

Core brief

Thursday 19 December 2019

Introduction

This issue of Core Brief details information on our winter campaign.

Winter campaign to get patients to the right place at the right time

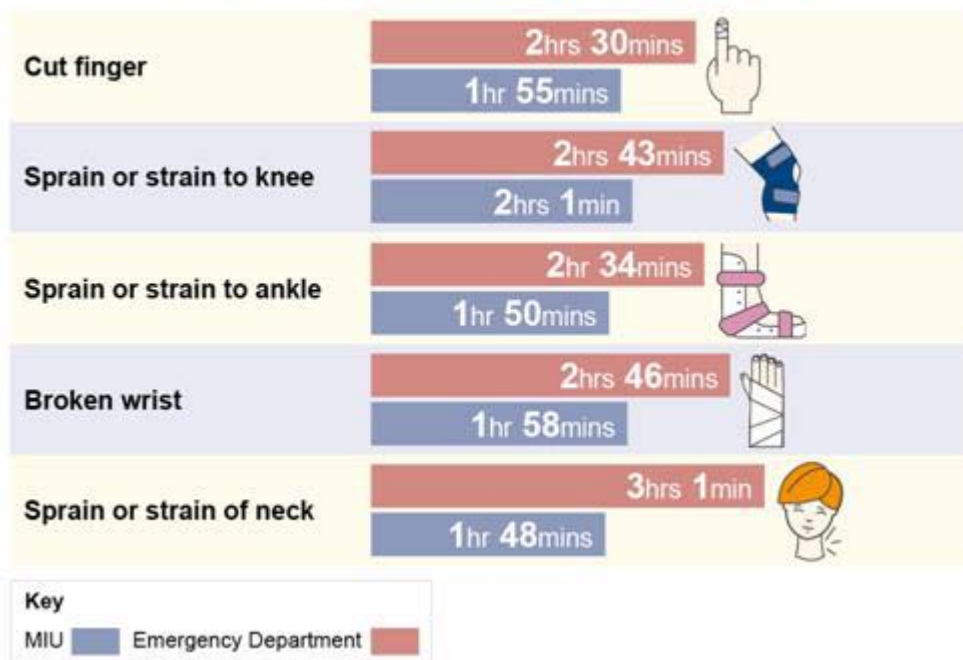
If you follow NHSGGC on social media, you can't have failed to notice our new winter campaign encouraging people with a minor injury to attend one of our dedicated MIUs.

The new Love Your MIU ❤️ campaign launched last week and seeks to educate the public on the wide range of injuries that can be treated by our expert teams of advanced nurse practitioners – using simple terms to explain this.



Using actual performance data, the campaign also highlights that patients with minor injuries are seen and treated quicker in our dedicated MIUs.

Average waiting times: Minor Injuries Unit vs Emergency Department



We are also asking patients to share their positive experiences of being treated at a minor injuries unit with the hashtag #loveyourMIU.

The campaign is being run across all our social media platforms and is backed by a Radio Clyde on air and online campaign which runs until 5 January.

It forms part of our wider public messaging strategy to encourage the public to choose the right place to be seen by the right team in an emergency.

If you see our Love Your MIU campaign messages, we ask for you to help spread the word that our dedicated MIUs are the best place for a patient to go for rapid treatment of a minor injury.

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