

# A national campaign for the winter



Rob Darracott, Pharmacy Voice  
Self Care Conference, 12<sup>th</sup> November 2013



treat  
yourself  
better



without antibiotics

# Key stats

The symptoms of upper respiratory tract infections account for 11.5 million consultations at a cost of £35.2 million

RTIS are responsible for 60% of antibiotic prescribing in general practice

Annual prescribing costs for acute cough alone exceed £15 million

Approximately 57 million GP appointments take place each year for common self-limiting conditions; general practice management of these symptoms costs the NHS £2bn annually

# Campaign summary: Key messages

- Self treat for winter symptoms rather go to a GP asking for (ineffective) antibiotics
- Normal symptoms will last longer than you think
- Treat yourself better with pharmacy support

# Stakeholder support



Department  
of Health

**NICE** National Institute for  
Health and Care Excellence

**NHS** choices

**NHS**  
*England*

**napc**



ROYAL  
PHARMACEUTICAL  
SOCIETY

COLLEGE OF MEDICINE  
SERVICE • SCIENCE • HEALING

  
treat  
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# Campaign synergies

NHS England  
GPs and  
Commissioners

- Self Care Conference (12 November) and Self Care week (18 – 24 November)
- Promotes self care to doctors/commissioners and fact sheets on winter symptoms for use with patients

Pharmacist

- Ask your Pharmacist Week (4 – 11 November)
- Promotes pharmacist first for winter ailments, appointment not necessary
- Pharmacy Voice self care pathways to support these and SCF messages

Industry

- **Treat Yourself Better without antibiotics (12 November – February)**
- Addresses consumers and promotes self treatment for winter symptoms instead of antibiotics which don't work on viral symptoms

# www.treatyourselfbetter.co.uk

[Symptom checker](#) [Warning signs](#) [Expert advice](#) [FAQs](#) [Media centre](#) [Useful links](#) [References](#)  [Cookie Policy](#)

Are you fed up of suffering with a cough, cold, flu or sore throat? Click [here](#) to find out what you can do to treat yourself better.



**48%** of the population visit their doctor expecting antibiotics for cold and flu which won't work

 Tweet



# treat yourself better

without antibiotics



**1 in 5** people unnecessarily visit their GP for cold and flu symptoms

 Tweet

How long can I expect my cold, flu, cough, sore throat, sinusitis and middle ear infection symptoms to last? [Click here](#)

Antibiotics do **not** work on most cold and flu symptoms so avoid a wasted trip to the GP and treat yourself better this winter.

 Tweet

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## Your day by day guide to cold and flu symptoms and self-treatment.

Scroll across to find out what symptoms to expect each day and for advice on what you can do to treat yourself without going to see the GP

# DAY

# 1-2

The majority of cold and flu symptoms will be over in 4-5 days but complete recovery can take up to 10 days and sometimes longer. There is no 'cure' but you can treat the symptoms with some practical self-help measures and over-the-counter (OTC) medicines (sold without a prescription) which don't require a trip to your GP. Your pharmacist can advise on what OTC medicines are best for you.

If you have flu, this is the time when you will have a high temperature and symptoms that come on quickly. You will be shivering with a headache, muscle aches in your back and legs and you may feel dizzy. The high temperature should go down within 48 hours. If you have a cold, this is the incubation stage (the time between catching an infection and symptoms appearing) meaning there are no symptoms to tell you that you have contracted a cold virus.

## WHAT YOU CAN DO:



Get plenty of rest, preferably in bed.



Drink plenty of fluids.



You could take paracetamol or ibuprofen to reduce your temperature and ease aches and pains.

[Find your nearest pharmacy...](#)

**40% of people  
who visit a GP for cold  
and flu go too early!**



Tweet

## WHAT'S HAPPENING TO YOUR BODY?


A strong sneeze can travel the length of a bus or tube carriage and you may have picked up your cold or flu by inhaling infected droplets from someone else's sneeze in this kind of environment. The virus contained in those droplets has got past your body's first line of defence – the hairs and mucus in the nose, which traps them – or you have introduced them by touching your nose or eyes after being in contact with someone with a cold or flu. The virus is taking over your cells and using them to reproduce by the million.

### When to seek medical advice.

Most cold and flu symptoms can be treated without a trip to your GP. If you display any warning signs, seek medical advice. [View warning signs here.](#)



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## Expert Advice

### Dr Rob Hicks, GP


When should I visit a doctor if I have cold and flu symptoms?

Dr Rob Hicks offers some guidance on how long cold and flu symptoms should last for, what symptoms to expect, what you can do to treat yourself better and when you need to see a doctor.

**About Dr Rob Hicks**

Dr Rob Hicks is a practising GP based in Greater London. He is also a medical consultant and contributor to a number of national radio and TV stations, newspapers and magazines and online health sites.

Dr Rob Hicks TreatYourSelfBetter



0:00 / 4:40

### Raj Patel, Pharmacist


What can I do to treat myself better for cold and flu symptoms without going to see my doctor?

Raj Patel provides you with advice on what you can do at home to treat a cough, cold, flu or sore throat, which types of medicines will be most effective and who should be your first port of call if you want further medical advice.

**About Raj Patel**

Raj Patel is Superintendent Pharmacist of Mount Elgon Pharmacy based in London. He is also a National Pharmacy Association Board Member and Chairman of Merton, Sutton & Wandsworth Local Pharmaceutical Committee.

Raj Patel TreatYourSelfBetter



0:00 / 3:21

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## Warning Signs

**Seek medical advice by speaking to or seeing a doctor if you notice any of the following warning signs, which may suggest that your symptoms could possibly be caused by a more serious underlying condition or may require medical attention.**

### Sore Throat

**High fever** - You have a persistent high temperature over 38°C for more than 3 days that does not come down even if you take ibuprofen and/or paracetamol

**Glandular fever** - A sore throat that doesn't get better within 10 to 14 days or that gets worse rather than better may suggest glandular fever

**Breathing** - You find it hard to breathe in, and your throat feels like it's closing up

**Swallowing and drooling** - You're drooling and find it difficult to swallow - this is an emergency!

**Severity** - Your pain is severe and does not respond to over the counter pain killers

**Voice changes** - Your voice becomes muffled

**Fluid intake** - You find it difficult to drink enough fluids and become dehydrated

**Effect on day to day life** - Your symptoms are so bad that they severely affect your quality of life and prevent you from functioning normally

**HIV/AIDS or other causes of reduced immunity** - If you suffer from a sore throat and have a deficient immune system because, for example, you have HIV/AIDS, or you take certain medication (such as chemotherapy, high dose steroids, disease-modifying anti-rheumatic drugs, or a drug called carbimazole), you should seek medical advice if you develop a sore throat

### Cough

**Coughing up blood** - You cough up blood for no obvious reason

**Duration** - Your cough is getting no better within 3 to 4 weeks

**Chest or shoulder pain** - In addition to your cough, you have chest and/or shoulder pain

**Breathlessness** - You find it difficult to breathe

**Weight loss** - You're losing weight for no apparent reason over a period of 6 weeks or more

**Voice changes** - Your voice becomes hoarse for longer than 3 weeks, and the hoarseness persists after the cough has settled

**New lumps or swellings** - You notice new swellings anywhere in the neck or above the collarbones

### Cold and Flu

**High fever** - You have a high temperature above 39°C that does not come down even if you take ibuprofen and/or paracetamol

**Effect on day to day life** - You are confused or disorientated

**Pain in chest** - You notice a sharp pain in your chest

**Breathing** - You are experiencing difficulty in breathing

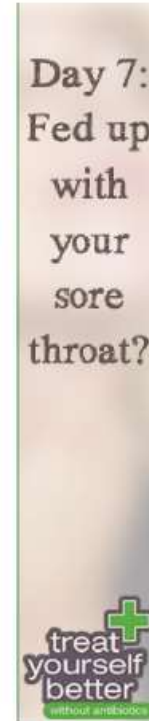
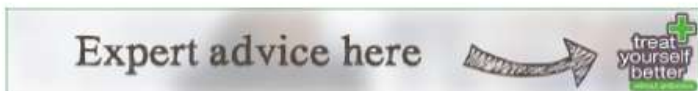
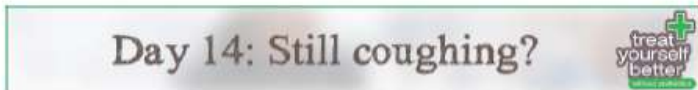
**Fluids** - You cough up blood-stained phlegm (thick mucus)

**Swollen glands** - You notice a swelling of the glands in your neck and/or armpits

**Duration** - Your symptoms last longer than 3 weeks

[Symptom checker](#)

# Banner ads





# New research uncovers ...



- Over 3 million Britons spend a full working week pursuing unnecessary antibiotics for cold and flu
- Nearly half the population incorrectly believe that antibiotics can treat cold and flu symptoms
- 45% admit to visiting their GP with an expectation of being prescribed antibiotics
- Two in five people see a GP for cold symptoms significantly too early

# New research uncovers ...



In addition, new research with 1,000 doctors reveals:

- More than a quarter of their consultations in the winter months are for people with cold and flu symptoms that do not warrant a GP appointment
- Two-thirds have prescribed antibiotics to patients with a cough, cold, flu or sore throat
- Doctors spend five hours a week dealing with patients who could have been treated by a pharmacist

# Radio interviews





# Media briefings with Pharmacist Raj Patel

## – 6<sup>th</sup> November

**celebs**  
*on Sunday*

**DAILY EXPRESS**

**prima**

**Pick Me Up**

**woman&home**

**Chat**

**Women's Health**

**Zest**

**Good Housekeeping**

# Generating conversations online



**THUN  
DER  
CLAP**



# Maintaining media interest: research bursts

Nov



## **Partner with Doctors.net**

to ask GPs how much time they spend dealing with patients for winter ailments, do GPs know the normal symptom duration of colds and do they prescribe unnecessary antibiotics for winter conditions?

Dec



## **Staying healthy over Christmas**

More than half (57%) of the population say their Christmas has been spoilt as a result of cold and symptoms

Jan



## **Beat the January blues**

Get better quicker at home and feel good this January

Feb



**Partner with Doctors.net** to ask GPs how often they were asked for antibiotics this winter

**NICE re-promote their guidelines** in support of the Treat Yourself Better campaign to encourage people not to go to their GP for winter ailments before the average symptom duration period







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