

Help us help you

Support your patients this winter

This pack contains resources for NHS contracted campaigns that will help you support your patients to take action and get the right treatment at the right time.

**HELP US
HELP YOU**

STAY WELL THIS WINTER

**HELP US
HELP YOU**

WHEN YOU NEED IT

**HELP US
HELP YOU**

KNOW WHAT TO DO

'Help Us Help You' and 'Keep Antibiotics Working' are part of your new contracted campaigns and bring together a range of messages to help your patients understand how to navigate the NHS and get the right help and advice, as well as reducing their expectations for antibiotics.

What's included in this pack

Prepare for Winter and get vaccinated against the flu virus. This supports the overall flu vaccination programme to increase uptake amongst key audiences, who are more likely to spread or become seriously ill from the flu virus.



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

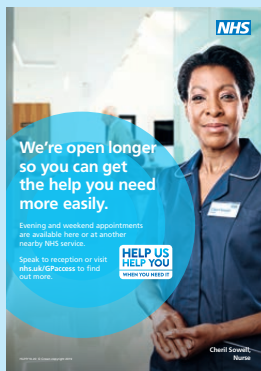


1 x A4 flu poster aimed at pregnant women.



1 x A4 flu poster aimed at those with long term health conditions. For full list of conditions, see the winter leaflet, or go to www.nhs.uk/getflujab for more information.

Evening and weekend appointments. Make sure your teams are aware of the appointments available to be able to offer these to patients. The materials will help you promote these appointments with a GP, nurse or other healthcare professional at your practice or one nearby.



2 x A3 Evening and weekend appointments poster (nurse image). This poster is well suited to display in your reception area, or by your practice opening hours.



2 x A3 Evening and weekend appointments empty belly poster (GP image). This includes a space for you to provide information about evening and weekend appointments at your practice or nearby.



Not sure what to do? Go straight to NHS 111. Advise your patients that they can use NHS 111 to find out what to do and where to go when they have an urgent but non-life-threatening medical concern. NHS 111 (online or by phone) directs people to the most appropriate local service.

2 x A3 NHS 111 posters
This poster is well suited to display by your opening times, particularly when you are closed so that patients can access out of hours NHS services when they need help fast.

How you can get involved

This pack has been created for you to use in your practice to help communicate key winter messages as part of your contracted campaigns. You can make the most of these resources by:

- Prominently displaying the materials in high visibility areas where the target audience is most likely to see them, for example your waiting room.
- Telling vulnerable patients about the free NHS flu vaccination. Go to www.nhs.uk/getflujab for more details. This is also a great opportunity when meeting with parents of young children or during a child's flu vaccination appointment, to proactively check whether the child is up-to-date on their routine vaccines.
- Ensuring patients are aware of your evening and weekend appointment availability and where these appointments are offered (if your practice happens to be closed).
- The NHS 111 poster can be used next to your opening times, particularly when your practice is closed so that patients can access out of hours services or if they need urgent medical help.
- Where you suspect a self-limiting infection, use the Keep Antibiotics Working patient guide to advise on the most appropriate ways to manage their condition, and help reduce their expectations for antibiotics.



Additional resources

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

Keep Antibiotics Working

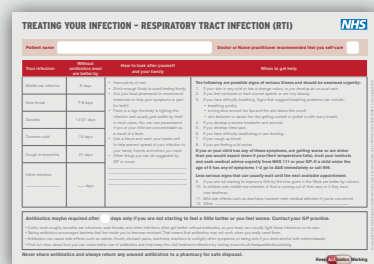
The Keep Antibiotics Working campaign is designed to support the government's efforts to help us to reduce inappropriate prescriptions for antibiotics by:

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

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

The Keep Antibiotics Working national campaign launches on 5 November, with more resources, along with instructions on how to embed the files in your EMIS or SystmOne system (available to download via the Campaign Resource Centre).

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.



1 x leaflet dispenser



25 x A5 leaflets



2 x A4 posters



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

Digital assets and ordering available on the PHE Campaign Resource Centre:
campaignresources.phe.gov.uk