

PRESS RELEASE

Friday 11 October

'Is A&E for Me?' campaign launched

A countywide campaign is being launched this winter to educate the people of Worcestershire about the range of healthcare services available and to reduce inappropriate attendances to A&E departments over the busy winter period.

Every year the Accident and Emergency (A&E) departments in Worcestershire see around 130,000 patients, but many of these could have been treated more appropriately somewhere else. It is estimated that over the last year alone, over 20% of patients that attended A&E departments in Worcestershire could have been treated by another, more appropriate NHS service.

The **'Is A&E for Me?'** campaign which is being led by NHS Clinical Commissioning Groups (CCGs) in Worcestershire in partnership with Worcestershire Health and Care NHS Trust, Worcestershire Acute Hospitals NHS Trust and Worcestershire County Council, aims to reduce pressures on busy A&E emergency services and departments over the winter period by raising awareness about alternative health services in Worcestershire such as Minor Injury Units, Worcester Walk-In Health Centre, NHS 111, GP Out of Hours service and local Pharmacists.

Local GP and Chair and Clinical Lead for NHS Redditch and Bromsgrove CCG, Dr Jonathan Wells said:

"The winter period can be an exceptionally busy time for emergency care departments and services, and so to help reduce pressures on A&E staff in Worcestershire we are asking the public to think before they go to A&E.

In Worcestershire A&E departments are performing well, with A&E attendances currently down in comparison to this time last year; however, we are predicting a significant increase in attendances and admissions over the winter. We hope that this campaign will help people know their options when it comes to local health services, which will not only benefit patients and prevent people from waiting for hours in A&E departments, it will also allow A&E staff to treat patients who need emergency care".

As part of the countywide campaign, staff from A&E departments at Worcestershire Acute Hospitals NHS Trust and staff at West Midlands Ambulance NHS Trust will appear in campaign posters, leaflets, and bus and newspaper advertisements across Worcestershire to help raise awareness about the importance of keeping A&E free for staff to treat patients who need emergency care.

To mark the launch of the **'Is A&E for Me?'** campaign, NHS CCG staff and volunteers will be holding information stands in local supermarkets and shopping centres across Worcestershire over the next few weeks, providing information and free resources to the public about their local health services. For more information about the **'Is A&E for Me?'** campaign and your local health services please visit: www.isaandeforme.com.

-Ends-

Notes for Editors

- Picture caption: NHS CCG Communications Officer, Rebecca Salari, promoting the 'Is A&E for Me?' campaign at Redditch Wellbeing Week.
- The CCGs are holding a number of information stands across the county over the next two months:
Wednesday 16 October – Tesco Warndon (10am – 4pm)
Thursday 17 October – Crowngate shopping centre (6pm – 9pm)
Friday 15 November – Asda Lowes Moore (11am – 3pm)
- The 'Is A&E for Me' campaign is being led by the three NHS Clinical Commissioning Groups in Worcestershire (NHS Redditch and Bromsgrove CCG, NHS South Worcestershire CCG and NHS Wyre Forest CCG) in partnership with local health providers and Worcestershire County Council. More information about the campaign is available on the campaign website www.isaandeforme.com
- For more information about NHS Redditch and Bromsgrove Clinical Commissioning Group please visit: www.redditchandbromsgroveccg.nhs.uk
- NHS Redditch and Bromsgrove CCG represents 22 GP practices and serves a patient population of 170,000 patients.
- Find out all the latest news by 'liking' our page on Facebook www.facebook.com/redditchandbromsgroveccg
- Follow Dr Jonathan Wells, Chair and Clinical Lead for RBCCG on Twitter @RBCCG_Chair

For further information please contact:

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