

# Core brief

## Daily update

(10 December 2024, 11.30am)

Topics in this Core Brief:

- NHSGGC launches winter ABC campaign
- Listening to our patients

### **NHSGGC launches winter ABC campaign**

Today we launched our winter communications campaign to advise people of how best to access care. You'll see ABC messaging around locations, across the news, and on social media. Please join us in sharing the message when you can.

As part of the campaign, NHSGGC has identified the top five minor injuries that people attended A&E with over a six-month period, which could have been treated elsewhere. These include ankle sprains or strains, lower back pain, open finger wounds, wrist injuries, and strained feet.

The top five minor illness resulting in attendance at A&E between January and June were viral infections, acute upper respiratory infections, diarrhoea and gastroenteritis, urinary tract infections (UTI), and acute tonsillitis.

Dr Claire Harrow, NHS Greater Glasgow and Clyde Deputy Medical Director for Acute Services, stated: "Unless you have a serious injury or your condition is life-threatening, A&E is not the best place to go. If you don't need to be there, you will be redirected elsewhere.

"There are quicker ways for you to access the care you need if you're feeling unwell or have a minor injury, and they avoid sitting in an A&E waiting room. You should phone 111 for advice after which you will be advised on the best care for you at that moment. This includes a call from a GP, an appointment at one of our virtual A&E, Minor Injuries Units, Emergency Dental appointments, or a GP Out of Hours appointment."

To remind people of the steps to get the care they need, NHSGGC is asking people to follow its ABC model:

Accessing the right care is as easy as ABC:

- **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 NHS 24 app.
- **Be aware:** There is help for many conditions right on your doorstep. Your local GP, pharmacy, dentist, or optician offers a range of services.
- **Call 111:** If it's urgent, or you're not sure, call NHS 24 on 111. They'll make sure you get the help you need.

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

**Getting the right care this winter is as easy as ABC**

**A**  
**Ask yourself**  
Do I need to go out?  
For information on treating minor illnesses and injuries from home, go to **NHS Inform** or download the **NHS 24 App**.

**B**  
**Be aware**  
There is help on your doorstep.  
Your local **GP, pharmacy, dental practice** and **optician** offer a range of services.

**C**  
**Call 111**  
If it's urgent, or you're unsure, call **NHS 24** on **111**.  
They'll get you the care you need.

**Unless it's an emergency - think ABC before visiting A&E.**  
For more information: [www.nhsggc.scot/rcrp](http://www.nhsggc.scot/rcrp)

## Listening to our patients

Listening to our patients, their families and carers, and hearing about their experience of care is extremely important to NHSGGC. Care Opinion is one of the feedback mechanisms that helps us do this.

Care Opinion is an independent organisation and website, where patients, families and carers can share their feedback about their healthcare experiences ([www.careopinion.org.uk](http://www.careopinion.org.uk)). The feedback we receive provides us with the opportunity to learn from people that use our services on what is working well and identify any areas of improvement.

In November 2024, we received 310 stories, our highest number of stories in a single month. Some highlights are shown below, with staff being the most frequently used tag to describe what was good about our services. The key themes from the word cloud are the care our staff provide, their helpfulness and their kindness.

