



How you can help support your local NHS

Winter 2021/2022

Kaylee Godfrey

Head of Communications and Engagement for North East Hampshire and Farnham

NHS Frimley Clinical Commissioning Group

A health and care system under pressure

- Unprecedented demand on health and care services seen in 2021
- Record number of attendances at our Accident and Emergency departments
- General Practice is delivering a mixed model of face-to-face, video and phone consultations
- Delivery of the successful Covid-19 vaccination programme
- Delivery of the annual flu vaccination programme
- National media– a dissatisfied population
- NHS workforce receiving high levels of abuse from patients

We have launched winter communications and engagement plan to help change the public narrative. By using consistent language across the whole system we will ensure greater reach into the community, with clear language and signposting.

To achieve our plan we need your help!



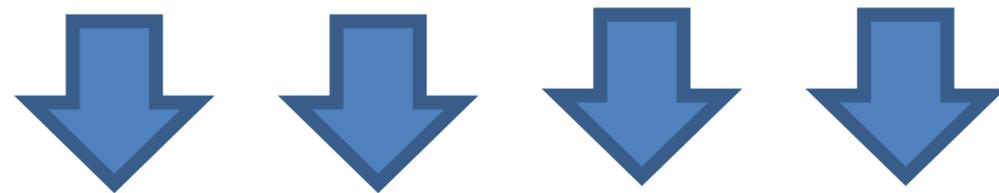
How can you help?

Let's change the narrative!

A range of resources have been created to help increase public understanding and support patient choice. These include:

- Posters
- Articles for websites, newsletters and magazines
- Social media
- Presentations for events
- Digital displays
- Pull-up banners
- Printed booklets, leaflets and post ards
- Videos and coming soon – new animations

We are asking partners to download the resources and share widely within the community. Please use on social media or share/retweet the posts from our Frimley Health and Care ICS channels.



Know where to go when feeling unwell

Download the NHS App to: view your Covid-19 vaccination details, book appointments, view your health record and more, order repeat prescriptions, get health advice

Self Care: Be prepared to care for yourself with a well-stocked medicine cabinet and plenty of rest if you have: an upset tummy, pain or headache, sore throat (but if for two weeks or more contact your GP). For health advice, visit www.nhs.uk. For self care advice, visit www.frimleyhealthandcare.org.uk and search 'stay well'. Not sure what to do when your child is unwell? If you are worried about a child, visit the Frimley Healthier Together website: frimley-healthiertogether.nhs.uk

Pharmacists: are qualified healthcare professionals, who can offer clinical advice and over-the-counter medicines. Ask for help with: minor aches and pains, burns and scalds, head lice, etc, bites and stings, queries about medication dosage, type or suitability plus urgent requests, medication related to hospital discharge, repeat prescriptions

GP surgery: Visit your GP surgery website and click on eConsult to: get help for a condition that has not improved after seeking help from your pharmacy, report urgent conditions that are not life threatening, report a deteriorating chronic condition. Please continue to use usual routes, including online patient access, to order repeat prescriptions. If you do not have access to the internet, you can continue to phone your surgery

111: Visit 111.nhs.uk or call NHS 111. when the situation is not life threatening and: if you think you need to go to hospital, if you don't know the most suitable place to go or call, if you don't have a GP to call or if your GP practice is closed, if you need advice or reassurance about what to do. Available 24 hours a day, every day. If needed, an NHS advisor will help you to be seen quickly and safely.

Minor injuries: A minor injury service is only for conditions such as the following: sprains and strains, suspected broken limbs, minor head injuries, cuts and grazes, minor scalds and burns, skin infections. Whether you're booked into the minor injury service via your GP, NHS 111 or you decide to walk-in, the NHS will help you.

999 Emergency department or call 999: Only for very serious or life-threatening situations. This can include: loss of consciousness, an acute confused state, fits that are not stopping, chest pain, breathing difficulties, severe bleeding that cannot be stopped, severe allergic reactions, severe burns or scalds. Call 999 immediately if you or someone else is having a heart attack or stroke. Also call 999 if you think someone has had a stroke.

Respect us. We're here to help you. We are experiencing an unprecedented level of contact from patients and we are seeking your ongoing support and cooperation. Please bear with us if you find our phone lines busy or are asked to wait for a routine appointment.

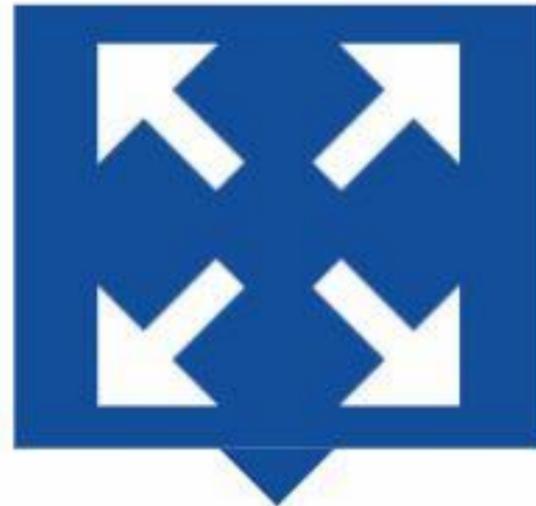
24 DAYS OF CHRISTMAS

Respect us. We're here to help you.

General Practice has changed



As our local population ages and their needs increase we are caring for more people in their homes and in the community



The General Practice team is expanding to include paramedics, pharmacists, physiotherapists and mental health practitioners



We have brought community services closer to practices including maternity, mental health, physiotherapy and specialist nursing services



This means that when you contact your surgery you may not always see a doctor. This means a better service for everyone and reduces waiting times.



Receptionists will usually ask why you want to see a doctor so they can direct you to the most appropriate member of the team to get the right treatment first time.

Frimley Healthier Together

It can be extremely stressful when a child is unwell.

The NHS Frimley Healthier Together website provides information to help recognise what might be wrong, where to seek help if required, what you should do to keep your child comfortable and how long a child's symptoms may last.

Resources available include:

- Displays for venues and shopping centres
- Clinical spokesperson for public events
- Videos
- Communication material such as news articles, social media assets, pull-up banners and posters



Worried 

**about your
child's cough,
cold or fever?**

 It's like
having a
mini doctor
at home 


Healthier Together
Improving the health of babies, children and
young people throughout Frimley

Visit our website
frimley-healthiertgether.nhs.uk

Wellbeing booklet

Frimley Health and Care



Helping you to stay well



ASCOT • BRACKNELL • FARNHAM • MAIDENHEAD • NORTH EAST HAMPSHIRE • SLOUGH • SURREY HEALTH • WINDSOR

Ensure you minimize risk of infection when unwell

- use and dispose of tissues correctly
- wash your hands regularly
- keep surfaces clean
- keep indoor spaces well ventilated
- take up vaccinations when offered.

Live Well

Healthy changes start with little changes. So whether you want to lose weight, get active, sleep better or drink less, you can visit www.nhs.uk/better-health or talk with your pharmacist/GP practice. For help to quit smoking visit www.frimleyhealthandcare.org/quit-smoking



Self care can help you and your loved ones stay well

Regularly check your medicine cabinet.

Do you have what you need to care yourself at home? Many minor ailments are treated using what's in your medicine cabinet. Don't wait for something to happen - be prepared and remember to regularly check your prescriptions too. Visit: www.frimleyhealthandcare.org.uk

Supporting your mental health

Your mental health is as important as your physical health - and the two are often linked. It's easy to think that you, your family and friends are all ok but have you really stopped to ask yourself twice?



There are a range of services available to support local people in maintaining good mental wellbeing and in addressing any problems as they arise. As with everything, don't let it get worse - make sure you seek the advice and support you need, whether that be through:

- apps
- websites
- text services
- or through talking to someone

You can find information on the services available to you free of charge by visiting www.frimleyhealthandcare.org.uk/mentalwellbeing and picking the section that feels most relevant to your needs. Remember for urgent help for your mental health, use the **NHS 111** online service, or call **111** if you are unable to get help online. If you've injured yourself, taken an overdose or are in an emergency and believe that your life is at risk, please dial **999**.

You can also call Samaritans 24 hours a day 365 days a year on **116 123** or text **Shout to 85258**. Shout is a free, confidential, 24/7 text messaging support service for anyone who is struggling to cope.



Your data and the NHS

Health and care organisations work together to provide joined-up services for local people. To do this well, health and care professionals need access to accurate and up-to-date information to help them make the best decisions about your care.

This could be the staff in your GP practice, hospital or care home. Sharing this information can also help you tell your story less, meaning you shouldn't have to repeat the same information to lots of different people.

The sort of information that is shared includes:

- any illnesses you have
- any medicines you are taking
- any allergies you have
- your treatment and care
- your test results
- information about hospital your appointments and admissions

Certain information can also help to plan future services. For example, looking at how many children have been born over a period of time will help us to plan services for young people in the future.

By linking together small amounts of data from lots of patients - planners and researchers can look for patterns, helping them identify ways to improve health and care services.

Considering the above, you have the right to be informed how your information is used, and shared. More information can be found at www.frimleyhealthandcare.org.uk/your-health-and-care-information. You may also like to view this short film further describes how health and care information can be used to improve care for everyone. understandingpatientdata.org.uk/introducing



Mental health postcards

You can access these free services directly, but you can also talk to your GP about how you're feeling



Community Connections: Farnham only

1:1 support and wellbeing activities

- 01276 409415
- communityconnections@catalystsupport.org.uk
- Text: 07919 541 424



Wellbeing Centre: Hampshire only

1:1 support and wellbeing activities

- Wellbeing Centre, based at The Clockhouse, Clockhouse Road, Farnborough, GU14 7QY
- 01252 317481
- email: well-beinghartandrushmoor@andovermind.org.uk



Talking Therapies

- 01252 533355
- <https://www.talkplus.org.uk/>



Safe Haven

In a crisis visit the Safe Haven instead of Accident and Emergency

- Aldershot Safe Haven, 121-123 Victoria Road, Aldershot, GU11 1JN
- 6pm-11pm Mon-Fri
- 12.30pm-11pm weekends and bank holidays



Crisis line for adults 24/7

- 0800 915 4644
- Textphone: 18001 0800 915 4644
- SMS text: 07717 989 024

For more information to stay well: <https://www.frimleyhealthandcare.org.uk>

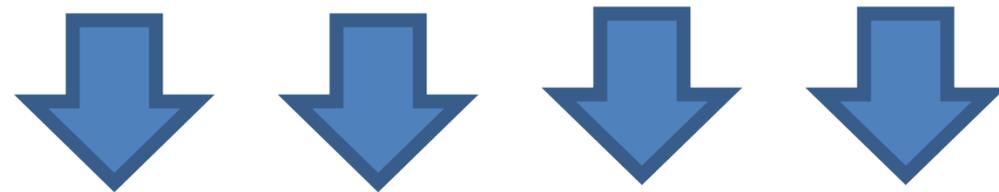


Covid-19 vaccination programme

With the Covid-19 vaccination programme in progress across our community, we have made it easy for partners and the public to access the most up-to-date national guidance and local information.

The Frimley Health and Care website includes:

- Walk-in clinic details
- FAQs
- Newsletters
- People Like Me campaign
- Videos
- Patient leaflets
- And so much more!



frimleyhealthandcare.org.uk/living-here/covid-19-vaccination

Frimley Health and Care

Home About Living here Get Involved News Working here Frimley Academy You

Home Living here COVID-19 Vaccination Walk-in vaccination clinics

Walk-in vaccination clinics

Protect yourself from Covid-19 and Grab a jab today!

Most appointments for the Covid-19 booster programme are booked in advance with your GP practice, but there are walk in opportunities available at the sites below.

Please note, booster vaccine doses will be available on the NHS for people most at risk from COVID-19 who have had a 2nd dose of a vaccine at least 6 months ago. The eligible groups include:

- people aged 40 and over
- people who live and work in care homes
- frontline health and social care workers
- people aged 16 and over with a health condition that puts them at high risk of getting seriously ill from COVID-19

Frimley Health and Care

#PeopleLikeMe

I have had my
Booster
vaccination,
as this the
only way to keep
us and others
safe!

ASCOT • BRACKNELL • FARNHAM • MAIDENHEAD • NORTH EAST HAMPSHIRE • SLOUGH • SURREY HEALTH • WINDSOR

HM Government **NHS**

BOOST YOUR IMMUNITY THIS WINTER

WITH THE FLU VACCINE + COVID-19 BOOSTER

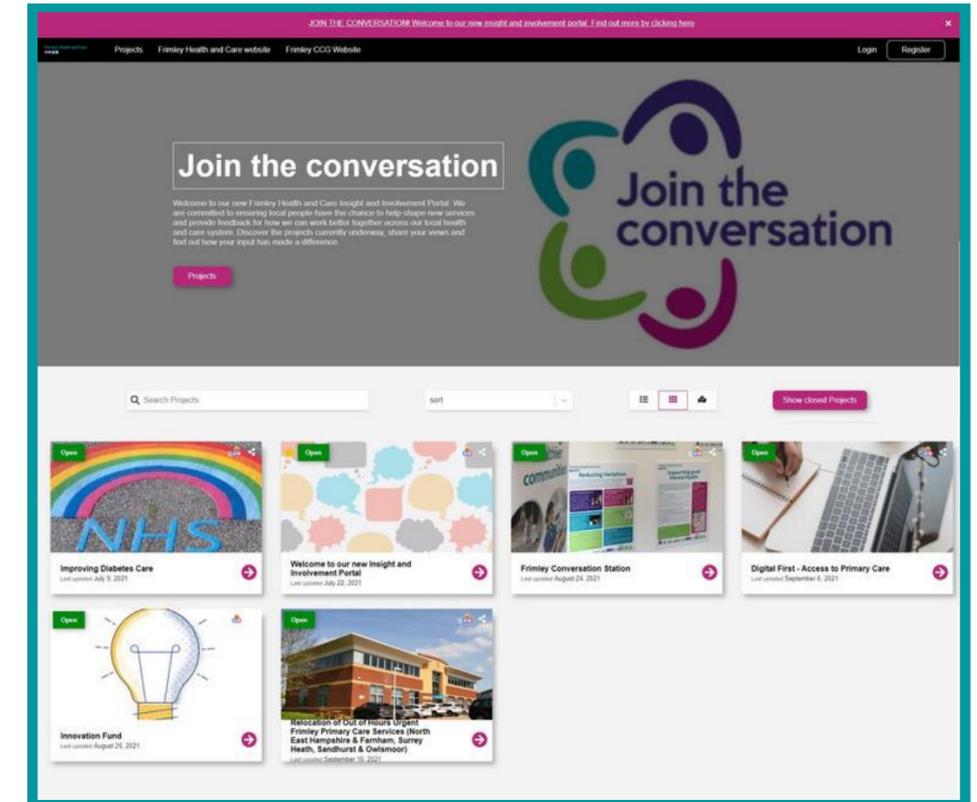
Get vaccinated. Get boosted. Get protected.
nhs.uk/wintervaccinations



Insight & Involvement Portal

<https://insight.frimleyhealthandcare.org.uk/>

We are committed to ensuring local people have the chance to help shape new services and provide feedback for how we can work better together across our local health and care system. The Insight and Involvement Portal hosts projects currently underway within the local health system. People can share their views and find out how their feedback has made a difference.



Get involved and become part of our Community Panel!



Thank you

Any questions?