

Help your customers Stay Well This Winter

Stay Well This Winter staff briefing

About the campaign

Winter can be seriously bad for our health, and for a third year running, a joint national initiative from NHS England and Public Health England will launch on 9 October 2017. The campaign will 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. Community pharmacies play an important role in providing these people with the appropriate support.

The campaign will encourage people to take simple, easy-to-achieve actions:

- Get a flu jab or for children the nasal spray.
- Seek help from their pharmacy team when they begin to feel unwell, even if it's just a cough or a cold. This can help avoid complications.
- Keep their medicine cupboard stocked up with items such as paracetamol, cold and flu remedies etc., so that they don't need to go out if the weather is bad.
- Collect prescriptions (particularly repeat prescriptions) before GPs and pharmacies close for Christmas.
- Take all medicines as intended (including any prescribed antibiotics).
- Keep warm (heating their homes to at least 18°C/65°F).
- Keep an eye on older people or frail friends, neighbours and relatives.

The campaign is mainly targeted at those most likely to suffer complications if they fall ill over the winter:

- People aged 65 and over.
- People with long-term health conditions, such as: COPD, heart disease, kidney disease or diabetes.
- It also targets carers of those at risk, pregnant women and parents of children aged 2 to 3 years.

When the campaign will run

The campaign will run from 9 October 2017 to 31 March 2018. Please use the toolkit provided for the duration of the campaign.

The campaign will use multiple channels – TV, radio, digital and social media.

How you can get involved

Research shows that people aren't seeking advice for their symptoms early enough because they don't want to bother anyone, or they feel that their symptoms aren't serious enough. So, to help encourage people to ask for advice, we would like you to:

- Display the toolkit materials prominently in your pharmacy to encourage customers to talk to you and your team.
- Discuss winter health ailments with the most at-risk audiences by using the materials as a prompt.



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THIS WINTER**

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What you'll find in your toolkit



A4 posters to be displayed clearly in the eyeline of your customers or in your front windows.



Shelf wobblers to be placed by products used to treat minor winter illnesses.



A5 leaflets and dispenser to share with vulnerable customers.

Additional campaign materials are available at the campaign resource centre, including digital assets and more background information about the campaign. To access these resources, visit: campaignresources.phe.gov.uk

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

Protecting carers from flu

Carers, such as friends and family, are a key audience for this campaign. If a carer gets flu, the welfare of the person they care for could be at risk. If you or your team think someone might be a carer (for example, if you've noticed that someone regularly collects a prescription on behalf of someone else) talk to them to find out if they are eligible for the free flu jab. Also it might be worth pointing out that the person they care for could be eligible too.

A good way to start a conversation with a potential carer is to say: "I've noticed that you often come in to pick up Mrs B's prescription; if you were suddenly taken ill, would Mrs B be able to manage without your help?" Highlight the importance of staying well and how a flu jab can help. Many carers don't like the word carer, so it's best to avoid using it.

Please brief all staff members to ensure that they are fully aware of the campaign and can facilitate conversations whenever appropriate.

Thank you for supporting Stay Well This Winter

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