

Antimicrobial Management Team
NHS Grampian



Dear All

ANTIBIOTICS WON'T WORK FOR VIRAL COUGHS, COLDS & 'FLU

This winter following the national [Keep Antibiotics Working Campaign](#), NHS Grampian will be running a follow-up campaign on social media and TV featuring the award winning video with local schoolchildren, launched last year. The video and advertising will remind people across the North East that a course of antibiotics is not required to treat common winter illnesses such as viral coughs, colds and 'flu.

The video uses children taking on the roles of patients and GP practice staff to highlight that antibiotics won't work for viral coughs, colds and flu and promotes self-care messages as well as recommending pharmacists as a useful source of advice.

The campaign video will direct the public to the NHS Grampian [KnowWhoToTurnTo](#) website where there are options to select different services. Under the Self-Help and Pharmacist pages there will be a link to a page '[Coughs, Colds & More](#)' which has brief information about self-care, links to download NHS Grampian Self-Help Guides for Coughs, Sore throat, Earache and Sinusitis plus links to the [NHSInform](#) and [Antibiotic Guardian](#) websites.

The campaign aims to improve the general public's knowledge about how to treat self-limiting respiratory tract infections while at the same time aiming to reduce visits to GPs and emergency departments and reduce inappropriate antibiotic prescriptions.

We would really appreciate your involvement with this campaign. Please help by screening the campaign video within your practice, embedding it on your practice website and/or sharing on your social media accounts:

https://www.youtube.com/watch?v=X80IePmW_IY&feature=youtu.be

The NHS Grampian self-help guides (Cough, Sore Throat, Earache, Sinusitis) can be ordered from Health Information Resources Service on 01224 558504 or email grampian.resources@nhs.net.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Vhairi Bateman'.

Dr Vhairi Bateman
Chair of Antimicrobial Management Team
NHS Grampian



**ANTIBIOTIC
GUARDIAN**

Keep  Working