strategies.

You'll receive texts 4 to 5 days each week. The messages will be a mix of check-ins, advice, and links to further resources (which can also be found here). She will also ask you for some feedback which helps us improve Flo.

### Alongside 1-1 therapy

Flo will send personalised reminders to help you get the most out of therapy, which you and your clinicians will draft together. The messages will be a mix of check-ins and advice.

You'll receive texts once per week during therapy, and up to 6 months after. She will also ask you for some feedback which helps us improve Flo.

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## 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 – even 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 are going abroad, text Flo **“AWAY”** to pause the messages. When you are back, text **“HOME”** to start receiving them again.

## 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 and approved 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).

## By signing up, you consent to:

- ⇒ Receive information & motivational text messages from Flo
- ⇒ Rate how things have been going each week and send your answers to Flo when prompted