



One Croydon

Your health and care partnership

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NHS 111 First launches in Croydon and Flu vaccination planning



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We are writing to you about two important initiatives to help keep Croydon safe this winter. Please help us share these messages with your Croydon networks.

NHS 111 First launches in Croydon

We want to make it easier and safer for patients to get the right treatment at the right time and to try and prevent crowding in waiting rooms in A&E, Accident and Emergency departments.

We are doing this because we want to reduce the risk to patients and hospital staff of catching coronavirus this winter.

Across Croydon, we are now asking patients with an urgent, but not life-threatening, health problem to contact NHS 111 first if they think they need to go to A&E.

- NHS 111 is available 24 hours a day, 7 days a week, to get help you can:
- go to 111.nhs.uk (for people aged over 5 years old)
- call 111 for **FREE** from a landline or mobile phone

More doctors, nurses, pharmacists, paramedics, dental nurses and trained health advisors than ever before are available as part of the service.

Using 111 first will ensure that patients get quicker, safer care in the best place for them. We understand that some people may still walk into A&E for treatment and these patients will continue to be seen.

We are currently trialling a local, targeted Croydon campaign to help inform Croydon about NHS 111 First and a London campaign will launch over the coming weeks and we will share this with you in future.

Flu vaccination planning – help keep Croydon safe

With the risk of both flu and coronavirus circulating this winter, it is more important than ever for those most at risk to get vaccinated. While flu can cause mild illness in most people, some are more likely to develop potentially serious complications such as bronchitis and pneumonia with around 11,000 people a year on average dying as a result in England.

Insight from local communities tells us that uptake of the vaccination can be reduced by people having the incorrect information about the vaccine. Challenging these myths can be difficult so we need your help to help share information and raise awareness around the importance of the flu vaccine.

As you may have heard, Croydon GP practices are working together to operate flu clinics in the underground car park at IKEA, this is just part of extensive plans to ensure flu jabs are administered safely and conveniently.

People who are eligible a free flu vaccine may receive reminders from their GP or school can book through their GP practices or local pharmacist.

People in the following groups are eligible for a free flu vaccination this year:

- Adults aged 65 and over by 31 March 2021
- Pregnant women
- Those with some pre-existing medical conditions, including those at-risk aged two to 64
- Those on the shielded patient list and members of their household
- Children aged two to three, and all school year groups up to year seven

A lot of thought has gone into planning the biggest flu vaccination programme health and care partners have ever run, and we need your help to spread the message as far as we can. Use your Croydon flu toolkit which you can find [here](#) and share these messages and materials with your local networks. You can help share messages by:

- ❖ Retweeting this [tweet](#) from [@nhscroydon](#) to demonstrate your support and encourage others to get the flu vaccination. Remember to follow NHS Croydon on [Twitter](#) and [Facebook](#) so you will always have the latest campaign messages to share with your local communities.
- ❖ Share campaign materials with local community networks and groups to direct people to book a flu vaccine with their GP or local pharmacy, and ensuring at-risk groups are informed of their eligibility for a free flu vaccine.

- ❖ Encouraging parents to consent for their children to receive a nasal spray at school when it is offered.
- ❖ Share key messages and materials via WhatsApp groups or through neighbour apps like Nextdoor

If you would like to find out more about NHS 111 First in Croydon or Flu, please do not hesitate to contact Jo Austin, Senior Engagement Manager for Croydon, at jo.austin@swlondon.nhs.uk or on 020 3923 9592.

Thank you for your support in helping us keep Croydon safe.

Best wishes,

Dr Nnenna Osuji

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THE FLU KILLS. 

JUST GET YOUR FREE FLU JAB
Ask your pharmacist or GP if you're eligible.

 **Flu vaccine** help us help you