



National Health Service in Scotland
Management Executive

St. Andrew's House
Edinburgh EH1 3DG
27 October 1995

Dear Colleague

10758

INFLUENZA LEAFLET

Summary

1. This MEL advises General Managers of changes in the annual flu campaign and of the distribution arrangements of the campaign leaflets.

Action

2. We shall shortly be issuing a supply of the leaflet to General Managers for them to send one copy to each GP surgery and one copy to each pharmacy. Further copies can be obtained from Mrs R Vardy, Public Health Policy Unit (PHPU), Department of Health, The Scottish Office, Room 18, St Andrew's House, Edinburgh EH1 3DG.

Background

3. The aim of the annual flu campaign has been to ensure that essential information on flu is available to the public. In recent years, the UK Health Departments have produced a poster telling the public how to "protect against flu". The poster included advice on who should be immunised against influenza.

4. This year, influenza publicity will take the form of a leaflet which will be available to patients and the general public. This year's campaign will be the first to include advice about what people should do if they have flu. This should help reduce the number of people who unnecessarily go to their GPs as soon as they think they have flu.

Yours sincerely

DAVID R STEEL
Head of Health Gain Division

FRP06010

Addressees

For action:
General Managers,
Health Boards

For information:
Chief Executives,
NHS Trusts

General Manager,
Common Services Agency

General Manager,
Health Education Board
for Scotland

General Manager,
State Hospitals Board
for Scotland

Executive Director,
SCPMDE

This MEL was raised by PHPU1/1

Enquiries to:

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