



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 surgery to help communicate key winter messages to your customers.

You can make the most of these resources by:

- Prominently displaying the materials in your surgery, in areas such as reception desks and waiting areas.
- Telling vulnerable patients about the free NHS flu vaccination.

- Where you suspect a self-limiting infection, use the patient guide to advise customers 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 surgery.



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 communicate the key messages to these audience groups.

Resources included in your pack:

These materials are for you to place in high visible areas where the target audience is most likely to see them, for example your waiting room.

1 x A4 flu poster aimed at people with long-term health conditions.



1 x A4 flu poster aimed at parents of children aged 2-3 years.



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



1 x A4 flu poster aimed at pregnant women.



**HELP US
HELP YOU**

STAY WELL THIS WINTER

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 is 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.

Resources included in the pack

3 x patient guide pads

This is a helpful tool for GPs to share in consultations with patients who present with suspected respiratory tract infections (RTI). The guide provides information on key symptoms, their duration and when to seek help, so giving the patient the confidence to self-care.

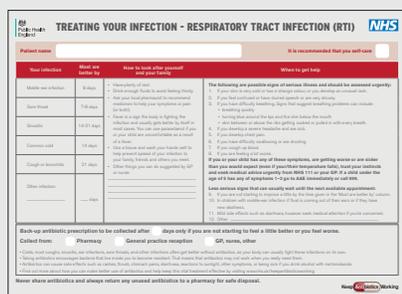
This TARGET patient guide has been endorsed by the RCGP, RCN, Royal Pharmaceutical Society, British Society for Antimicrobial Chemotherapy, Infection Prevention Society and the British Infection Association.

A printer-friendly version of this patient guide, as well as one for urinary tract infections, along with instructions on how to embed the files in your EMIS or SystmOne system, can be downloaded from the Campaign Resource Centre at: campaignresources.phe.gov.uk

1 x A4 poster



25 x leaflets



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



TARGET resources

Further free resources to use in your GP practice to encourage more appropriate antibiotic prescribing can be found at: RCGP.org.uk/TARGETantibiotics

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 key messages to the audience.

Although we are targeting all members of the public over the age of 16, there will be a particular 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 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: campaignresources.phe.gov.uk

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