

Flu.

Flu is a highly infectious and very common viral illness that is spread by coughs and sneezes. Flu causes a sudden high temperature, headache and general aches and pains, tiredness and sore throat. You can also lose your appetite, feel nauseous and have a cough.

Treatment

- If you are otherwise fit and healthy, there is usually no need to see a doctor if you have flu-like symptoms
- The best remedy is to rest at home, keep warm and drink plenty of water to avoid dehydration
- You can take paracetamol or ibuprofen, to lower a high temperature and relieve aches

For more information on flu and when to see your doctor, go to NHS Choices www.nhs.uk/conditions/flu

Is it a cold or flu? Use the on-line symptom checker at <http://bit.ly/cw7wzA>



General Advice.

If your symptoms suddenly get worse, or fail to improve after a few days, you can:

- Speak to your local pharmacy staff
- Look on-line for advice at www.nhs.uk
- Phone your GP for advice

Interactive First Aid Kit.

Find out what to keep in your kit and how to use it:

www.nhs.uk/tools/pages/firstaidtoolkit.aspx

Make sure that you Choose Well:

- Save yourself time
- Help GPs have more time to treat people with serious health problems
- Ensure that A&E, emergency and 999 services are free to treat people with life-threatening and emergency conditions

Download further information on your mobile - go to www.northwest.nhs.uk/qr or scan the QR code on the right with your smart phone.

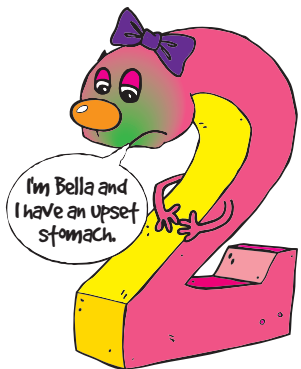


Winter health survival guide.



This guide gives you basic advice on common winter complaints and the medicine cabinet essentials you need to treat them, helping you get ready for the colder wintry weather.

Your high-street pharmacy can give expert advice and treatment for common complaints.



Sickness and Diarrhoea.

One out of every five people in England are affected by sickness and diarrhoea every year and it is common in winter when cases of the Norovirus bug rise. Most people have only mild symptoms, and the condition improves within a few days.

Treatment.

- Drink plenty of water to prevent dehydration - this is particularly important for young children, older people and if you have another illness
- If you are more vulnerable to the effects of dehydration - for example, if you are elderly or you have another pre-existing

Winter Sprains and Strains.

Mild to moderate sprains and strains, bumps and bruises can be treated at home. The pain should improve after four days of self-treatment.

Treatment.

Basic advice for the first 48 to 72 hours:

- Rest the injured joint or muscle and avoid activity
- Apply ice wrapped in a damp towel to the injured area for 15 to 20 minutes, every two to three hours during the day, but not while you sleep
- Use a crepe or elastic bandage to limit any swelling, but take the bandage off before you go to sleep
- Keep the injured area raised and supported on a pillow to reduce swelling
- Taking paracetamol will help to relieve pain

Coughs.

There's no quick way of getting rid of a cough that's caused by a viral infection.

Coughs caused by the common cold or by flu usually clear up within two weeks.

Treatment.

- Your pharmacist will be able to give you advice
- The simplest and cheapest way to treat a short-term cough may be a homemade cough remedy containing honey and lemon. The honey coats the throat and relieves the irritation that causes coughing
- See your GP if your cough is progressively getting worse or is persistent

Common Cold.

A cold is a mild viral infection of the nose, throat, sinuses and upper airways. It can cause nasal stuffiness, a runny nose, sneezing, a sore throat and a cough. A child's immune system is less well developed compared to an adult's, so they're more likely to catch a cold.

Treatment.

- Usually it gets better by itself within a week without the need for treatment
- You can relieve the symptoms of the cold while the body fights off the infection by taking over-the-counter medication, such as paracetamol
- Drink plenty of fluids

Special thanks.

This Summer we ran a colouring competition for children aged 4-11 to design a new character for this Winter's Choose well pharmacy campaign.

Congratulations to:

'**Ellie**' - designed by Ellie Hopwood, age 10

'**Emma**' - designed by Emma Noble, age 9

'**Bella**' - designed by Hollie Lawson, age 6

'**John**' - designed by Chloe, age 11

