

Dear LAF Member

This email is to bring you up to speed on having a unified approach on the promotion of the '**HelpUsHelpYou**' campaign this winter.

The campaign encompasses all the usual suspects: Hospitals, GPs, Transport, Social Care, councils and other health and care services, and the overall aim is to keep messages clear and easy to follow for all residents about how to keep well during the winter season 2018/19.

If you have a winter advice page, or write a blog or newsletter then please let me know as I'm responsible for collating all the evidence of activities that are supporting this campaign. However small or large, the more of us in the public service saying similar messages helps embed a memory jog for residents about the best way to help themselves and where to go for more support.

As well as this, please send me anything that you think may link to Bucks' Winter 2018 campaign, as I want to make sure everyone's hard work is represented fully and show how we are truly making a difference! (I am collating what's been done to date on **12 December so please contact me before then**)

What we need to highlight:

1. Always add the **#helpushelpyou** in your social media posts (I can help with images etc – please ask me)
  
2. Use the key messages of:
  - ✓ Call 111 and get advice on what to do – save yourself a trip to A&E.
  - ✓ Find out which GPs open longer near you - 111 can help you book.
  - ✓ And don't forget to ask your local Pharmacist! –your first port of call at the first sign of illness.

Additionally: Norovirus, which causes diarrhoea and vomiting, is also called the 'winter vomiting bug' because it's more common at this time of year. It can be very unpleasant but usually clears up in a few days and you can normally look after yourself or your child at home. If you have experienced norovirus symptoms in the previous 48 hours, or been in contact with someone who has, please avoid visiting your GP or hospital to help stop the illness spreading. If you're concerned or need any advice, call [NHS 111](#).

If you need any other advice, text or images etc. please get in touch with me and I will do my best to help you. As well as this, if you have any newsletters or digital communications going out in Dec/Jan then I would love to add a short article to it.

Many thanks in advance

Becks

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