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Cumbria's urged to Choose Well this winter as 1-in-10 people admit to "unnecessary" visits to the doctors

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Cumbria's urged to Choose Well this winter as 1-in-10 people admit to "unnecessary" visits to the doctors

Posted on Tuesday 6th November 2012

Cumbrian doctors are urging people to Choose Well this winter as figures reveal 1-in-10 people admit to using A&E departments (Accident and Emergency) when they knew they didn't need to, and attended GP surgery with seasonal illness they could self-treat.

Cumbria Clinical Commissioning Group (CCG) is again running a campaign called Choose Well this winter to make sure people know how and where to get the best NHS care for any illness or injury. Leaflets reminding people to use NHS services appropriately will be hitting doorsteps this week.

Cumbrians are being asked to think twice before visiting their GP and A&E. Posters carrying the Choose Well message will be appearing in health venues across Cumbria asking patients to consider if their condition needs the attention of GP, A&E or 999 services, or if they could use an alternative service.

During the colder months there is an increase in the number of viruses and infections which circulate in the community which can put NHS services under added pressure.

The messages below explain the NHS services available across Cumbria for every health situation:

Self-Care - a well-stocked medicine cabinet can help with most minor illnesses and such as diarrhoea, colds, flu and headaches, but seek advice if worried.

NHS Direct on 0845 46 47 - offers expert help and advice over the phone.

'Think Pharmacy'- pharmacies have fully trained health professionals who'll provide quality healthcare advice.

GP Surgery - if you have an illness or injury that won't go away.

NHS Walk-In Services - both Minor Injury Units or Primary Care Assessment Services can treat minor injuries and illnesses. For details of locations and opening hours visit www.cumbria.nhs.uk A&E and 999 - are for life threatening conditions and emergencies only.

Dr Fayyaz Chaudhri is one of Cumbria Clinical Commissioning Group's lead GPs. He said: "With winter approaching its normal for NHS services to see an increase in the number of people presenting with different infections and viruses.

"However it's important that people are sensible are don't rush to their GP with a cold, as this can be self-treated with paracetamol, rest and plenty of fluids.

"If people go to their GP with an upset stomach or a cold they risk infecting other vulnerable patients and they will simply be told to rest and collect some over the counter remedies from a pharmacist.

"Additionally this year, we are encouraging people with long-term conditions such as asthma, COPD (chronic obstructive pulmonary disease) and heart disease to make sure they have supplies of their standby medication to hand if needed.

"The Choose Well campaign signposts patients to the correct service. We hope it will also remind people that we need their support to make sure that we can give urgent and emergency care to those people who really need it.

Posted on Tuesday 6th November 2012

Latest news

- **Next Governing Body Meeting to take place on Wednesday 8 January 2020**
Monday 6th January 2020

- **Dr Deb Lee appointed to NHS North Cumbria Clinical Commissioning Group's Governing Body**
Tuesday 17th December 2019