

**STAY WELL  
THIS WINTER**

[nhs.uk/staywell](https://nhs.uk/staywell)



# Stay Well this Winter Campaign 2017

## Shropshire's Communication toolkit



## About the toolkit

Many thanks for supporting and promoting Shropshire's **Stay Well this Winter** Campaign.

The campaign is a joint initiative from NHS England and Public Health England, to help the public ward off common winter illnesses and to help prevent people from going into hospital.

Shropshire's Stay Well this Winter communication toolkit provides advice and information on how to raise awareness of the campaign. It also provides you with range of communication materials including key messages, articles, tweets and Facebook messages for you to use and cascade to residents, organisations and individuals you work with on a daily basis.



# About Stay Well this Winter Campaign

The winter months can be extremely challenging for the UK's health and social care sector, especially for our A&E services.

We particularly feel this in Shropshire as we have a large and sparsely populated rural geography, with a disproportionately older and growing population which is higher than the national average – 23% of residents in Shropshire are 65+ compared to the English average of 18%.

The Stay Well This Winter campaign, a joint initiative from NHS England and Public Health England aims to help those most vulnerable people to ward off common winter illnesses.

It does this by engaging with our most frail, older people and those with long term health conditions and their carers to encourage and help them take better care of their health in winter and to avoid becoming so ill that they require hospital admissions. The campaign also reaches out to pregnant women, parents of small children and people with long-term health conditions with flu vaccination related advice.

## Campaign phrase

**Phase 1 – The Flu vaccination** campaign will run from **9th October to 29th October 2017** with aims to:

1. Promote flu vaccination uptake amongst pregnant women, children aged 2-3 years and in reception class and school years 1 to 4 (targeting their parents), and those with long term health conditions, particularly respiratory diseases (e.g. COPD or bronchitis)
2. Improve awareness of the nasal spray among parents of children aged 2-3 years
3. Continue to promote reasons to get the flu vaccine amongst pregnant women

**Phase 2 – Winter will** run from **6th November to 17th December 2017, looking to:**

1. Maintain high levels of awareness of the winter campaign among at-risk groups (C2DE adults aged 65 and over, those with long term conditions and their carers)
2. Prompt those who are at risk of hospital admission to the visit pharmacy for advice and/or treatment for seasonal illnesses, as well as urging them to have the flu jab
3. Promote trust in the NHS and belief that the NHS is looking after people

**More information about the campaign visit the PHE Campaign Resource Centre:**

**<https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter->**

## Target audience

The national campaign aims to reduce admissions via behaviour change in particularly amongst the C2DE (unskilled/manual workers or unemployed) cohort in the following groups.

- Older people aged 65 and over
- Carers
- Parents of children of 2-3 year olds and in reception years 1 to 4 (ie born between 1 September 2008 and 31 August 2013)
- People with long term conditions
- Pregnant women

In Shropshire, the campaign will also target the top 5 areas in the county with the lowest uptake of flu vaccinations. These areas include:

- Bishops Castle
- Bridgnorth
- Ellesmere
- Hodnet
- Market Drayton

### Shropshire's Flu vaccine uptake

Last year's Seasonal flu vaccine uptake in GP patients in Shropshire: 1 September 2016 to 31 January 2017:

#### Uptake ambitions – summary table

Target group	Uptake ambition for 2016/17 and for 2017/18	Actual uptake in Shropshire 2016/17
Aged under 65 'at risk'	55	52.6
Pregnant women	55	56.4
Eligible children age 2 years to school year 3 age	40-65	2 year olds = 48.4 3 year olds = 49.7 4 year olds = 39.6 Year 1 = 68.3 Year 2 = 68.9 Year 3 = 67.2
Aged 65 and over	75	71.6

For further information visit <https://www.gov.uk/government/statistics/seasonal-flu-vaccine-uptake-in-gp-patients-1-september-2016-to-31-january-2017>

# Key messages (and timings)

Phase 1 - Flu vaccination - 9 to 5 November		
Week Commencing	Target audience	Messages
<b>Week 1 &amp; 2</b> <b>9 to 22 October 2017</b>	<b>All eligible groups</b> <ul style="list-style-type: none"> <li>• Older people aged 65 and over</li> <li>• Carers</li> <li>• Parents of children of 2-3 year olds and in reception class and school years 1 to 4 (ie born between 1 September 2008 and 31 August 2013)</li> <li>• People with long term conditions</li> <li>• Pregnant women</li> </ul>	<ul style="list-style-type: none"> <li>• Don't put off getting the flu vaccination. If you're eligible get it now. It's free because you need it. Speak to your local pharmacy or GP now.</li> <li>• The flu vaccine is the best protection we have against unpredictable virus. You can get your flu jab at your local pharmacy or GP</li> <li>• It is vital that those eligible have it every year as the vaccine protects against different strains of flu which can change and/or evolve each year.</li> <li>• The free flu vaccination is particularly important for those who are at increased risk from the effects of flu, these include people aged 65 and over, pregnant women and those with long term health conditions. Speak to you pharmacist or GP today.</li> <li>• Flu can be horrible for little children and if they get it, they can spread it around the whole family.</li> <li>• For children aged 2 to 3 years and in reception class and school years 1 to 4, the flu vaccine is not an injection, just a quick nasal spray.</li> </ul> <p><b>Pharmacy/NHS 111</b></p> <ul style="list-style-type: none"> <li>• Most pharmacies now have a private consultation area where patients can discuss issues such as flu vaccinations with pharmacy staff without being overheard by other members of the public.</li> <li>• Pharmacists are fully qualified to advise you on the best course of action if you start to feel unwell or if you need to have the flu vaccine.</li> </ul>
<b>Week 1 &amp; 2</b> <b>9 to 22 October 2017</b>	<ul style="list-style-type: none"> <li>• Pregnant women</li> <li>• Parents of children aged 2 – 3 year olds and in reception class and school years 1 to 4</li> </ul>	<p><b>Pregnant women</b></p> <ul style="list-style-type: none"> <li>• If you are pregnant you need the flu jab now. The flu jab is the safest way to help protect you and your baby against flu. It's free because you need it. So ask your GP pharmacist or midwife about the free flu jab today.</li> </ul>

		<ul style="list-style-type: none"> <li>• Pregnancy naturally weakens the body's immune system and as a result flu can cause serious complications for you and your baby. You may be less able to fight off infections, increasing the risk of becoming ill as a result of flu.</li> <li>• Flu immunisation can take place however many months pregnant you are and however fit and healthy you might feel. So ask your GP pharmacist or midwife about the free flu jab now.</li> </ul> <p><b>Parents of children aged 2 – 3 year olds and in reception class and school years 1 to 4</b></p> <ul style="list-style-type: none"> <li>• For children aged 2 to 3 years and in reception class and school years 1 to 4 on years 1 to 4, the flu vaccine is not an injection, just a quick nasal spray.</li> <li>• Flu can be horrible for little children and if they get it, they can spread it around the whole family. Ask your local pharmacist or GP about flu vaccination for you child today.</li> <li>• Children who get flu have the same symptoms as adults – including fever, chills, aching muscles, headache, stuffy nose, dry cough and sore throat. Some children develop a very high fever or complications of flu such bronchitis or pneumonia and may need hospital treatment.</li> <li>• The flu vaccine can help protect your child from flu and also reduce the chance of flu spreading to others.</li> <li>• Don't put off it off. Ask your pharmacist or GP about the free flu vaccine for your child now</li> </ul>
<p><b>Week 3</b> <b>23 October</b></p>	<ul style="list-style-type: none"> <li>• Older People</li> <li>• People with Long term conditions (LTC's)</li> </ul>	<p><b>Older people</b></p> <ul style="list-style-type: none"> <li>• If you're 65 and over, it's vital that you have your seasonal flu jab, as this will help protect you at the time of the year when you are most vulnerable. Speak to your local pharmacy or GP now.</li> <li>• Catching flu is a miserable experience for everyone, but for many older people it can be incredibly debilitating and can increase their risk of developing a more serious illness, especially if they have an existing condition.</li> </ul>

**LTC's**

- If you have a long-term health condition like: Chronic Obstructive Pulmonary Disease (COPD); bronchitis, emphysema; diabetes; heart kidney or liver disease or have suffered a stroke, flu on top of health conditions like these can easily develop into something very serious and could land you in hospital.
- Don't put off getting your free flu vaccination. It's free because you need it. Contact your pharmacist or GP to get the flu jab now.

Week Commencing	Target audience	Messages
<p><b>Week 4</b> <b>30 October</b></p>	<ul style="list-style-type: none"> <li>• Carers</li> <li>• People with disabilities</li> </ul>	<p><b>Carers</b></p> <ul style="list-style-type: none"> <li>• If you are the main carer of an older or disabled person you may be eligible for the free flu jab, speak to your pharmacist or GP.</li> <li>• Flu can knock even the healthiest people off their feet for a couple of weeks, making it impossible for a carer to look after the person in their care.</li> <li>• Every winter, the vast majority of unpaid carers miss out on a free flu jab, despite the fact that they're entitled to request one if they're the main carer for someone who's ill or disabled and whose health would be at risk if they fell ill. Visit your local pharmacist or GP and get your flu jab now.</li> <li>• If a carer is struck down by the flu and becomes too ill to care, there may be no-one else who can step in and look after the person they care for. At the same time, if a carer is looking after someone with a weakened immune system and gets the flu, they could pass the virus on to the person they care for, even if the person they look after has had a flu jab.</li> <li>• To make sure more carers are aware of their entitlement to a free flu vaccination, Carers Trust has produced some simple resources designed to encourage carers to approach their pharmacist or GP and request one. You can download the posters <b>here</b>.</li> <li>• We want to remind carers to book an appointment for themselves as well to get protected. Speak to your local pharmacist or GP today.</li> </ul>

		<ul style="list-style-type: none"> <li>• Please take the time to look after yourself as well as your loved ones and get flu safe with a free immunisation at your local GP surgery.</li> </ul> <p><b>People with disabilities</b></p> <ul style="list-style-type: none"> <li>• People with learning disabilities and their carers can get a free flu jab from their doctor or pharmacist, because they may have more problems if they catch flu.</li> </ul>
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<b>Phase 2 - Winter messaging - 6th November to 17th December 2017</b>		
<b>Week commencing</b>	<b>Target Audience</b>	<b>Messaging</b>
<p><b>Week 5</b> <b>6 November 2017</b></p>	<p><b>All eligible groups</b></p>	<p><b>General</b></p> <ul style="list-style-type: none"> <li>• Winter can be seriously bad for our health but there are a number of things you can do to keep you and your family well this winter. Visit <a href="http://nhs.uk/staywell">nhs.uk/staywell</a> for helpful tips and advice. Alternatively speak to your local pharmacist. Pharmacists are fully qualified to advise you on the best course of action if you start to feel unwell.</li> <li>• The Stay Well This Winter campaign can help you prepare for winter. Visit <a href="http://nhs.uk/staywell">nhs.uk/staywell</a> for more information.</li> </ul> <p><b>Flu reminder</b></p> <ul style="list-style-type: none"> <li>• Don't put off getting the flu vaccination. If you're eligible get it now. It's free because you need it. You can get your flu jab at your local pharmacy or GP. Speak to them today.</li> </ul> <p><b>Pharmacy/NHS 111</b></p> <ul style="list-style-type: none"> <li>• If you're not feeling well over the winter period, please take some time to consider where you should go to find help.</li> <li>• That could mean getting advice from your local pharmacy, or dialing NHS 111 for more urgent, but not life-threatening, matters. Pharmacists offer expert, confidential advice and treatment for many minor health problems.</li> </ul>

- If you start to feel unwell, at the first sign of a winter illness, even if it is just a cough or cold, get advice from your pharmacist before it gets more serious.
- For minor common ailments, such as cold, sore throats, coughs and earaches can't be treated by antibiotics. The best thing to do is to speak to your pharmacist who can advise the best medication, drink lots of fluids, rest and make sure you are having at least one hot meal a day.
- Make sure you speak to your pharmacists about medicines you should have in stock to help get you and your family through the winter season.

#### **Keep warm**

- It is important to keep warm in winter – both inside and outdoors as it can help to prevent colds, flu and more serious health problems, such as heart attacks, strokes pneumonia and depression. Heat your home to at least 18°C (65°F), if you can, you might prefer your living room to be slightly warmer.
- Make sure you're receiving all the help to heat your home that you are entitled to. Find out more here: [nhs.uk/staywell](https://www.nhs.uk/staywell)

#### **Norovirus**

- Norovirus, sometimes known as the 'winter vomiting bug', is the most common stomach bug in the UK, affecting people of all ages.
- Norovirus is highly contagious and is transmitted by contact with contaminated surfaces, an infected person, or consumption of contaminated food or water.
- The symptoms of norovirus are very distinctive – people often report a sudden onset of nausea followed by projectile vomiting and watery diarrhoea.
- Good hand hygiene is important to stop the spread of Norovirus
- People are advised to:  
Wash their hands thoroughly using soap and water and drying them after using the toilet, before preparing food and eating  
You should not rely on alcohol gels as these do not kill the virus

		<ul style="list-style-type: none"> <li>• An infection with norovirus is self-limiting and most people will make a full recovery in 1-2 days. It is important to keep hydrated – especially children and the elderly.</li> <li>• Do not visit either A&amp;E or GPs with symptoms as this may spread the virus.</li> <li>• Further information and advice is available from NHS 111, including an online symptom checker at nhs.uk. You can also speak to your local pharmacist too.</li> </ul>
<p><b>Week 6</b> <b>13 November 2017</b></p>	<ul style="list-style-type: none"> <li>• Older People 65 +</li> <li>• People with long term conditions</li> </ul>	<p><b>General</b></p> <ul style="list-style-type: none"> <li>• The Stay Well This Winter campaign can help you prepare for winter. Visit <a href="http://nhs.uk/staywell">nhs.uk/staywell</a> for more information.</li> </ul> <p><b>Flu reminder</b></p> <ul style="list-style-type: none"> <li>• It's not too late to vaccinate. Contact your pharmacist or GP to get the flu jab now.</li> <li>• Cold weather can be very harmful, especially for people aged 65 or older: it weakens the immune system, increases blood pressure, thickens the blood and lowers body temperature, increasing risks of high blood pressure, heart attacks, strokes, and chest infections. Don't put off getting the flu vaccination. If you're eligible get it now. It's free because you need it.</li> <li>• Do you suffer from breathlessness? Find out if you are eligible for a free flu jab. Speak to your pharmacist or GP today.</li> <li>• If you have a long-term health condition like: COPD; bronchitis, emphysema; diabetes; heart, kidney or liver disease or have suffered a stroke, flu on top of health conditions like these can easily develop into something very serious and could land you in hospital. Don't put off getting the flu vaccination. It's free because you need it.</li> </ul> <p><b>Keep warm</b></p> <ul style="list-style-type: none"> <li>• It is important to keep warm in winter – both inside and outdoors as it can help to prevent colds, flu and more serious health problems, such as heart attacks, strokes pneumonia and depression. Heat your home to at least 18°C (65°F), if you can, you might prefer your living room to be slightly warmer.</li> </ul>

		<ul style="list-style-type: none"> <li>• For more information on how to keep warm and well this winter visit the Keep Warm Keep Well pages at <a href="http://www.nhs.uk">www.nhs.uk</a></li> </ul> <p><b>Pharmacy/NHS 111</b></p> <ul style="list-style-type: none"> <li>• If you're not feeling well over the winter period, please take some time to consider where you should go to find help.</li> <li>• That could mean getting advice from your local pharmacy, or dialing NHS 111 for more urgent, but not life-threatening, matters. Pharmacists offer expert, confidential advice and treatment for many minor health problems.</li> <li>• If you have a long-term health condition like: COPD; bronchitis, emphysema; diabetes; heart or kidney disease or have suffered a stroke, cold weather can make health problems like these far worse. If you start to feel unwell, at the first signs of symptoms of winter respiratory illness, even if it's just a cough or cold, get advice from your pharmacist, before it gets more serious.</li> </ul> <p><b>Norovirus</b></p> <ul style="list-style-type: none"> <li>• Good hand hygiene is important to stop the spread of Norovirus</li> <li>• People are advised to:</li> <li>• Wash their hands thoroughly using soap and water and drying them after using the toilet, before preparing food and eating</li> <li>• You should not rely on alcohol gels as these do not kill the virus</li> <li>• An infection with norovirus is self-limiting and most people will make a full recovery in 1-2 days. It is important to keep hydrated – especially the elderly.</li> <li>• Further information and advice is available from NHS 111, including an online symptom checker at <a href="http://nhs.uk">nhs.uk</a>. You can also speak to your local pharmacist too.</li> </ul>
<p><b>Week 7</b>  <b>20 November (coincides with Carers Right Day on 24 November)</b></p>	<ul style="list-style-type: none"> <li>• Carers</li> <li>• Disabilities</li> </ul>	<p><b>General</b></p> <ul style="list-style-type: none"> <li>• As a carer for someone else, it can be easy to overlook your own health and wellbeing. There are a number of things you can do to keep you and your family well this winter.</li> </ul>

Visit [nhs.uk/staywell](https://www.nhs.uk/staywell) for helpful tips and advice.

#### **Flu reminder – it's not too late to vaccinate**

- Flu can knock even the healthiest people off their feet for a couple of weeks, making it impossible for a carer to look after the person in their care.
- If you are the main carer of an older or disabled person you may be eligible for the free flu jab, speak to your pharmacy or GP now.
- As winter approaches, we are reminding any carers of someone who is elderly, ill or disabled to visit their GP for a free flu jab to reduce the risk to their own health — as well as the health of the person they care for.

#### **Look out for someone**

- Older neighbours, relatives, friends and other elderly members of the community are more vulnerable in the winter months and may need a bit of extra help this winter so make sure you keep in touch, check if they are feeling under the weather, help them stock up of food supplies and make sure they have the necessary medication before the Christmas holidays start or a spell of bad weather.
- Keep an eye out for elderly relatives and neighbours and support them in the cold weather to help them Stay Well This Winter.

#### **Norovirus**

- Norovirus, sometimes known as the 'winter vomiting bug', is the most common stomach bug in the UK, affecting people of all ages.
- Norovirus is highly contagious and is transmitted by contact with contaminated surfaces, an infected person, or consumption of contaminated food or water.
- The symptoms of norovirus are very distinctive – people often report a sudden onset of nausea followed by projectile vomiting and watery diarrhoea.
- Good hand hygiene is important to stop the spread of Norovirus
- People are advised to:

		<p>Wash their hands thoroughly using soap and water and drying them after using the toilet, before preparing food and eating</p> <p>You should not rely on alcohol gels as these do not kill the virus</p> <ul style="list-style-type: none"> <li>• An infection with norovirus is self-limiting and most people will make a full recovery in 1-2 days. It is important to keep the person you care for hydrated – especially if they’re elderly or have a long term condition.</li> <li>• Do not visit either A&amp;E or GPs with symptoms as this may spread the virus.</li> <li>• Further information and advice is available from NHS 111, including an online symptom checker at <a href="https://www.nhs.uk">nhs.uk</a>. You can also speak to your local pharmacist too.</li> </ul> <p><b>Pharmacy/NHS 111</b></p> <ul style="list-style-type: none"> <li>• If you’re not feeling well over the winter period, please take some time to consider where you should go to find help.</li> <li>• That could mean getting advice from your local pharmacy, or dialling NHS 111 for more urgent, but not life-threatening, matters. Pharmacists offer expert, confidential advice and treatment for many minor health problems.</li> </ul>
<p><b>27 November</b></p>	<p><b>All eligible groups</b></p>	<p><b>General</b></p> <ul style="list-style-type: none"> <li>• Winter can be seriously bad for our health but there are a number of things you can do to keep you and your family well this winter. Visit <a href="https://www.nhs.uk/staywell">nhs.uk/staywell</a> for helpful tips and advice.</li> </ul> <p><b>Flu reminder – it’s not too late to vaccinate</b></p> <ul style="list-style-type: none"> <li>• If you have a long-term health condition like: COPD; bronchitis, emphysema; diabetes; heart, kidney or liver disease or have suffered a stroke, flu on top of health conditions like these can develop into something more serious. Don’t put off getting the flu vaccination. It’s free because you need it.</li> <li>• If you are pregnant you need the flu jab now. The flu jab is the safest way to help protect you and your baby against flu. It’s free because you need it.</li> </ul>

		<p><b>Keep warm</b></p> <ul style="list-style-type: none"> <li>• For more information on how to keep warm and well this winter visit the Keep Warm Keep Well pages at <a href="http://www.nhs.uk">www.nhs.uk</a></li> </ul> <p><b>Pharmacy/NHS 111</b></p> <ul style="list-style-type: none"> <li>• If you're not feeling well over the winter period, please take some time to consider where you should go to find help.</li> <li>• That could mean getting advice from your local pharmacy, or dialling NHS 111 for more urgent, but not life-threatening, matters. Pharmacists offer expert, confidential advice and treatment for many minor health problems.</li> </ul>
<p><b>4 December</b></p>	<p><b>All eligible groups</b></p>	<p><b>General</b></p> <ul style="list-style-type: none"> <li>• Winter can be seriously bad for our health but there are a number of things you can do to keep you and your family well this winter. Visit <a href="http://nhs.uk/staywell">nhs.uk/staywell</a> for helpful tips and advice.</li> </ul> <p><b>Look out for someone</b></p> <ul style="list-style-type: none"> <li>• Keeping an eye out for elderly relatives and neighbours and supporting them in the cold weather can help them Stay Well This Winter.</li> </ul> <p><b>Keep warm</b></p> <ul style="list-style-type: none"> <li>• It is important to keep warm in winter – both inside and outdoors as it can help to prevent colds, flu and more serious health problems, such as heart attacks, strokes pneumonia and depression. Heat your home to at least 18°C (65°F), if you can, you might prefer your living room to be slightly warmer.</li> <li>• For more information on how to keep warm and well this winter visit the Keep Warm Keep Well pages at <a href="http://www.nhs.uk">www.nhs.uk</a></li> </ul> <p><b>Pharmacy/NHS 111</b></p> <ul style="list-style-type: none"> <li>• If you're not feeling well over the winter period, please take some time to consider where you should go to find help.</li> <li>• That could mean getting advice from your local pharmacy, or dialling NHS 111 for more</li> </ul>

		<p>urgent, but not life-threatening, matters. Pharmacists offer expert, confidential advice and treatment for many minor health problems.</p>
<p><b>11 December</b></p>	<p><b>All eligible groups</b></p>	<p><b>General</b></p> <ul style="list-style-type: none"> <li>• Winter can be seriously bad for our health but there are a number of things you can do to keep you and your family well this winter. Visit <a href="https://www.nhs.uk/staywell">nhs.uk/staywell</a> for helpful tips and advice.</li> </ul> <p><b>Look out for someone</b></p> <ul style="list-style-type: none"> <li>• Older neighbours, relatives, friends and other elderly members of the community are more vulnerable in the winter months and may need a bit of extra help this winter so make sure you keep in touch, check if they are feeling under the weather, help them stock up of food supplies and make sure they have the necessary medication before the Christmas holidays start or a spell of bad weather.</li> </ul> <p><b>Pharmacy/NHS 111</b></p> <ul style="list-style-type: none"> <li>• If you're not feeling well over the winter period, please take some time to consider where you should go to find help.</li> <li>• That could mean getting advice from your local pharmacy, or dialling NHS 111 for more urgent, but not life-threatening, matters. Pharmacists offer expert, confidential advice and treatment for many minor health problems.</li> <li>• If you start to feel unwell, even if it is just a cough or cold, don't wait until it gets more serious, get help from your pharmacist. The sooner you get advice the better – pharmacists are here to help you stay well this winter.</li> <li>• If you've been prescribed medication, don't forget to pick up your prescription before the Christmas holidays start. Many pharmacies and GPs will close over the holidays.</li> <li>• If you have a long-term health condition like: COPD; bronchitis, emphysema; diabetes or heart or kidney disease, you'll know that running out of prescription medication can be a serious problem. Make sure you pick up prescription medications before the</li> </ul>

		<p>Christmas holidays start. Many pharmacies and GPs will close over the holidays.</p> <ul style="list-style-type: none"> <li>• If you do need help over the holiday period when your GP surgery or pharmacy is closed, call NHS 111 or visit <a href="http://www.nhs.uk">www.nhs.uk</a> who can direct you to a local service that is open.</li> <li>• <b>Need to signpost to pharmacy opening times in Shropshire</b></li> </ul>
<p><b>18 December</b></p>	<p><b>All eligible groups</b></p>	<p><b>General</b></p> <ul style="list-style-type: none"> <li>• Winter can be seriously bad for our health but there are a number of things you can do to keep you and your family well this winter. Visit <a href="http://nhs.uk/staywell">nhs.uk/staywell</a> for helpful tips and advice.</li> </ul> <p><b>Pharmacy/NHS 111</b></p> <ul style="list-style-type: none"> <li>• If you're not feeling well over the festive period, please take some time to consider where you should go to find help.</li> <li>• That could mean getting advice from your local pharmacy, or dialling NHS 111 for more urgent, but not life-threatening, matters. Pharmacists offer expert, confidential advice and treatment for many minor health problems.</li> <li>• If you've been prescribed medication, don't forget to pick up your prescription before the Christmas holidays start. Many GPs and pharmacies will close over the holidays.</li> <li>• <b>Signpost to opening hours of pharmacies over Christmas period</b></li> </ul> <p><b>Look out for someone</b></p> <ul style="list-style-type: none"> <li>• Keeping an eye out for elderly relatives and neighbours and supporting them in the cold weather can help them Stay Well This Winter.</li> <li>• Older neighbours, relatives, friends and other elderly members of the community are more vulnerable in the winter months and may need a bit of extra help this winter so make sure you keep in touch, check if they are feeling under the weather, help them stock up of food supplies and make sure they have the necessary medication before the</li> </ul>

		<p>Christmas holidays start or a spell of bad weather.</p> <p><b>Keep warm</b></p> <ul style="list-style-type: none"> <li>It is important to keep warm in winter – both inside and outdoors as it can help to prevent colds, flu and more serious health problems, such as heart attacks, strokes pneumonia and depression. Heat your home to at least 18°C (65°F), if you can, you might prefer your living room to be slightly warmer.</li> </ul>
<b>25 December</b>	<b>All eligible groups</b>	<ul style="list-style-type: none"> <li><b>Signpost to opening hours of pharmacies over Christmas period (see messages above)</b></li> <li><b>Link to healthy Christmas on NHS choices</b></li> </ul>
<b>Winter messaging continued – Jan to March 2018</b>		
<b>Jan</b>	<b>All</b>	<ul style="list-style-type: none"> <li>Winter messages continue</li> </ul>
<b>Feb</b>	<b>All</b>	<ul style="list-style-type: none"> <li>Winter messages continue</li> </ul>
<b>Mar</b>	<b>All</b>	<ul style="list-style-type: none"> <li>Winter messages continue</li> </ul>

## Facts and Stats

- Last winter 1,531 people were hospitalised because of flu in a network of 22 trusts in England
- 1,064 people were admitted to Intensive Care Unit/ a High Dependency Unit as a result of flu in 2016/17 across the UK during the flu season, of whom 133 died.
- There was a 19% decrease in flu related deaths between 2015/16 and 2016/17
- There are approximately 6.3 million people under the age of 65 with a long-term health condition
- Approximately 8,000 deaths occur annually due to flu related complications. Of these deaths, it is estimated that around 2,500 are people with a heart disease and 3,500 people with a respiratory disease.
- Chronic liver disease can affect the immune system and therefore people with this condition may be less able to fight off flu. Those with chronic liver disease are approximately 48 times more likely to die if they develop flu than individuals who have no other underlying health condition.
- Chronic respiratory diseases make people more susceptible to the flu virus damaging their lungs. They are seven times more likely to die from flu than individuals without an underlying health condition.
- People with chronic heart disease are approximately 11 times more likely to die if they catch flu than individuals who have no other underlying health condition. There were just approximately 7,500 more flu vaccinations amongst people with chronic heart disease in 2016/17 compared to 2015/16.
- Chronic renal disease can affect the immune system and therefore people with this condition may be less able to fight off flu. Those with chronic renal disease are approximately 19 times more likely to die if they catch flu than individuals who have no other underlying health condition.

## About flu

- Flu is an acute viral infection of the respiratory tract (nose, mouth, throat, bronchial tubes and lungs). It is a highly infectious illness which spreads rapidly in closed communities and even people with mild or no symptoms can infect others.
- Flu is characterised by a fever, chills, headache, aching muscles and joint pain and fatigue. For most healthy people, flu symptoms can make you feel so exhausted and unwell that you have to stay in bed and rest until you get better.
- Flu is caught through droplets of saliva that spread when an infected person coughs or sneezes. These droplets can then be breathed in by other people or they can be picked up by touching surfaces where the droplets have landed.

## Cold weather

- More than one-third of all excess winter deaths are caused by respiratory diseases.
- Circulatory system diseases such as heart attacks and strokes account for nearly a quarter of excess winter deaths.
- Every winter there are an average 27,000 excess deaths from a range of causes. Older people who may be frail, or who have existing health conditions, are particularly at risk.
- Winter can be particularly serious for people aged 65 or older, and people with long-term conditions.
- As temperatures drop, it is important people stay well this winter. Very cold weather can affect your heart by increasing your heart rate and blood pressure. Your heart also has to work much harder to keep your body warm
- Research has shown changes in blood pressure, clotting and cholesterol in cold temperatures increase the risk of heart disease, stroke and other cardio and cerebrovascular disease<sup>20</sup>
- Cold weather can result in changes to the blood which can result in blood clots which can cause heart attacks or stroke. Those who are 65 or over, or who have a chronic health condition, are particularly at risk.
- Cold air is a major trigger of asthma symptoms such as wheezing and shortness of breath. People with asthma should be especially careful in winter and are advised to take their medication regularly as prescribed, they should also pick up prescription medications before the Christmas holidays start as many GPs and pharmacies will close over the holidays, and should keep warm and dry.
- Being prepared for the cold weather can help make you less vulnerable to illnesses that are more common in winter.
- Older neighbours, relatives, friends and other elderly members of the community are more vulnerable in the winter months and may need a bit of extra help this winter so make sure you keep in touch, check if they are feeling under the weather, help them stock up of food supplies and make sure they have the necessary medication before the Christmas holidays start or a spell of bad weather.

## Pharmacy

- Most pharmacies now have a private consultation area where patients can discuss issues with pharmacy staff without being overheard by other members of the public.
- Pharmacists are fully qualified to advise you on the best course of action if you start to feel unwell.
- A pharmacist has to be registered with the General Pharmaceutical Council (GPhC) and have worked for at least a year under the supervision of an experienced and qualified pharmacist, either in a hospital or community pharmacy such as a supermarket or high street pharmacy.
- For minor common ailments, such as cold, sore throats, coughs and earaches can't be treated by antibiotics. The best thing to do is to speak to your pharmacist who can advise the best medication, drink lots of fluids, rest and make sure you are having at least one hot meal a day.

## Loneliness and social isolation

- 3.5 million people aged 65+ live alone. This is nearly a third (32%) of all people aged 65 in the UK.
- Over 2 million, or nearly half (49%), of all people aged 75 and over live alone.
- 6% of older people (nearly 600,000) leave their house once a week or less.
- Nearly 200,000 older people in the UK do not receive the help they need to get out of their house or flat
- Only 46% of those 65 and over said they spent time together with their family on most or every day.
- A 2015 study has indicated that loneliness can increase your risk of premature death by up to a quarter.
- Almost 1 million older people say they are persistently lonely.
- Over 65s also spent less time with friends: only 35% spent time with friends most or every day in the last 2 weeks, and 12% never did.

## Article template – can be used in newsletters, websites etc

### Don't put off the flu vaccination – it's free because you need it

[Insert your organisation] are reminding those eligible for a free flu vaccine to take up their flu jab over the next few weeks.

The call out is part of the *Stay Well This Winter* campaign, a joint initiative from NHS England and Public Health England, to help the public ward off common winter illnesses. Those eligible for a free flu vaccine include:

- Older people aged 65 and over
- Carers
- Parents of children of 2-3 year olds and in reception class and school years 1 to 4 (ie born between 1 September 2008 and 31 August 2013)
- People with long term conditions
- Pregnant women

Dr Irfan Ghani, Public Health Consultant at Shropshire Council said;

“Flu is a highly infectious disease and can lead to serious complications, particularly for those who are older or those who have a long-term health condition like COPD; bronchitis, emphysema; diabetes; heart, kidney or liver disease or have suffered a stroke. Flu on top of health conditions like these can easily develop into something very serious and could land you in hospital.

“Please help yourself stay well and take up your free flu vaccine through your GP or pharmacist. It's free because you need it.”

Pregnant women, children aged 2 and 3 as well as school children from reception class through to year 4 are also eligible for the free flu vaccine. For eligible children, the flu vaccine is not an injection, just a quick nasal spray.

#### Insert name of your spokesperson

“Flu can be horrible for little children, and if they get it, they can spread it around the whole family. Children who get the flu have the same symptoms as adults – including fever, chills, aching muscles, headache, stuffy nose, dry cough and sore throat. Some children develop a very high fever or complications of flu, such as bronchitis or pneumonia and may need hospital treatment. The flu vaccine can help protect your child from flu and also reduce the chance of flu spreading to others.”

If you have a child aged 2 or 3, get them vaccinated against flu with the free nasal spray flu vaccine from your GP. School children from reception class through to year 4 will get their vaccinations through their school.

Pregnancy naturally weakens the body's immune system and as flu can cause serious complications for you and your baby, pregnant women who get the flu may be less able to fight off infections, increasing the risk of becoming ill. The flu jab is the safest way to protect you and your baby against flu and you can have it at any stage of pregnancy, however fit and healthy you might feel. If you are eligible for the flu vaccine get it now – it's free because you need it. Contact your GP, pharmacist or midwife to get the flu jab.

For more information on how to stay well this winter, visit <https://www.nhs.uk/staywell/>.

## Social media

Social media is an important part of the communications strategy for this year's Stay Well This Winter campaign. Suggested Facebook and Twitter messages can be found below.

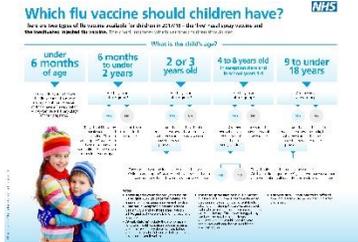
Campaign hashtag: **#StayWellThisWinter**

Date	Audience	Facebook message	Twitter	Image	Link
<b>Week 1 &amp; 2 9th - 22nd Oct</b>	General	Don't put off getting the flu vaccination. If you're eligible get it now. It's free because you need it.	Don't put off getting the flu vaccination. If you're eligible get it now. It's free because you need it.		<a href="http://bit.ly/2ygpGkZ">http://bit.ly/2ygpGkZ</a>  <a href="https://www.youtube.com/watch?v=MsNZ7CDaEQc">https://www.youtube.com/watch?v=MsNZ7CDaEQc</a>
	Long term health condition	Do you have a long term health condition? The flu jab can help protect you from flu complications. Contact your GP or pharmacist today	Have a long term health condition? Ask your GP if you're eligible for a free flu jab. It's free because you need it		<a href="https://po.st/Staywellpltc">po.st/Staywellpltc</a>
	Long term health condition	The flu jab is free to people with some long term conditions, and provides important protection. Speak to your GP or pharmacist today	Flu can become very serious for people with long term health conditions. Ask your GP about the flu jab today		<a href="https://www.youtube.com/watch?v=-GmD2aegMq0">https://www.youtube.com/watch?v=-GmD2aegMq0</a>

	Pregnant women	If you're pregnant, the flu jab is the safest way to protect you and your baby against serious complications caused by flu	The flu jab is the safest way to protect you and your baby from flu. Contact your GP or a pharmacist now		<a href="https://po.st/StaywellPpr">po.st/StaywellPpr</a>
	Pregnant women	If you're pregnant, you need the flu jab now. Speak to your GP, pharmacist or midwife today	If you're pregnant, you need the flu jab now. Speak to your GP, pharmacist or midwife today		<a href="https://www.youtube.com/watch?v=4WSAdnD7NVg">https://www.youtube.com/watch?v=4WSAdnD7NVg</a>
	Over 65	People aged 65 or over are eligible for the free flu jab from their GP or pharmacist now	People aged 65 or over are eligible for the free flu jab from their GP or pharmacist now #StayWellThisWinter		<a href="https://po.st/Staywellp65">po.st/Staywellp65</a>
	Parents	The flu can be horrible for little children, and they can easily spread it round the whole family	The flu can be horrible for little children, and they can easily spread it round the whole family #StayWellThisWinter		<a href="https://www.youtube.com/watch?v=92EQsvplX7Y">https://www.youtube.com/watch?v=92EQsvplX7Y</a>
	Parents	The flu nasal spray for children is easy, quick and painless	Children aged 2 or 3 can get the free flu nasal spray from their GP #StayWellThisWinter		<a href="https://po.st/StaywellPpar">po.st/StaywellPpar</a>

<p><b>Week 1 &amp; 2 till 22nd Oct Pregnant Women and Parents of children</b></p>	<p>Pregnant women</p>	<p>The flu jab can help protect mother and baby from flu. Don't put it off, contact your GP, pharmacist or midwife today.</p>	<p>Pregnant women need a free flu jab no matter how healthy you feel. Don't put it off - get the jab today</p>		<p><a href="https://po.st/StaywellPpr">po.st/StaywellPpr</a></p>
	<p>Pregnant women</p>	<p>The flu jab is the safest way to protect mother and baby against serious complications. Speak to your GP, pharmacist or midwife about getting the jab</p>	<p>The flu jab is the safest way to protect you and your baby from flu. Speak to your GP, pharmacist or midwife today</p>		<p><a href="https://www.youtube.com/watch?v=4WSAdnD7NVg">https://www.youtube.com/watch?v=4WSAdnD7NVg</a></p>
	<p>Pregnant women</p>	<p>Pregnant? The flu jab is the safest way to protect mother and baby against serious complications. Speak to your GP, pharmacist or midwife about getting the jab</p>	<p>Pregnant? Flu can cause serious complications for you and your baby. Protect yourself now, with the free flu jab</p>		<p><a href="https://po.st/StaywellPpr">po.st/StaywellPpr</a></p>
	<p>Pregnant women</p>	<p>Pregnant women should protect themselves from complications caused by flu. Talk to your GP, pharmacist or midwife today to get your free jab</p>	<p>If you're pregnant, you need the flu jab now. Speak to your GP, pharmacist or midwife today #StayWellThisWinter</p>		<p><a href="https://www.youtube.com/watch?v=4WSAdnD7NVg">https://www.youtube.com/watch?v=4WSAdnD7NVg</a></p>

	Parents	Children aged 2 or 3 can get the free flu nasal spray from their GP	Children aged 2 or 3 can get the free flu nasal spray from their GP #StayWellThisWinter		<a href="https://po.st/StayWellPpar">po.st/StayWellPpar</a>
	Parents	The flu nasal spray for children is easy, quick and painless	The flu nasal spray for children is easy, quick and painless #staywellthiswinter		<a href="https://www.youtube.com/watch?v=92EQsvplX7Y">https://www.youtube.com/watch?v=92EQsvplX7Y</a>
	Parents	Don't put off getting the free flu vaccine. Ask your GP about the nasal spray for children #StayWellThisWinter	Don't put off getting the free flu vaccine. Ask your GP about the nasal spray for children #StayWellThisWinter		<a href="https://po.st/StayWellPpar">po.st/StayWellPpar</a>
	Parents	The flu vaccine can help protect your child from flu and also reduce the chance of flu spreading to others.	The flu nasal vaccine can help protect your child and reduce spreading flu to others		<a href="https://po.st/StayWellPpar">po.st/StayWellPpar</a>

	Parents	There are two types of flu vaccine are available for children in 2017 to 2018: the 'live' nasal spray vaccine and the inactivated injected flu vaccine. This chart indicates which vaccine children should get and who is eligible	Find out which type of flu vaccine your child is entitle to #staywellthiswinter	 <p>Which flu vaccine should children have? NHS</p> <p>There are two types of flu vaccine available for children in 2017 to 2018: the 'live' nasal spray vaccine and the inactivated injected flu vaccine. This chart indicates which vaccine children should get and who is eligible.</p> <p>What is the child's age?</p> <table border="1"> <thead> <tr> <th>under 6 months of age</th> <th>6 months to under 2 years</th> <th>2 or 3 years old</th> <th>4 to 8 years old (independent of the parent's age)</th> <th>9 to under 18 years</th> </tr> </thead> <tbody> <tr> <td>Not eligible for either vaccine</td> <td>Eligible for the live nasal spray vaccine</td> </tr> </tbody> </table>	under 6 months of age	6 months to under 2 years	2 or 3 years old	4 to 8 years old (independent of the parent's age)	9 to under 18 years	Not eligible for either vaccine	Eligible for the live nasal spray vaccine	<a href="https://po.st/StaywellPpar">po.st/StaywellPpar</a>			
under 6 months of age	6 months to under 2 years	2 or 3 years old	4 to 8 years old (independent of the parent's age)	9 to under 18 years											
Not eligible for either vaccine	Eligible for the live nasal spray vaccine	Eligible for the live nasal spray vaccine	Eligible for the live nasal spray vaccine	Eligible for the live nasal spray vaccine											
	Parents	The flu can be horrible for little children, and they can easily spread it round the whole family	The flu can be horrible for little children, and they can easily spread it round the whole family	 <p>Ask a GP about the live flu nasal spray for children aged 2 and over</p>	<a href="https://po.st/StaywellPpar">po.st/StaywellPpar</a>										
<b>Week 3 23rd - 29th Oct - Older people and People with longterm conditions</b>	Long term health condition	You may be eligible for a free flu jab if you have a long term condition. Find out more from your GP or pharmacist	You may be eligible for a free flu jab if you have a long term condition. Find out more from your GP or pharmacist	 <p>Don't put it off - get the flu jab now</p> <p>STAY WELL THIS WINTER</p>	<a href="https://po.st/Staywellpltc">po.st/Staywellpltc</a>										
	Long term health condition	If you have a long term health condition, ask your GP or pharmacist if you're eligible for the free flu jab. It's free because you need it	Have a long term health condition? The flu jab can help protect you from flu. Contact your GP or a pharmacist	 <p>Don't put it off - get the flu jab now</p> <p>STAY WELL THIS WINTER</p>	<a href="https://www.youtube.com/watch?v=L_qG3ngOOO0">https://www.youtube.com/watch?v=L_qG3ngOOO0</a>										

	Long term health condition	The flu jab is free to people with some long term conditions, and provides important protection. Speak to your GP or pharmacist today	The flu jab is free to people with some long term conditions. Ask your GP or pharmacist about the flu jab today.		<a href="https://www.youtube.com/watch?v=L_gG3ngOOG0">https://www.youtube.com/watch?v=L_gG3ngOOG0</a>
	Long term health condition	Flu can become very serious if you have a long term health condition. Speak to your GP or pharmacist about the flu jab today	Flu can become very serious if you have a long term health condition. Speak to your GP or pharmacist about the flu jab today		<a href="https://po.st/Staywellpltc">po.st/Staywellpltc</a>
	Over 65	Help protect yourself from serious flu complications by getting the free flu jab now	Help protect yourself from serious flu complications by getting the free flu jab now #StayWellThisWinter		<a href="https://po.st/Staywellp65">po.st/Staywellp65</a>
	Over 65	If you're 65 or over, you should speak to your GP or pharmacist about the free flu jab now	If you're 65 or over, you should speak to your GP or pharmacist about the free flu jab now #StayWellThisWinter		<a href="https://www.youtube.com/watch?v=sB4uzQh0HBI">https://www.youtube.com/watch?v=sB4uzQh0HBI</a>

<p><b>Week 4 - October 30 to November 6 - Carers and People with Disabilities</b></p>	<p>Carers</p>	<p>If you are the main carer of an older or disabled person you may be eligible for the free flu jab, speak to your GP</p>	<p>If you are the main carer of an older or disabled person you may be eligible for the free flu jab, speak to your GP</p>		<p><a href="http://bit.ly/2xDJM9i">http://bit.ly/2xDJM9i</a></p>
	<p>Carers</p>	<p>Please take the time to look after yourself as well as your loved ones and get flu safe with a free immunisation at your local GP surgery.</p>	<p>Please take the time to look after yourself as well as your loved ones and get flu safe with a free immunisation at your local GP surgery.</p>		<p><a href="http://bit.ly/2xDJM9i">http://bit.ly/2xDJM9i</a></p>
	<p>Carers</p>	<p>The flu can be far more serious for the person you care for than you think. It can lead to serious complications such as bronchitis and pneumonia, and could even land them in hospital.</p>	<p>The flu can be far more serious for the person you care for than you think. It can lead to serious complications such as bronchitis and pneumonia, and could even land them in hospital.</p>		<p><a href="http://bit.ly/2xDJM9i">http://bit.ly/2xDJM9i</a></p>
	<p>Disabilities</p>	<p>As someone with a learning disability, you may be more at risk of complications of flu. Find out more here</p>	<p>Someone with a learning disability, may be more at risk of complications of flu. Find out more here</p>		<p><a href="https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/637939/PHE_Flu_easy_read_adult_flu_leaflet.pdf">https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/637939/PHE_Flu_easy_read_adult_flu_leaflet.pdf</a></p>

	Disabilities	People with learning disabilities and their carers can get a free flu jab from their doctor or pharmacist, because they may have more problems if they catch flu	People with learning disabilities and their carers can get a free flu jab from their doctor or pharmacist, because they may have more problems if they catch flu		<a href="http://bit.ly/2ygpGkZ">http://bit.ly/2ygpGkZ</a>
	Disabilities	Don't put off getting the flu vaccination. If you're eligible get it now. It's free because you need it.	Don't put off getting the flu vaccination. If you're eligible get it now. It's free because you need it.		<a href="https://www.youtube.com/watch?v=MsNZ7CDaEQc">https://www.youtube.com/watch?v=MsNZ7CDaEQc</a>

Also please feel free to retweet, share and like any Stay Well This Winter social media posts across these channels.

- **Facebook:** <https://www.facebook.com/NHSChoices> and <https://www.facebook.com/PublicHealthEngland>
- **Twitter:** [@NHSChoices](https://twitter.com/NHSChoices) and [@PHE\\_UK](https://twitter.com/PHE_UK)
- **YouTube:** NHS Choices <https://www.youtube.com/user/NHSChoices> and Public Health England <http://www.nhs.uk/staywell/>

### Follow us!

You can also retweet and share Stay Well this Winter messages or our local Twitter and Facebook posts at:

@ShropCouncil  
 @ShropTogether  
 @ShropChoices  
 @staywellthiswinter

# Promotional material

## Posters

5 Reasons to vaccinate your child against flu

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/613470/PHE\\_5\\_reasons\\_Flu\\_poster.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/613470/PHE_5_reasons_Flu_poster.pdf)

## Leaflets

Flu vaccination – who should have it and why 2017/18

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/618591/Flu\\_vaccination\\_A5\\_booklet.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/618591/Flu_vaccination_A5_booklet.pdf)

Easy read for adults with learning disabilities

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/637939/PHE\\_Flu\\_easy\\_read\\_adult\\_flu\\_leaflet.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/637939/PHE_Flu_easy_read_adult_flu_leaflet.pdf)

Protect your child against flu

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/613471/Protecting\\_your\\_child\\_against\\_flu\\_leaflet.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/613471/Protecting_your_child_against_flu_leaflet.pdf)

Child vaccine graphic

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/619722/Children\\_flu\\_vaccine\\_graphic.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/619722/Children_flu_vaccine_graphic.pdf)

Easy read nasal flu spray for children with learning disabilities

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/651667/Easy\\_read\\_childhood\\_nasal\\_flu\\_leaflet.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/651667/Easy_read_childhood_nasal_flu_leaflet.pdf)

Promotional material is available to download on the Healthy Shropshire website visit

<http://www.healthyshropshire.co.uk/>

There is also a host of material to download or order at Public Health England's Campaign Resource Centre. Visit <https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober>

## Videos

Flu

Pregnant women

<https://www.youtube.com/watch?v=4WSAdnD7NVg>

Children 2-3

<https://www.youtube.com/watch?v=92EQsvpIX7Y>

Disabilities – sign language

<https://www.youtube.com/watch?v=MsNZ7CDaEQc>

Winter well messages

65+ and Long term conditions

<https://www.youtube.com/watch?v=-GmD2aegMq0>

65 +

<https://www.youtube.com/watch?v=sB4uzQhoHBI>

Long term conditions

[https://www.youtube.com/watch?v=L\\_gG3ngOOG0](https://www.youtube.com/watch?v=L_gG3ngOOG0)