



Help us help you

User Guide

'Help Us Help You' is a new overarching brand that brings together a family of campaigns incorporating messages about flu, staying well in winter, NHS 111, pharmacy and extended GP hours. It aims to help people understand how to navigate the NHS and get the right help and advice they need in the most timely and appropriate way. It encourages people to take appropriate actions – whether that's getting the flu vaccination or accessing the most appropriate service – to better enable the NHS to help them.

The campaign presents the NHS as a team of experts ready to give people the care and help they need.

How you can get involved

The resources included in this pack have been created for you to use in your pharmacy to help communicate key winter messages to your customers. This includes both Stay Well This Winter and NHS 111. There is also information about the upcoming Keep Antibiotics Working campaign, and how you can help raise awareness of the issue of antibiotic resistance amongst your customers.

You can make the most of these resources by:

- Prominently displaying the materials in your pharmacy, in areas such as till points and countertops.



- Telling vulnerable patients about the free NHS flu vaccination.
- Where you suspect a self-limiting infection, use the customer guide to advise people on the most appropriate ways to manage their condition, and help reduce their expectation for antibiotics.

Additional resources are also available from the Campaign Resource Centre to help you make the most of other communication channels in your pharmacy.



Stay Well This Winter

About the campaign

Stay Well This Winter is designed to encourage people who are at particular risk of becoming seriously ill over the winter period to adopt behaviours that will help them avoid admission to hospital. The primary behaviours include:

- Getting a flu vaccination for people with long-term health conditions, pregnant women and parents of children aged 2-3 years.

- Urging people over 65 years, especially the frail elderly (many of whom have underlying health conditions) to seek advice from their pharmacist at the first signs of feeling unwell, before it gets more serious.

The campaign will launch on **8th October 2018** and will use targeted channels to promote the key messages to the audience.

Resources included in your pack:



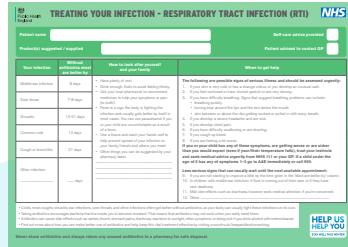
1 x double-sided window cling

This self-adhesive no-residue resource is for display in clear view of your front window. We suggest the first signs message faces out onto the high street and the flu message into your pharmacy.



1 x A5 counter card

To be placed on the counter in a visible position near the till point to help conversations with at risk groups who are eligible for the flu vaccination.



1 x customer guide pad

This tool has been shown to be effective in tests in pharmacy trials to share in consultations with patients who present with suspected respiratory tract infections.

The guide provides information on key symptoms, their duration and when to seek help, so giving the customers the confidence to self-care. It is also designed to support the government's efforts to reduce inappropriate prescriptions for antibiotics – see next page for more information.



1 x A4 flu poster aimed at pregnant women.



1 x A4 first signs poster aimed at people with minor winter illnesses.

We suggest that the posters be displayed clearly in the eye-line of your customers.

© Crown copyright 2018. All rights reserved. This document may be reproduced in whole or in part, and given to others, subject to the conditions set out below.



About the campaign

As Paul Cosford, Medical Director at Public Health England, comments:

"Antibiotic resistance is not a distant threat, but is in fact one of the most dangerous global crises facing the modern world today. Taking antibiotics when you don't need them puts you and your family at risk of developing infections which in turn cannot be easily treated with antibiotics. Without urgent action from all of us, common infections, minor injuries and routine operations will become much riskier."

The Keep Antibiotics Working campaign has been designed to support the government's efforts to reduce inappropriate prescriptions for antibiotics by:

- Explaining the risks of antibiotic resistance (AMR) to the public.
- Raising awareness of the issue.
- Reducing patient's expectations for antibiotics.

The campaign will urge those who typically ask for antibiotics to take their doctor's advice.

The campaign will launch on **23rd October 2018** and will use targeted channels to promote the key messages to the audience.



Customer guide

This TARGET customer guide has been endorsed by the RCGP, RCN, Royal Pharmaceutical Society, British Society for Antimicrobial Chemotherapy, Infection Prevention Society and the British Infection Association. Further free resources can be found at: RCGP.org.uk/TARGETantibiotics

A printer friendly version of the guide can be downloaded at the Campaign Resource Centre: campaignresources.phe.gov.uk

How can you help to keep antibiotics working?

Research shows that inappropriate prescribing is, in part, due to patients expecting, or demanding antibiotics without understanding that they may not be effective for their illness.

We are asking you and your colleagues to help tackle this lack of understanding by giving advice when customers visit your pharmacy feeling unwell.

- If you suspect a self-limiting infection (e.g. flu, cough, cold, ear infection, most of which are viral in nature) use the customer guide to:
 - Advise on the most appropriate ways to manage the problem and the average duration of common self-limiting conditions. This helps to reassure the person, thereby reducing the risk of them making an appointment with their GP or out-of-hours provider seeking inappropriate antimicrobial prescriptions.
 - Offer explicit advice on what to do if the symptoms get worse and when to seek further help (i.e. safety-netting).
 - If you suspect a serious ailment or a bacterial infection, you can refer them to the most appropriate clinical service nearby e.g. NHS 111, GP, out-of-hours, A&E.
- When the customer visits your pharmacy with a prescription for antibiotics, advise on the importance of taking them exactly as prescribed, never saving them for later and never sharing them with others.
- You can also advise patients to return any unused antimicrobials to the pharmacy –not to dispose of them at home e.g. by flushing down the toilet or sink.



Become an Antibiotic Guardian

Choose a pledge as a healthcare professional to support the better use of antibiotics. Encourage your colleagues to be involved as well. Members of the public can also be invited to choose a pledge. Sign up at: antibioticguardian.com

NHS 111

About the campaign

The NHS 111 campaign is designed to promote the nationwide NHS 111 service as an access point for urgent care. The service connects people with appropriate medical care when they urgently need it, 24 hours a day.

The campaign will launch on **1st October 2018** and will use targeted channels to promote the key messages to the audience.

Although we are targeting all members of the public over the age of 16, there is a deliberate focus on those groups most likely to attend A&E when they could be treated elsewhere:

- Parents with young children under the age of 4 years.
- Young adults aged 20-29 years.

Resource included in your pack

1 x A4 poster

This poster is well suited to display by your opening times.



Additional resources

There are a range of additional free resources for these campaigns available to order or download. This includes a printer friendly version of the customer guide, digital screen content, posters, leaflets, and social media assets. To access these resources and register for regular updates on campaigns, visit the Campaign Resource Centre at: campaignresources.phe.gov.uk

If you have any queries about the campaign, please contact: partnerships@phe.gov.uk