

Preparing for Winter: Relaunch of ‘Think Which Service’ Campaign

With winter approaching, Shropshire, Telford and Wrekin’s health and care teams are gearing up for a surge in seasonal healthcare demand. To help manage this increased pressure, the Shropshire, Telford and Wrekin Integrated Care System (ICS) has relaunched the **Think Which Service** campaign, encouraging residents to make informed decisions about their healthcare and easing strain on emergency services.

The campaign highlights a range of care options for minor illnesses and injuries—including local pharmacies, Minor Injury Units (MIUs), and NHS 111—to help residents choose the best service for their needs. Last year, nearly half of A&E visits could have been handled by other providers, and the ICS aims to shift this demand to more appropriate channels, ensuring faster care and keeping emergency resources focused on critical cases.

Alongside the campaign, local ICS partners including both local authorities are working closely to support timely hospital discharges, offer at-home support for older adults, and implement programs aimed at keeping patients well and out of the hospital whenever possible. This coordinated approach prioritises patient access and efficiency across our healthcare network, helping ensure high-quality care for all throughout the winter season.

For more information on **Think Which Service** and available local healthcare options, visit thinkwhichservice.co.uk.

Ways you can support the campaign:

- **Spread the word:** Share the campaign messages with your friends and family to help educate and empower our local residents.
- **Get vaccinated:** Encourage those who are eligible to get vaccinated.
- **Social media amplification:** Please like / reshare the campaign messages on Facebook, Twitter, Instagram and LinkedIn.

Thank you for your support in promoting this important initiative to help keep our community well this winter.