Modern apprentices from across Ayrshire have been helping to spread the ‘When you’re ill, know who to turn to’ message. The team of apprentices got stuck in and packaged more than 50,000 leaflets to be distributed to every school child in Ayrshire and Arran. And they did it in record time too.

Eddie Fraser, Director of East Ayrshire Health and Social Care Partnership and lead for primary care and out-of-hours service for the whole of Ayrshire, explained: “NHS Ayrshire & Arran and the three Health and Social Care Partnerships have been working together to share the important message about the appropriate use of NHS services.

“The modern apprentices from the three partnerships got together to distribute the leaflets to schools across Ayrshire – no mean feat when you realise there are more than 50,000 children.”

John Burns, Chief Executive – NHS Ayrshire & Arran, popped along to meet the team and lend his support. He added: “It was great to see the young apprentices working together to help share the important message. They have done a fantastic job preparing leaflets for the school bag drop. This will allow the message on how best to use health services to be communicated to families across Ayrshire.”

The ‘When you’re ill, know who to turn to’ campaign outlines the eight options available when you need medical assistance, alongside a list of symptoms that could be appropriately dealt with by each option. These include:

- **Self care**: for minor illness or injury you can deal with yourself, such as hangover, grazed knee, sore throat, coughs and colds
- **Pharmacist**: for expert advice or information on medicines and healthcare, including the Minor Ailment Service. Examples of minor ailments include coughs and colds, indigestion, constipation, aches and pains
- **Dentist**: for regular check-ups, routine treatment and emergency care
- **Optometrist (optician)**: for any eye problems including blurred vision, difficulty seeing well or discomfort - red eyes, irritated eyes
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- **Family doctor**: when your illness or injury just won't go away make an appointment to see your GP who can provide advice and information about conditions such as vomiting, ear pain, sore belly, backache

- **NHS out-of-hours service**: Turn to your NHS out of hours service when you are too ill to wait until your GP or dental surgery is open. Call NHS 24 on 111

- **Minor injuries service**: if you require urgent care for a minor injury such as cuts, minor burns, sprains

- **Accident and emergency**: Turn to 999 or your hospital's A&E department only for serious illness or accidents such as suspected stroke, heart attack, head injuries, fracture or wounds requiring stitches

To find out more about campaign, visit [www.nhsaaa.net](http://www.nhsaaa.net) and click on the ‘When you’re ill, know who to turn to’ icon.

**Date of release:** Monday 14 December 2015

**Photographs:**

Standing (Left to right): Jo Cox, Intern - East Ayrshire Council, Ryan Patton Modern Apprentice - North Ayrshire Council, and John Burns, Chief Executive – NHS Ayrshire & Arran
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Sitting: Lauren Kirk, Modern Apprentice - South Ayrshire Council, and Rachel Blyth, Modern Apprentice - North Ayrshire Council

The team packed more than 50,000 leaflets to reach every school child in Ayrshire.

For further media enquiries about this topic, please contact:

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