Warm and Well in Winter 2017 campaign from Age UK Lambeth

Wednesday 8 November, 2017

Winter Warm and Well is a multi channel campaign from Age UK Lambeth, supported by Lambeth CCG, which is aimed to ease seasonal pressure on NHS primary, urgent care and emergency services.

The winter months can be challenging for the NHS, especially for urgent care services. The seasonal increase in hospital admissions can lead to hospital congestive failure (where resources are diverted from elsewhere in the hospital to cope with the influx from A&E). The holiday period from 24 December to 2 January is particularly challenging as many GP practices and pharmacies close for all or part of this period.

The Age UK Lambeth Winter Warm and Well campaign is designed to reduce the number of older and vulnerable people, who become so ill that they require admission to hospital.

Our goal is to ensure that older people who are most at-risk of preventable emergency admission to hospital are aware of and, wherever possible, are motivated to take, those actions that may avoid admission this winter.

Our campaign is focused on reaching older people (and other vulnerable groups) across Lambeth, supporting the key messages of the PHE Stay Well this Winter campaign.

We are happy to announce that we are now taking applications for grants for the 2017/18 Warm & Well in Winter campaign. The grants are for community groups and organisations working with older people to put on social events for their members as part of the campaign to raise awareness of the importance of staying warm during the colder months.

Find out more about Age UK Lambeth's Winter Warm and Well 2017 campaign and how you can apply for grants by clicking HERE

Media:



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