

Go to the right place for health help this summer

The NHS in Norfolk and Waveney has launched an eye-catching new campaign urging both residents and holiday-makers to choose the right service for illnesses and injuries this summer.

Called “happy healthy holidays”, the initiative is being spearheaded by NHS Norfolk and Waveney Clinical Commissioning Group with the aim of reducing the number of people going to emergency departments (A&Es) with minor problems.

It reminds both residents and visitors of the wide range of support which is available for anyone who needs medical help. As well as **self-caring** for minor illnesses and injuries using a well-stocked first aid kit, people can:

- Contact **NHS 111** by calling 111 or visiting 111.nhs.uk for advice on what to do and where best to go for treatment for urgent medical problems.

Anyone who thinks they need A&E should call 111 first, and they can book a time slot at an emergency department if necessary. Calling 111 first will help urgent and emergency care services to maintain social distancing and ensure that patients receive the right care in the right place, in a timely and safe way.

- Visit a **pharmacy** for expert help and advice on common conditions such as hayfever, colds, cuts and bruises and insect bites. Pharmacies also offer free lateral flow tests so that people without symptoms can regularly test themselves for COVID-19.
- Drop into the NHS **Walk-In Centre** at Rouen House on Rouen Road in Norwich. Open between 7am and 9pm daily, it can help with minor cuts and wounds, strains and sprains and skin complaints.
- Go to the **Minor Injuries Unit (MIU)** in Cromer or Wisbech, which have x-ray facilities and can provide treatment for minor wounds, burns, simple fractures and other injuries. People can call 111 for their locations and opening times.

Dr Anoop Dhesi, a local GP and Chair of NWCCG, said: “Across the NHS, we are seeing demand for services rise. By reminding people of the options which are available for more minor complaints, we hope that we can reduce pressure on our emergency departments and keep them free to focus on treating patients with life-threatening illnesses or injuries.

“Although we are specifically targeting this campaign at holiday-makers, we’d also like to take the opportunity to remind local people of the range of help which is available. By going to the right place first time, you will often be seen faster, which means that you can get back to enjoying your day more quickly.”

Ends