

# Self-Care Campaign

## Introduction

As part of our recovery plan, it has been agreed by governing body to start a self-care campaign from 26<sup>th</sup> June 17 to help reduce the prescribing of medicines used to treat common minor ailments.

The campaign is aimed encouraging anyone living or working in Calderdale to purchase medicines which are readily available over the counter and less expensive if they are purchased without a prescription. However, a clinician can still prescribe these items where they feel it is appropriate.

The success of this campaign will depend upon the commitment of the prescribers to ensure that the self-care messages are promoted. In addition the communications team will be raising public awareness of the need for wider self-care and the importance of following the self-care approach as the first line when managing a minor condition.

## Campaign aims

The NHS belongs to everybody and the CCG must ensure that its resources are used in the best possible way for all patients. By delivering the campaign we hope to achieve the following objectives:

- Encourage Patients to look after themselves and their children where possible and manage self-limiting minor ailments with support from their local pharmacy if needed.
- Encourage Patients keep a small supply of common medicines in their own medicine cabinet so they are able to manage minor ailments at home.
- Promote that painkillers are widely available from pharmacies and supermarkets. Some of these medicines, such as paracetamol, are approximately four times more expensive when it is prescribed on the NHS compared to when it is purchased in pharmacies or supermarkets.
- Inform patients who receive medication on a regular basis that any medicines they do not need or use should not be collected on prescription. Getting medication on prescription that is not used is a huge cost to the NHS and can result in waste.

It is important to note that whilst we want to encourage people to use NHS services responsibly the campaign does not include medicines prescribed for people with a long-term condition who routinely take high doses of these medicines to relieve pain and other symptoms. These patients will still receive the medication they require to manage their condition.

## Treatments for minor ailments

Many minor ailments are usually self-limiting and not of a serious nature, advice and medicines to alleviate symptoms products can be sourced from a Community Pharmacy or supermarkets.

See appendix 1 for examples of common minor ailments, available treatments and some exceptions to patients being able to purchase OTC (over to counter).

**Please note this is not an exhaustive list**

## Useful Resources

NHS choice <http://www.nhs.uk/pages/home.aspx>

NHS 111

<http://www.nhs.uk/NHSEngland/AboutNHSservices/Emergencyandurgentcareservices/Pages/NHS-111.aspx>

Patient UK <https://patient.info/>

Further information and copies of the resources can be found on the CCG website <https://www.calderdaleccg.nhs.uk/over-counter-medicines/>

## List of common minor ailments, available treatments and exclusions

Minor ailment	Treatment	Example of available brands	Exception to purchasing OTC
Acute pain, headache, temperature	Paracetamol 500mg tablets/caplets/capsules/soluble tablets	Generic readily available Brands include: Anadin Disprol Hedex Panadol	Long term conditions requiring regular pain relief. (under 12 years susp only)
	Ibuprofen 200mg tablets/caplets/capsules  Ibuprofen 400mg tablets/caplets/capsules  Ibuprofen 100mg/5ml Susp	Generic readily available Brands include Anadin Ibuprofen Anadin Joint Pain Anadin liquifast Nurofen Calprofen Phor Pain Hedex	Long term conditions requiring regular pain relief. (under 12 years susp only)
	Co-codamol 8/500 mg tablets/capsules/effervescent tablets	Generic readily available from pharmacies Brands include Paracodol caps and soluble tabs Migraleve Yellow tabs	Long term conditions requiring regular pain relief. Children under 12 years
	Paracetamol 120mg/5ml oral susp (sugar free)  Paracetamol 250mg/5ml oral susp (sugar free)	Generic readily available Brands include Calpol Infant susp 120mg/5ml Calpol Six Plus susp 250mg/5ml Mandalol Medinol	Children under 2 months. Babies born before 37 weeks. Babies weighing less than 4kg.

Minor ailment	Treatment	Example of available brands	Exception to purchasing OTC
Athletes foot	Miconazole cream 2%	Daktarin cream	Diabetic patients. Pregnancy Breastfeeding
	Terbinafine 1% cream/gel/spray	Lamisil AT (cream, gel, spray) Scholl advanced (cream, powder & spray)	Children under 18 years. Diabetic patients. Pregnancy. Breast feeding.
Bites/stings	Hydrocortisone cream 1%*	Generic readily available Brands include: HC45 cream Lanacort cream	Children under 10 years. Pregnancy. Eyes or face, anogenital area or on broken or infected skin.
	Antihistamine tablets e.g. Chlorphenamine 4mg tabs or Loratidine 10mg tabs	Generic readily available Brands include: Piriton tabs 4mg Clarityn Allergy tabs	Children under 12 years. Pregnancy. Breast feeding.
	Chlorphenamine oral solution 2mg/5ml	Allerief oral soln Piriton 2mg/5ml syrup	Children with asthma. Patients taking monoamine oxidase inhibitors.
Cold sores	Aciclovir cream 5%	Generic readily available Brands include: Cymex Ultra Virasorb Zovirax	Immunocompromised & terminally ill.
Conjunctivitis (uncomplicated)	Chloramphenicol 0.5% eye drops Chloramphenicol 1% eye ointment	Generic available from pharmacies Brands include: Brochlor Golden Eye Optrex Infected Eye Lumicare Eye drops/Oint Tubilux Eye Drops/Oint	Children under 2 years. Pregnancy. Breastfeeding.

Minor ailment	Treatment	Example of available brands	Exception to purchasing OTC
Cough	Cough mixture ingredients including guaifenesin for a chest cough Pholcodine for a dry cough	Benylin cough products Codeine Linctus Covonia cough products Meltus Linctus Simple Linctus Sudafed cough products	Children under 6 years Pregnant women
Diarrhoea	Rehydration sachets	Dioralyte Relief	Patients with liver or kidney disease. Patients on low potassium or sodium diets. Patients with diabetes
	Loperamide caps 2mg	Generic readily available Brands include: Imodium Norimode Diocalm Ultra	Children under 12 years. Inflammatory bowel disease. Post bowel surgery. Post pelvic radiation. Colorectal cancer.
Ear Wax	Olive Oil	Cerumol EarCalm Waxsol Otex Exterol Sodium Bicarbonate	Some products are not suitable for nut allergy sufferers – patients should seek advice from their pharmacist
Hay fever in children over 12 and adults	Acrivastine 8mg caps	Benadryl Allergy Reliefcaps 8mg	Adults over 65 years. Pregnancy Breastfeeding Significant renal disease
	Cetirizine 10mg tabs	Generic readily available Brands include: Benadryl tabs Piriteze Zirtek tabs	Patients with kidney problems. Pregnancy. Breast feeding
	Chlorphenamine 4mg tabs	Generic readily available Brands include: Piriton tabs 4mg	Pregnancy. Breast feeding. Note: can cause drowsiness
	Loratidine 10mg tabs	Generic readily available Brands include: Clarityn Rapide tabs Clarityn Allergy tabs	Pregnancy. Breast feeding.
	Beclomethasone nasal spray	Beconase hayfever spray Nasobec aqueous spray Pollenase nasal spray	Patients under 18
Eye drops for Hay fever	Sodium Cromoglycate 2% Eye Drops	Generic available from pharmacies Allercrom Optrex Allergy Opticrom Hayfever	None

Minor ailment	Treatment	Example of available brands	Exception to purchasing OTC
Hay fever in children under 12 years	Cetirizine 1mg/ml oral solution	Benadryl Allergy Relief 1mg/1ml S/F Zirek Allergy 1mg/ml	Children under 2 years. Children 2-6 for seasonal allergic rhinitis only
	Chlorphenamine oral solution 2mg/5mls or sugar free solution	Allerief Oral soln Piriton 2mg/5ml syrup	Infants under 12 months
	Loratidine 5mg/5ml syrup	Clarityn Allergy Syrup	Children under 2 years 2 years
Head lice	Malathion Aqueous Lotion 0.5%	Derbac-M Liquid 0.5%	Babies under 6 months
	Dimethicone Lotion 4%	Hedrin Full Marks Lyclear Mousse/spray	
Indigestion, heartburn, upset stomach	Antacids or Alginates	Pharmacies often keep own brands. Other brands include: Gaviscon preparations including tablets and liquid	Children under 12 years
	Ranitidine 75mg	Zantac Gavilast Ranicalm	Children under 16 years
Infant colic	Simethicone	Infacol susp 40mg/ml Dentinox infant colic drops	None
Nappy rash		Sudocrem Metanium oint Bepanthen Drapolene Zinc and castor oil	None
Nasal Congestion	Pseudoephedrine, Xylometazoline,	Menthol & Eucalyptus Inhalation Xylometazoline nasal (0.05% drops & 0.1% spray) Otradrops Otrivine (nasal drops & spray) Galpseud tablets Sudafed tabs & elixir	Pregnant women Children under 6 years

Minor ailment	Treatment	Example of available brands	Exception to purchasing OTC
Oral Thrush	Miconazole oral gel	Daktarin oral gel	Patients on warfarin Babies under 4 months
Rubifacients		Algesal Balmosa Deep Freeze Mentholatum Radian B	Diabetic patients are excluded from certain products
Sore Throat		Difflam (Throat Spray & rinse) Covonia Throat Spray Dequadin Lozenges Ultra Chloraseptic Spray Dequaspray Tyrozets Lozenges Merocaine Lozenges Strepsils Lozenges	Pregnant women are excluded from certain products
Teething		Anbesol teething gel Bonjela Teething Gel Calgel teething gel Dentinox teething gel	Babies under 2 months. Heart disease. Liver disease.
	Paracetamol 120mg/5ml oral susp(sugar free)	Generic readily available Brands include: Calpol Infant susp 120mg/5ml Infant Medinol	Babies under 2 months. Babies born before 37 weeks. Babies weighing less than 4kg.
Threadworms	Mebendazole	Ovex tablets and susp	Under 2 years. Pregnancy. Breast feeding.
Vaginal thrush	Clotrimazole cream 1% Clotrimazole pessary 500mg	Canestan	Pregnancy. Breast feeding. Children under 16. Adults over 60.
	Fluconazole 150mg caps	Canestan oral Diflucan	