

PRESS RELEASE

Thursday 12 December 2013

Launch of 'Is A&E for Me?' Bus Campaign

Health chiefs in Worcestershire have launched a bus advertising campaign, as part of a countywide initiative to educate the people of Worcestershire about the range of healthcare services available and to reduce inappropriate attendances to A&E departments.

Single-decker buses in Worcester and Redditch depots will feature the adverts on both the exterior of the buses at eye level and on interior headliner panels. The campaign will run until 20 December 2013.

It is estimated that during 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.

As part of the 'Is A&E for Me?' campaign, a mobile app is available, which provides instant information about the range of options that are available for anyone who is injured or unwell. It also includes a GPS function which allows users to find their nearest NHS services wherever they are in Worcestershire.

Ruth Davoll, CCG Urgent Care Lead said: "While the majority of patients that arrive at A&E are there for the right reasons, we would just like to remind people that there are a range other healthcare facilities available across the county that can deal with a wide range of minor injuries and illnesses. If you require advice and treatment when your GP surgery is closed, you can call NHS 111 or visit an alternative health service such as your local Pharmacist, Walk-In Centre or Minor Injury Unit."

For more information about the 'Is A&E for Me' campaign, the mobile app and your local health services please visit: www.isaandeforme.com

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Notes for Editors

- For more information about NHS Redditch and Bromsgrove Clinical Commissioning Group please visit www.redditchandbromsgroveccg.nhs.uk
- For more information about NHS South Worcestershire Clinical Commissioning please visit: www.southworcsccg.nhs.uk
- For more information about NHS Wyre Forest Clinical Commissioning Group please visit: www.wyreforestccg.nhs.uk

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