



Appendix A

Help Us Help You - Stay Well This Winter

Devon STP communications campaign

Winter 2018/2019



#ThumbsUpForCoby campaign



Earlier this year, our beautiful son, Coby, died from flu. He was just nine-years old and lived with us here in Devon.

Like every child, Coby was a special little boy. He loved maths, computers and playing with his friends. We miss him every day and our life is not the same without him.

We don't want anyone to go through what we've been through. That's why we're urging parents to get their child vaccinated against flu.

With thanks and best wishes,

Louise S. Lewis

Louise and Jamie, Coby's mum and dad



#ThumbsUpForCoby

The children's flu vaccine is offered as a yearly nasal spray to help protect children against flu.

Children from reception to year five will receive a consent form from their school, via letter or online. Consent forms must be completed for your child to be vaccinated. Many parents have already returned their forms.

If your child is aged 2 to 4, or has a long-term condition, like asthma or diabetes, contact your GP and book them in for a vaccination. Clinics are available now and are filling up.

Protect your child and those around them now. Get the flu vaccine.

www.NEWDDevonCCG.nhs.uk

What we are doing this winter

NHS 111 online

www.111.nhs.uk

BETA This is the first version of a new service

Get medical help near you

1. Answer questions on this site about your main symptom.
2. Get advice on where and when to get help, or get a call from a nurse.
3. Find out what to do if you can't see your usual doctor or dentist.

You can read general information on [health problems](#) (like [high blood pressure](#)), or about [emergency prescriptions](#) and [medicines](#) on [NHS.UK](#).



We're here for you, for longer

Additional GP appointments are now available in your area during the evenings and at weekends

Contact your practice when you need to book an appointment

Your NHS, here for you

Sund Limaye, GP



HANDi Taunton:

Specialist paediatric advice when & where you need it

Fast Facts

Launch date: March 2015

Innovation type: App

Available on: Apple devices and Android

Key Purpose: To provide parents with clear and concise advice about the 6 common childhood illnesses

Innovator: Amy Whiting and Sarah Bridges

Number of downloads to date: 600-1,000



MENU

Old Farm Surgery



Consult your GP

General advice

The consultation will ask you a series of questions about your problem. It should take a few minutes to complete.

Your answers will be sent **securely** to Old Farm Surgery.

Your GPs will then review your answers and recommend advice or treatment. The practice will respond **by 6:30PM on Monday, 12th of November**. What will happen when the practice contacts me?

Who can use this service?

In order to use this service:

- You must be registered at Old Farm Surgery
- Your problem cannot be an immediate emergency
- If you are consulting for yourself, you must be 18 or older

- I confirm my problem is not an immediate emergency
- I confirm I'm doing this consultation for myself (not my child)
- I give my consent to the processing detailed in the privacy notice

START YOUR CONSULTATION

Other ways to get help:

 Get advice from 111

 Find out if you can manage your problem yourself

Help with your health – z cards

<p>Self-care </p> <p>Self-care is the best way to treat a number of common illnesses and injuries e.g. coughs, colds and small cuts. Be prepared with a well-stocked medicine cabinet. www.nhs.uk/SelfCare</p>	<p>Pharmacy </p> <p>Pharmacists provide help and advice on medicines, and treat a range of symptoms like pain, coughs, eye infection and rashes. No appointment is needed. www.nhs.uk/Service-Search</p>	<p>GP </p> <p>As well as advice and treatment, GP practices signpost to other services. Some practices offer evening and weekend appointments. Contact yours for details.</p>	<p>Help with your health </p> <p>Protect yourself and keep this safe</p> <p>A guide to health and care services in Plymouth</p>	<p>Mental health </p> <p>If you have a Crisis Line number, call it. If not, and you need help urgently, call 111. Available 24-7.</p> <p>In life-threatening emergencies, call 999 or go to A&E.</p>	<p>Minor injuries </p> <p>For minor injuries, such as cuts, sprains and minor burns, visit the Cumberland Centre, Devonport.</p> <p>Open 08:30 – 21:00 every day. No appointment is needed.</p>	<p>Social care </p> <p>For help and advice on care and support at home, benefits, housing and other council services, call 01752 668 000 or visit www.plymouth.gov.uk/AdultCareAndHealth</p>	<p>NHS 111 </p> <p>Call 111 for urgent medical help or advice, when it's not life-threatening. Available 24-7.</p> <p>In life-threatening emergencies, call 999 or go to A&E.</p>
---	---	--	---	---	--	---	---

Will be distributed to 100,000 homes in Devon around 1 mile radius of acute footprints.

What we are doing this winter

SAFER

Four key questions every patient, relative/carer, should know the answer to

Operation **Red to Green**

What is the matter with me?
(Main diagnosis)

What is going to happen today?
(Tests, interventions etc)

When am I going home?
(Expected date of discharge)

What is needed to get me home?
(Clinical criteria for discharge)

#Red2Green
#Last1000days

Providing the **Best Possible Care**

The image shows a patient in a hospital bed with four callout boxes containing the following questions: 'What is the matter with me? (Main diagnosis)', 'What is going to happen today? (Tests, interventions etc)', 'When am I going home? (Expected date of discharge)', and 'What is needed to get me home? (Clinical criteria for discharge)'. The patient is wearing a light blue hospital gown and glasses. The background shows a hospital room with a window, a desk, and a chair. The text 'Operation Red to Green' is in the top right, and '#Red2Green #Last1000days' is in the bottom left. A blue box in the bottom right says 'Providing the Best Possible Care'. The 'SAFER' logo is in the top left.



Herald

Lose weight and stop drinking - how you'll stay well this winter

Albertina Teague

Good comments @NEWDevonCCG e BBC Spotlight on choosing appropriate healthcare services keep up!

NEWS

Pensioners are urged to get free flu jabs

NEWS

Dr. Royal Devon & Exeter Hospital

child is aged 2-3, ask your GP about the flu vaccine. Don't put it off. It's free if they need it nhs.uk/staywell

child aged 2 or 3? protect them from flu

DevonLive

The important step everyone needs to take in the fight against winter's deadly illness

Why you should have your flu jab this year

STAY WELL THIS WINTER

Over-65s urged to have their winter flu jab

OLDER people across South Devon are being advised to have flu jabs as doctors and older as they are more likely to have an underlying health problem and the of flu is worse than a heavy cold usually

The love life of 3-year-old Sam Munday, who died after having flu, is helping parents to get their children vaccinated bit.ly/2h0m33k

12 Advertisement, Friday, November 17, 2017

NEWS

Keep colds and bugs at bay

Get your flu vaccine

Flu can be serious. Protect yourself.

STAY WELL THIS WINTER

Life-threatening? Call 111. Free advice 24/7. www.111.nhs.uk

We're here for you. Phone 01392 383000

NHS

200 Park & Ride

every 15 mins

Doctors advise flu jab for pregnant women

NHS

Choose the right service this winter. Pharmacies, minor injuries units, NHS 111 and GP practices are the right sources of treatment and information for people under the weather this winter. nhs.uk/latest-news/111

Parents urged to get children flu vaccination

West's hospitals brace themselves for busiest-ever winter

Don't miss out on your Christmas Great Christmas

STAY WELL THIS WINTER

Family of boy who died after catching flu urge parents to get children vaccinated

NHS

For more advice and information, visit www.nhs.uk

Get your prescription before the Christmas holidays

Most GP practices ask that patients order their prescriptions at least two days in advance



Check with your practice

Self-care Self-care is the best way to treat a number of common illnesses and injuries e.g. coughs, colds and small cuts. Be prepared with a well-stocked medicine cabinet.	Pharmacy Pharmacists provide help and advice on medicines, and treat a range of symptoms like pain, coughs, eye infection and rashes. No appointment is needed.	GP As well as advice and treatment, GP practices signpost to other services. Some practices offer evening and weekend appointments. Contact yours for details.	Help with your health A guide to health and care services in Plymouth.
---	---	--	--

Mental health If you have a Crisis Line number, call it. If not, and you need help urgently, call 111. Available 24-7.	Minor injuries For minor injuries, such as cuts, sprains and minor burns, visit the Cumberland Centre, Devonport.	Social care For help and advice on care and support at home, benefits, housing and other council services, call 01752 668 000 or visit www.plymouth.gov.uk/AdultCareAndHealth.	NHS 111 Call 111 for urgent medical help or advice, when it's not life-threatening. Available 24-7.
--	---	--	---



If you're pregnant, you need a flu jab now

The flu jab is the safest way to help yourself and your baby. So don't put it off - get your flu jab today. It's free because you need it, however many months pregnant you are and because it's not having you tonight!

STAY WELL THIS WINTER

Not sure what to do when your child is unwell?

Download the free HANDi Paediatric app and get expert advice, support and guidance for common childhood illnesses.

Search HANDi Paediatric



Flu MYTHBUSTING

The flu jab isn't safe

STAY WELL THIS WINTER



Get your flu vaccine

It can be serious. Protect yourself.

Dr Dafydd Jones, GP



For minor injuries and illnesses, think Cumberland Centre

Open from 08:30 to 21:00
Krazy facilities
One to two-hour average waiting time
Free car parking

We're here for you
Cumbal Injury Team
Minor Injuries Unit

STAY WELL THIS WINTER



Stay well

Guide to help you choose the right service for you and your NHS

Self-care Headaches, Cough, Cuts, Stomach, Strep throat, Sore throat.	Pharmacy Diarrhoea, Earache, Painful mouth, Stuffy nose, Tickling, Throat.	GP Asthma, Allergies, Back pain, Birth control, Bowel, Cough, Menstrual, Stomach ache.	Minor Injuries Minor Injuries Unit, Burns, Cuts, Sprains, Stings, Swellings, Wounds, Bruises, etc.	A&E/999 Severe bleeding, Breathing difficulties, Severe chest pain, Loss of consciousness.
---	--	--	--	--

NHS 111
 If you're feeling unwell, unsure or if you want health advice and guidance for non-life-threatening emergencies call 111. You can also access health advice and guidance 24 hours a day for life-threatening emergencies call 999.



Not sure what to do when your child is unwell?

Download the free HANDi Paediatric app and get expert advice for common childhood illnesses.

STAY WELL THIS WINTER



Devon STP shortlisted for three awards for our Stay Well This Winter campaign



Public Sector Campaign | Integrated Campaign | Regional Campaign of the Year