

# Discharge Card Communications Toolkit

# Introduction

This Discharge Card Communications Toolkit will help roll out use of the Discharge Card in NHS Trusts across London. It will ensure the Discharge Card campaign and its supporting collateral is complementary to the NHS identity and used in the right way.

You'll find details about using the Discharge Card logo, colours, font and a series of templates including posters, screensavers and e-signatures. **Each page will link to specific tools you can download. You can also access the entire toolkit [here](#).**

The toolkit has been developed to give you guidance for creating on-brand designs in a consistent way. It is intended for NHS staff who work in Trust teams, including communications professionals, and those responsible for or supporting with discharge, mental health, urgent treatment centres and emergency departments.

The toolkit was developed in close consultation with NHS colleagues and representatives of discharge teams across London in between November 2023 and January 2024. It is based on findings from the NHS England Behavioural Insights Team, who looked at real world barriers and opportunities for rolling out Discharge Cards following a London-wide pilot in 2022-23.

More information on Discharge Cards can be found on: <https://bit.ly/NHSDischargeCard>

Please encourage your teams to share this information on your intranets, in team meetings and in shared staff spaces.

For more information, speak to your Discharge Lead.



\*Contact information for your local Discharge Lead.

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# What is a Discharge Card?

It is a payment card, registered to named staff, that can be used to purchase one-off, low-cost goods or services that provide people with the initial support they need to leave hospital quickly and safely.

It is a fast, reliable and convenient way to help address the low-cost issues that stop the discharge of people who are healthy enough to leave hospital, but can't due to lack of suitable products or services for their recovery.

They are considered a one-off personal health budget (PHB), which is set out in NHS England guidance: Next Steps in Increasing Capacity and Operational Resilience (Aug 2022) and One-off PHBs within Hospital Discharge Pathway (Apr 2022).



discharge   
card

# What can it be used for?

The card can be used to buy items or services for up to £200. You will find some examples on this page. Creative and innovative solutions are encouraged.

If a purchase is needed that is more than £200, there is a simple process to follow and your Discharge Card Lead can advise.

Download an flyer [here](#).

Download the illustrative icons [here](#).



Bedding such as duvets, bed sheets, pillows and mattresses.



Starter packs to help patients get back on their feet with the essentials.



Locksmiths, deep cleaning services and fridges for storing medication.



Dietary necessities including food, microwaves or kettles.



Communication devices such as mobile phones, sim cards, phone cards or to top-up credit.



Essential clothing like jackets, underwear and shoes.



Purchases can't include: alcohol, tobacco, gambling or debt repayment, or anything that is illegal; emergency acute care or primary care services such as seeing a GP or buying medication.

# How does the Discharge Card work and who is it for?

Hospital discharge teams work with the patient, their family, carers or advocates to identify the right support to get them out of hospital quickly and safely. The card holder then uses the Discharge Card to make the small purchase.

There is advice and simple guidelines to support staff in making decisions in how they use the card. It is linked to an online account that enables easy monitoring and reporting of transactions made.

The Discharge Card is intended to support patients who are on discharge pathways 0 or 1, so have low health needs, with little or no anticipated impact on primary care.

Download a flyer [here](#) or visit our [webpage](#).



**Strapline  
Options**

**Who's ready  
to go home?**

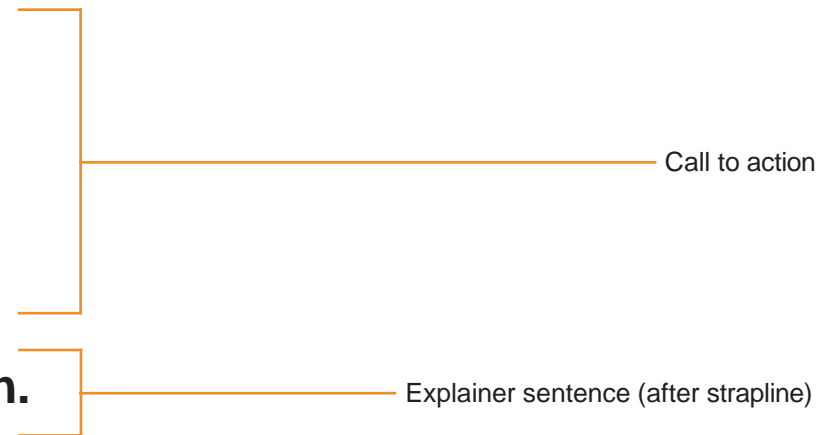
**The solution is  
in your hands.**

**No delay,  
home today.**

# The solution is in your hands.

Use the Discharge Card to make convenient and reliable one-off payments for simple goods and services that will help people on discharge pathways 0 and 1 to get home sooner, safely and more comfortably. Contact your Discharge Lead for more information.

**Contact your Discharge Card lead for more information.**







# More about Discharge Cards

Increasing numbers of people are healthy enough to leave hospital but can't due to a lack of suitable support or accommodation for their recovery. This delays their discharge, considerably impacting patient flows and individual experiences, and affects admittance for other patients.

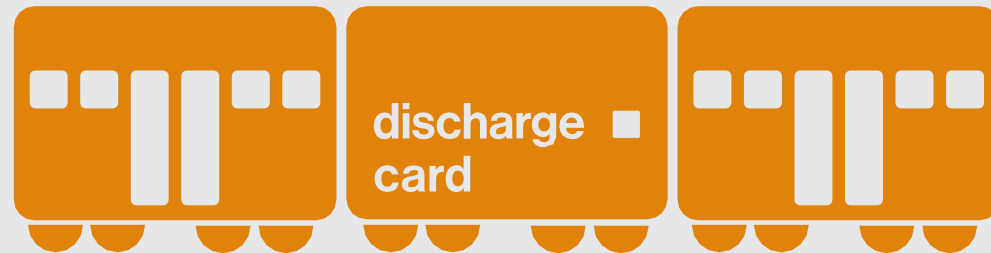
Discharge Cards can address the low-cost issues that stop discharge. These are one-off payments, usually for £200 or less, which provide people with the initial support they need to leave hospital quickly and safely. They are a safe, quick and easy route to assisting discharge and getting patients home sooner, which is vital to help avoid patient isolation, additional infection and complications.

They are considered a one-off personal health budget (PHB), which is set out in NHSE guidance: Next Steps in Increasing Capacity and Operational Resilience (Aug 2022) and One-off PHBs within Hospital Discharge Pathway (Apr 2022).

NHS England's London Team has supported Integrated Care Boards to test Discharge Cards and the evidence gathered demonstrates clear benefits to both the system and individuals awaiting discharge from hospital.

The North West London pilot delivered 44 early discharges between January and June 2023, costing just £2,442, thanks to the Discharge Card. This saved 198 bed days – an equivalent cost of £158,400.

Download a leaflet [here](#) or visit our [webpage](#).





## Examples of using Discharge Cards effectively

**For a local system** North West London developed a successful discharge protocol for homeless patients. Inclusion health teams worked with people with complex needs who were rough sleeping. The Discharge Card helped prevent discharge back onto the street by procuring bridging accommodation, while permanent solutions were being arranged by local authority and housing association partners.

**For an individual** Mary had a communicable disease but was well enough to be discharged. Accommodation for her was found in an area she didn't know, so the Discharge Card procured a food voucher for an online delivery so she didn't have to mix in the community. It also provided a stopgap until her Universal Credit was deposited into her bank account.

**For a carer** Using a Discharge Card meant ordering a bed and arranging delivery for the same day as discharge. This and the paperwork could have taken over a week to sort otherwise, and the patient's son's mental health was not further impacted with the stress to purchase or remove the furniture.

# Primary Logo

This is the primary logo for the Discharge Card. The icon itself is a representation of a physical chip and pin credit card-like shape.

Using the name of the icon inside of the card along with a rounded square to make the design more identifiable as a physical card. The dimensions of the rounded square are used for the spacing around the design such as margins and the distance between text and image.

You can download all the Discharge Card icon in various file formats [here](#).



# Secondary Logo

Here is a secondary option for the primary logo. This can be used in areas of design where the logo has to be scaled down so as not to lose detail from the typography. This simplified 'card-shaped' logo is used alongside the typography which has been taken from two lines stacked to one line.

You can download all the Discharge Card icon in various file formats [here](#).

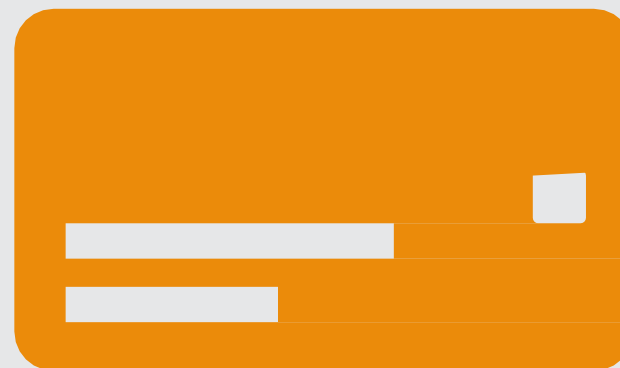


## Smaller Logo

Here is another option for the primary icon. This can be used in smaller elements within the brand.

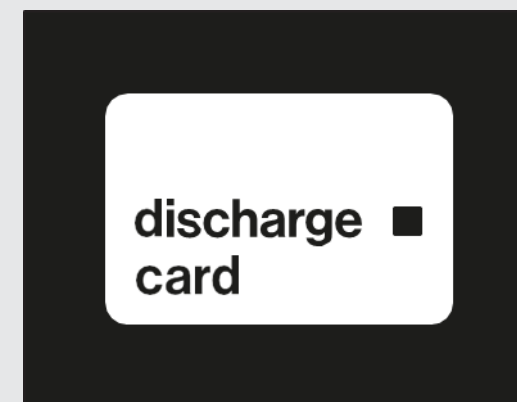
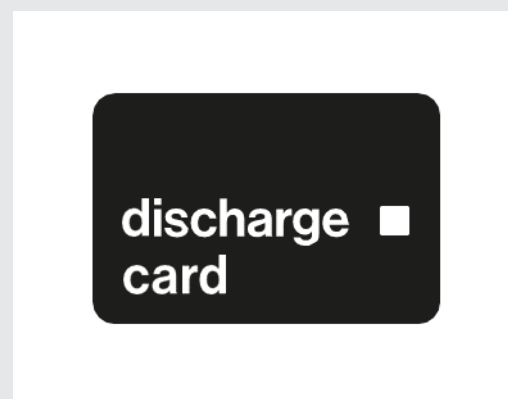
You can download all the Discharge Card icon in various file formats [here](#).

You can download all the other illustrative example icons in various file formats [here](#).



## Logo Use

Here is how the icon can be used on a variety of different background and mono colours.



# Poster Design

## Option 001

In this poster we see the patients route home as a tricky maze with many obstacles in the way, preventing the patient on returning home.

The Discharge Card is visually and literally making that process much more straight forward. The card is represented by an orange line cutting through the maze with the patient walking out the other side.

Download all the poster options, in various file formats for **printed** or **electronic communications**..



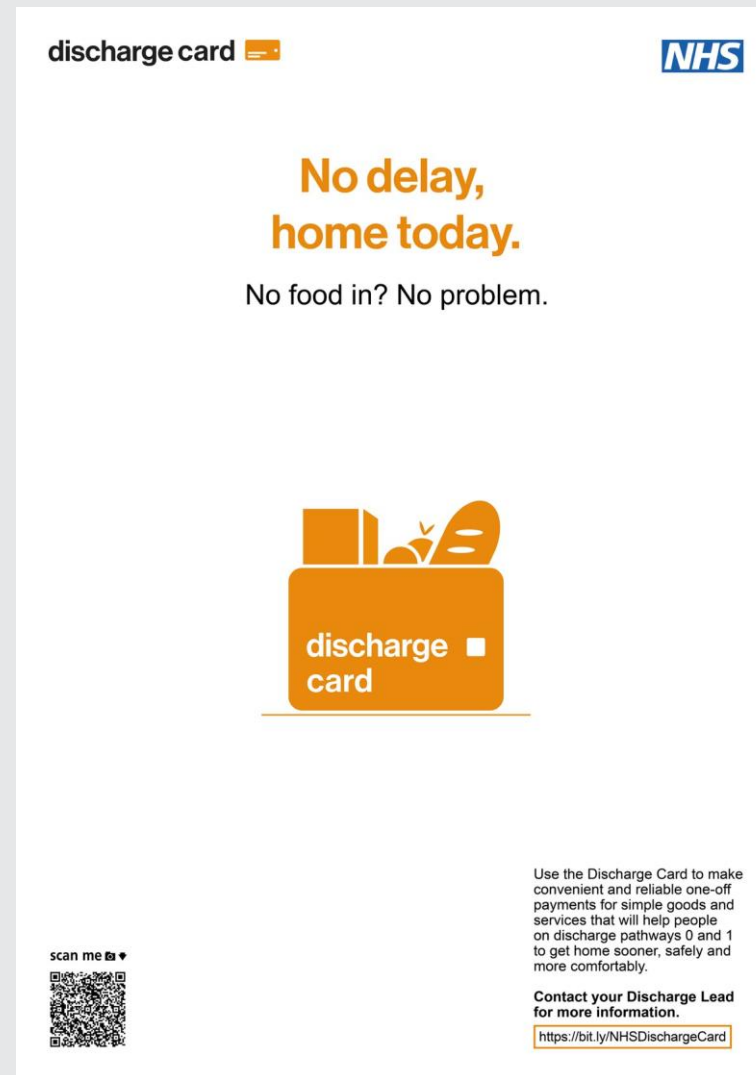
# Poster Design

## Option 002

This poster is using the logo in itself to show what the Discharge Card can provide. Here is a shopping bag full of groceries.

The shape of the logo is quite versatile opening up ideas for a whole series of posters in this style.

Download all the poster options, in various file formats for **printed** or **electronic communications**.



# Poster Design

## Option 003

This poster is using the logo to show what the Discharge Card could provide, in this instance it's travel costs.

The shape of the logo is quite versatile opening up ideas for a whole series of posters in this style.

Download all the poster options, in various file formats for **printed** or **electronic communications**.

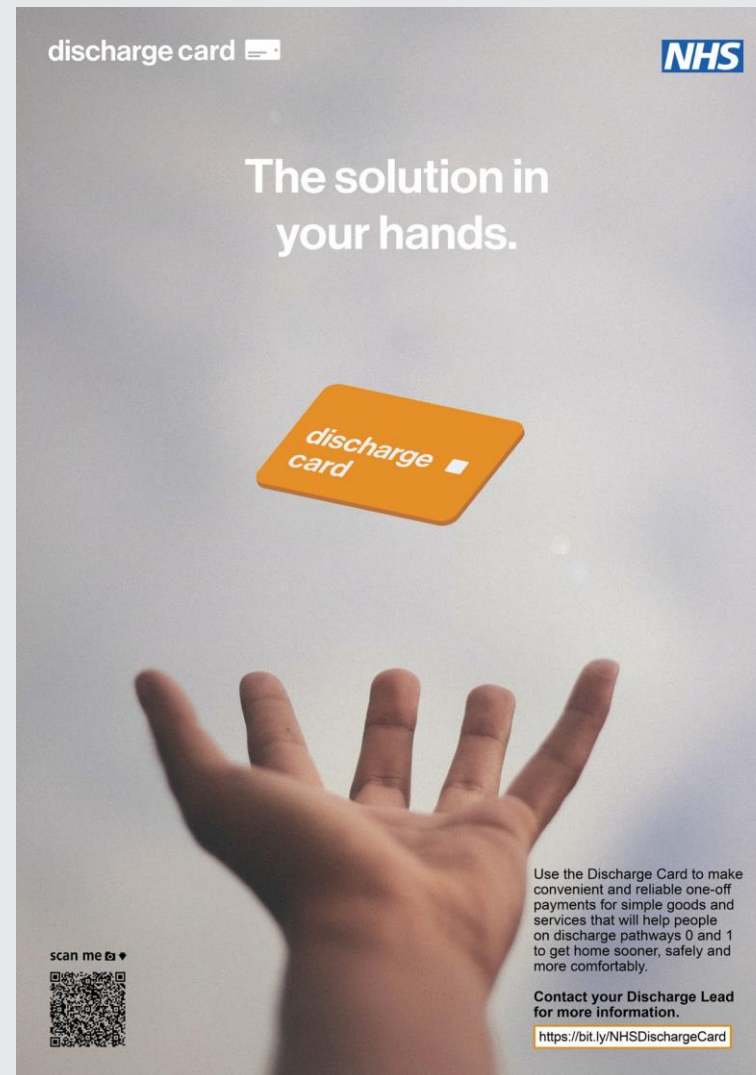


# Poster Design

## Option 004

In this poster we see the strapline being shown with the image of a hand with the card floating above. This is giving the audience a visual representation of the solution being literally, in their hands.

Download all the poster options, in various file formats for printed or electronic communications..





# Electronic Collateral

## E Signatures

We have a selection of JPEG banners for people to use under their email signature for continuity of the brand.

You can download the E signatures [here](#).

### discharge card

Patients on Pathways 0 or 1? Think Discharge Card for safe, fast, reliable and convenient discharge.

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Patients on Pathways 0 or 1? Think Discharge Card for safe, fast, reliable and convenient discharge.

### discharge card

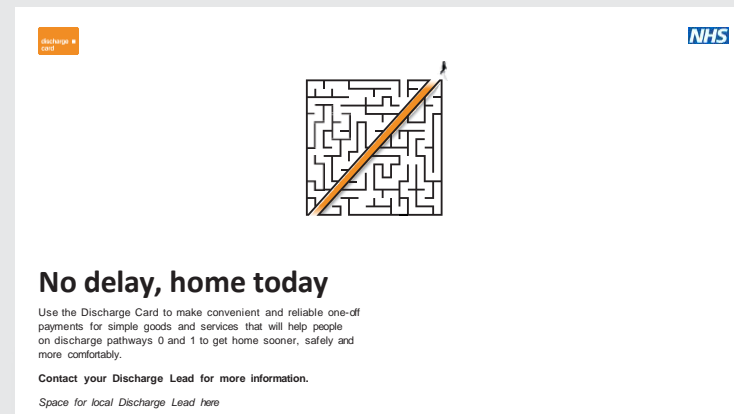
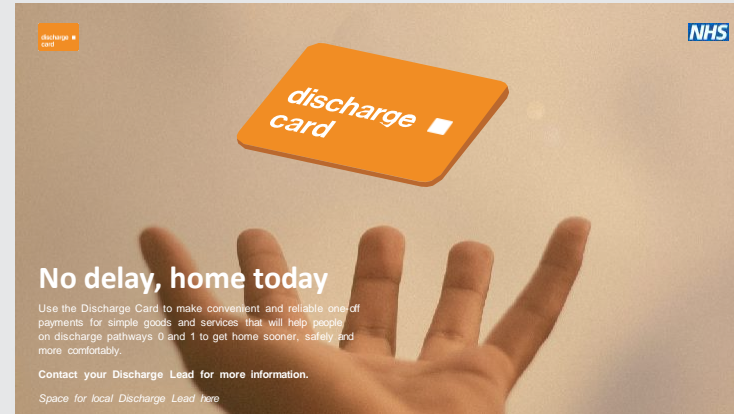
Patients on Pathways 0 or 1? Think Discharge Card for safe, fast, reliable and convenient discharge.

# Electronic Collateral

## Screen Savers

You can download the Screen Savers [here](#).

You can download a PowerPoint template [here](#).



# Design Collateral

## Examples

Here we are showing the brand in use across a number of different mediums.

You can download the [various options here](#).



# Design Collateral

## Pin badge

To increase visual cues in and around the hospital. We have designed these badges that could be worn on your collar, shirt or lanyard.

You can download the [various options here](#).



# Font family usage

We work with 2 font families Arial and Frutiger 65. You can download these [here](#).

This is standard to NHS brand guidelines.

Arial

## Header

### Sub Header

Body text. This is for the main text block of information. This should be half the point size of the sub-header.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+

Frutiger 65

## Header

### Sub Header

Body text. This is for the main text block of information. This should be half the point size of the sub-header.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+

# Colours 001

## Primary Palette

These chosen three colours will be the main share of the palette used throughout the brand. The work well in unison all being high contrasting colours. The orange is also lifted from the NHS brand guidelines colour palette.



### Orange

**Digital**  
R:239 G:139 B:6  
Hex: ee8b06

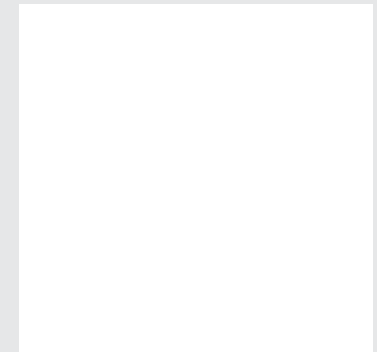
**Print**  
C:2 M:53 Y:98 K:0



### Black

**Digital**  
R:0 G:0 B:0  
Hex: 000000

**Print**  
C:0 M:0 Y:0 K:100



### White

**Digital**  
R:X G:X B:X  
Hex: X

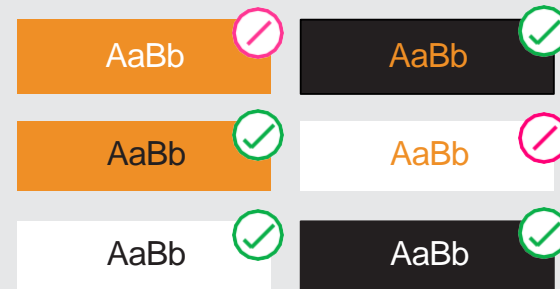
**Print**  
C:X M:X Y:X K:X

# Colour Accessibility

## Primary & Secondary Palette

Please be aware of accessibility guidelines. This is a quick guide, so you can see which colours work with text.

These have been tested using Web Content Accessibility Guidelines (WCAG) 2. WCAG2 is developed through the W3C Process in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.



Both colours are highly accessible and work with large and small font sizes.



Both colours are not accessible at any size.



Colours work with large or medium-scale font but not small sizes.

# Thank You!

If you have any questions about this Toolkit, please get in touch with:

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