NHS Ayrshire & Arran and the three Health and Social Care Partnerships in East, North and South Ayrshire have teamed up with the manager and coaches from Kilmarnock Football Club to help spread the message about the appropriate use of NHS services. The ‘When you’re ill, know who to turn to’ campaign aims to help people make informed decisions about their health care and the services they may require.

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, explains: “By teaming up with Kilmarnock Football Club, we hope to reach a large section of our key target audience.

“Research shows that a significant number of young males who live in Ayrshire and Arran are not making the most of the NHS and the full range of services on offer. For example, we are finding that many 17 to 35 year old males are making Accident and Emergency departments their service of choice, when in fact it would have been more appropriate for them to go to their GP, dentist or pharmacist.

“There are a number of reasons why someone might not choose the optimum service. We hope that with a targeted and local approach we will be able to help more people get the advice, expertise and treatment appropriate to them in the right place, at the right time”.

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
Media information

For immediate use

- **Optometrist (optician):** for any eye problems including blurred vision, difficulty seeing well or discomfort - red eyes, irritated eyes
- **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:** Thursday 10 December 2015

(Left to right) Manager Gary Locke, along with coaches Lee McCulloch and Peter Leven help spread the ‘When you’re ill, know who to turn to’ message
(Left to right) Manager Gary Locke, along with coaches Lee McCulloch and Peter Leven are joined by Irene Campbell, Programme Improvement Manager for East Ayrshire Health and Social Care Partnership

For further media enquiries about this topic, please contact:

Miriam Porte
Communications Manager
NHS Ayrshire & Arran
University Hospital Crosshouse
Kilmarnock KA2 0BE

Telephone: 01563 826108
Out of hours: 07769 648975

Email: miriam.porte@aaaht.scot.nhs.uk
Website: www.nhsaaa.net

Find us on Facebook at www.facebook.com/nhsaaa
Follow us on Twitter @NHSSaaa