

# News release

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For immediate release

## Shock tactics to keep A&E free for emergencies this winter

The launch of a hard-hitting campaign this month aims to shock people into keeping A&E free for life-threatening cases this winter.

Using an image of people queuing up outside Leicester Royal Infirmary, each has a caption underneath which says where they should have gone for treatment. Last in the queue is a wreath, representing someone who should have been at the front of the queue.



Choose Better is challenging the public to play their part in keeping A&E free for those suffering from the most serious illnesses and injuries during one of the busiest times of the year. Leaflets and posters will be displayed in GP surgeries, health centres and community centres with the Choose Better message and members of the public will be able to pick up their own pocket-sized information guides giving details on where to turn when they or a member of their family fall ill, and advice on where best to seek treatment.

Catherine Griffiths, chief executive of the Leicester, Leicestershire and Rutland PCT Cluster, said: "Too many people turn to A&E instead of getting more appropriate, quicker treatment elsewhere.

"By using the right health service at the right time and avoiding A&E for all but the most serious cases, people will be ensuring those with heavy bleeding, broken bones, burns, chest pains and strokes go straight to the front of the queue."

For more information on Choose Better visit [www.choosebetter.org.uk](http://www.choosebetter.org.uk). Blackberry, iPhone and Smartphone users can also scan a special barcode available on Choose Better posters or the websites to carry the information on where to go for medical treatment with them on their phones.

ENDS

**For interviews or more information please contact media officer Liz Thomas on 0116 295 7677 or [liz.thomas@leicester.nhs.uk](mailto:liz.thomas@leicester.nhs.uk) or senior media officer Caroline Higgs on 0116 295 7663 or [caroline.higgs@lcr.nhs.uk](mailto:caroline.higgs@lcr.nhs.uk).**

Notes to editor:

In October 2010 NHS Leicester City and NHS Leicestershire County and Rutland joined forces to form a 'cluster', in line with the requirements of the Department of Health. Although we share one Cluster Board and our staff work across the city and county

boundaries, we have not legally merged, and retain our separate statutory duties. Together we serve a population of more than a million people. Cluster formation is an interim stage in the reform of the NHS, involving on-going transfer of most local commissioning functions to GP-led clinical commissioning groups, in line with the Health and Social Care Bill, now before Parliament and the House of Lords.