

Core brief

Monday 7 January 2019

Introduction

This issue of Core Brief details information on a new winter radio ad campaign.

Winter radio ad campaign launched

A joint NHS winter campaign launched today across several commercial radio stations urging patients to self-care and use local community health experts such as pharmacists where appropriate or minor injury units rather than Emergency Departments.

The campaign is funded by four territorial Boards (NHSGGC, Ayrshire and Arran, Forth Valley and Lanarkshire) and is supported by NHS 24. The broadcast campaign is part of an intensive and on-going campaign to encourage patients to use the health services appropriately.

Our hospital ED departments are already seeing very high demand but many of those attending could be treated more appropriately elsewhere.

The winter radio adverts will be broadcast on Radio Clyde One, Clyde Two, Westsound, Central FM, Smooth and Heart from today and run through until the first week in February.

Are your contact details up-to-date? [Click here](#) to check