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| **Image** | **Alt Text** |
|  | A graphic siren. At the bottom, a multicoloured scarf represents NHS services — self-care (blue), NHS 111 (light green), pharmacist (dark green), GP (yellow), minor injury units (orange), and A&E/999 (red).  Text reads: Think Which Service. Choose the right service to be treated faster and ease pressure on the NHS. |
|  | An infographic titled *‘Think* *Which Service’.* At the bottom, a multicoloured scarf represents NHS services — self-care (blue), NHS 111 (light green), pharmacist (dark green), GP (yellow), minor injury units (orange), and A&E/999 (red).  Text reads: Choose the right service to be treated faster and ease pressure on the NHS. Think NHS 111, Pharmacy and MIU first. |
|  | An infographic titled *“Think which service for the right help, fast”*  It uses coloured bands resembling a scarf to show which NHS service to choose based on symptoms:   * Blue – Self-care: Common ailments and illnesses such as minor cuts, bruises, sprains, coughs, and colds. * Light green – NHS 111: For when you need help fast but it’s not an emergency; feeling unwell, unsure, anxious, or needing advice. * Dark green – Pharmacist: For health advice and over-the-counter medicines for fevers, stomach upsets, bites, headaches, aches, and pains. * Yellow – GP: For symptoms that won’t go away, such as ear pain, back pain, or stomach pain. * Orange – Minor Injury Unit & Urgent Care Centres: For walk-in urgent care for sprains, fractures, minor burns, skin infections, and minor eye injuries. * Red – A&E / 999: For life-threatening emergencies such as loss of consciousness, severe breathing difficulties, or heavy bleeding. |
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|  | A woman working in a call centre. At the bottom, a multicoloured scarf represents NHS services — self-care (blue), NHS 111 (light green), pharmacist (dark green), GP (yellow), minor injury units (orange), and A&E/999 (red).  Text reads: Think NHS 111 if you’re not sure what to do. |
|  | A female healthcare worker smiling. At the bottom, a multicoloured scarf represents NHS services — self-care (blue), NHS 111 (light green), pharmacist (dark green), GP (yellow), minor injury units (orange), and A&E/999 (red).  Text reads: Think Minor Injury Units for non life-threatening injuries. |
|  | A female healthcare worker smiling. At the bottom, a multicoloured scarf represents NHS services — self-care (blue), NHS 111 (light green), pharmacist (dark green), GP (yellow), minor injury units (orange), and A&E/999 (red).  Text reads: Think Minor Injury Units for non life-threatening injuries. |