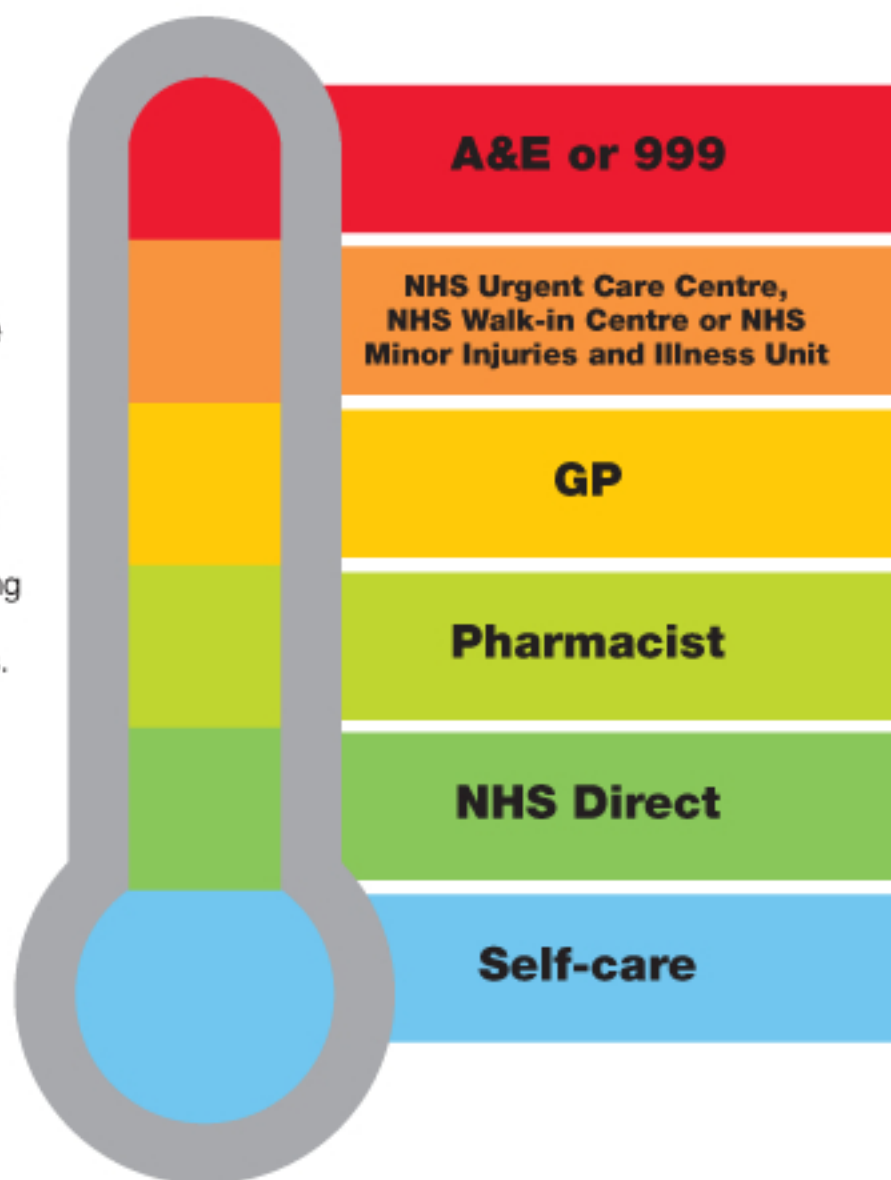


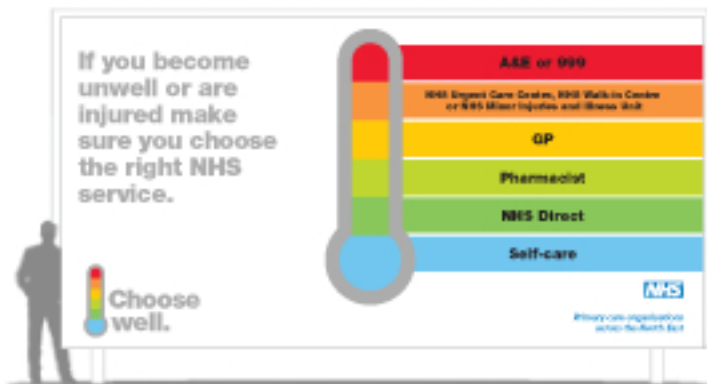
# Choose well.

## Helping people to make the right choice.

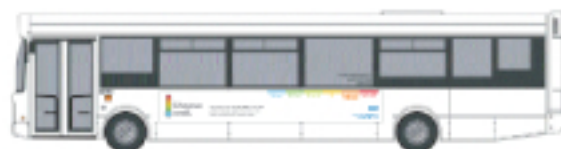
This high profile awareness campaign is designed to help people to get the best possible treatment by selecting the service that is right for them. By choosing well, people can help to reduce the burden on essential emergency services.

Please help to spread the message by displaying the posters, z-cards and stickers provided.



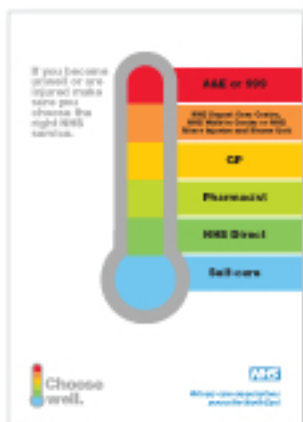


Outdoor



## HIGH PROFILE AWARENESS CAMPAIGN TO HELP PEOPLE MAKE THE RIGHT CHOICE AND REDUCE THE PRESSURE ON EMERGENCY SERVICES

The campaign creative identifies a range of common ailments and signposts people to the right service for them. Adverts will run throughout the North East of England on Tyne Tees Television, local radio stations, bus sides and outdoor poster sites from late September 2009. Posters and information leaflets will be made available to all NHS services and to partner organisations.



Z-cards



Vomiting.  
Ear pain.  
Sore tummy.  
Back ache.

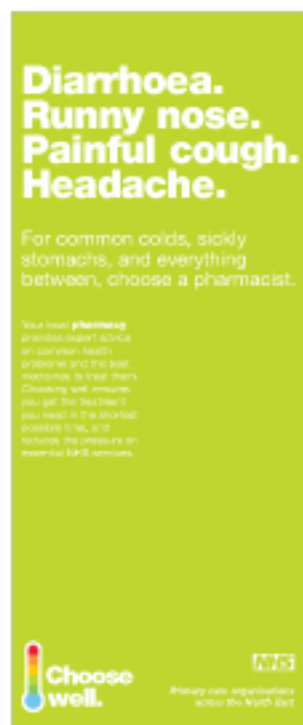
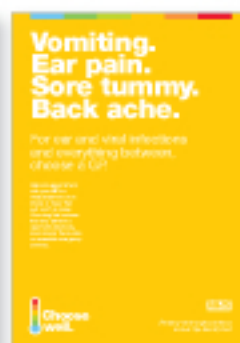
Stickers

Cuts,  
Strains,  
Itches,  
Sprains.

Diarrhoea.  
Runny nose.  
Painful cough.  
Headache.

Pop-ups

A4 posters



If you would like more campaign materials, please contact: Yvonne Hudson, Health Information Lead - Public Health NHS South of Tyne and Wear based at Clarendon, Windmill Way, Hebburn, Tyne & Wear. NE31 1AT Tel: 0191 283 1122 Email: Yvonne.hudson@sotw.nhs.uk