

Core brief

Daily update

(21 November 2023, 3.40pm)

Topics in this Core Brief:

- NHSGGC launches winter healthcare campaign... and it's as easy as A,B,C

NHSGGC launches winter healthcare campaign... and it's as easy as A,B,C

NHS Greater Glasgow and Clyde today launches a new campaign to make it as easy as possible for people to access care this winter.

The campaign is based on three simple suggestions – in fact, they're as easy as A,B,C – to help people to know where to go if they need help, as well as doing their bit to support the NHS during what is traditionally the busiest time of year.

Whether people are feeling unwell and need a bit of advice, or a relative or loved one has hurt themselves and they're not sure how best to get the right care for them, we're asking them to remember the following advice:

Accessing the right care is as easy as A,B,C:

Ask yourself: Do I need to go out? For information on keeping yourself well and treating minor illnesses and injuries from home, go to **NHS Inform** or download the **NHS24 app**.

Be aware: There is help right on your doorstep. Your local **GP, pharmacy, dentist** or **optician** offer a range of services.

Call 111: If it's urgent, or you're not sure, call NHS24 on **111**. They'll make sure you get the help you need.

Unless it's an emergency, think A,B,C before going to A&E.

The poster features a blue header with the NHS logo and the text 'Getting the right care this winter is as easy as ABC'. Below this, three sections are listed: 'A Ask yourself' with a house icon, 'B Be aware' with a location pin icon, and 'C Call 111' with a '24' icon. A footer contains the text 'Unless it's an emergency think ABC before visiting A&E. For more information: www.nhsggc.scot/rcrp' and a QR code.

The campaign kicks off with a live broadcast from the QEUH Minor Injuries Unit on tonight's STV News at Six, followed by messages in the press, on our website and across our own social media channels. We'll also be sharing a video message from our Deputy Medical Director, Dr Scott Davidson. To watch it, click [here](#).

The best way to ensure that this campaign is a success is help us spread the word about our A,B,C message, and over the coming weeks there will be lots of opportunities for our staff to get involved.

However, even the smallest thing, like sharing our social media posts or telling friends and family about the importance of thinking A,B,C this winter, will be hugely important.

To find out more about the campaign, go to our website [here](#).

**Remember, for all your latest news stories, visit our new Staffnet Hub:
[GGC-Staffnet Hub - Home \(sharepoint.com\)](#)**

If something isn't right, let's talk about...
Whistleblowing



Whistleblowing

This is a way you can formally raise concerns about an issue that is in the public interest, such as patient safety or suspected malpractice.

You can find out more information about the whistleblowing

process by visiting National Whistleblowing Standards | INWO (spsa.org.uk).

To submit a formal whistleblowing concern, please email ggc.whistleblowing@ggc.scot.nhs.uk.



Staff are reminded to make sure their [personal contact details are up to date on eESS](#).

It is important to share Core Brief with colleagues who do not have access to a computer.

A full archive of printable PDFs are available on [website](#)