



Antibiotics and viral coughs

Dear All

ANTIBIOTICS WON'T WORK FOR VIRAL COUGHS, COLDS & 'FLU

A new video campaign which features local schoolchildren is reminding people across the North East that a course of antibiotics is not required to treat common winter illnesses such as viral coughs, colds and 'flu.

We would really appreciate your involvement with this campaign.

Please consider posting the video on your school website and/or social media accounts and emailing the link below to parents:

https://www.youtube.com/watch?v=X80lePmW_IY&feature=youtu.be

The video highlights the following website which the public are encouraged to visit for further information on self-care for common winter illnesses

<http://www.know-who-to-turn-to.com/>

Yours faithfully

Fiona McDonald
Chair of Community/
Primary Care
Antibiotic Group

Dr Nicholas Fluck
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