



For immediate release: 15 September 2009

## **New PAGB / RCGP leaflet on how to battle flu and colds this winter**

A new leaflet, entitled 'The battle against flu and colds', has been jointly published by the Proprietary Association of Great Britain (PAGB) and the Royal College of General Practitioners (RCGP). The leaflet explains the difference between swine flu, seasonal flu and colds, and what happens to your body if you become ill. It also gives advice on what you can do to help relieve the symptoms and how long you can expect these to last.

Sheila Kelly, PAGB Executive Director, comments: "Research<sup>1</sup> suggests that the reason many people still visit their GP when they have colds and flu is that they do not understand the symptoms they are experiencing are the body's normal reaction to a viral infection; they may be worried that symptoms are lasting too long, or that they need antibiotics to get better. By providing information about what symptoms to expect and how long they will last, the leaflet aims to give people greater confidence to manage flu and cold symptoms themselves through self care."

Dr Maureen Baker, RCGP Honorary Secretary of Council, comments: "The majority of people suffering from swine flu, seasonal flu and colds can successfully self treat their symptoms without going to the doctor and putting unnecessary strain on the NHS. With much of the public health information about swine flu focusing on prevention, vaccination and antivirals, the leaflet suggests practical self help measures that people can take to relieve the symptoms of swine flu, as well as seasonal flu and colds, as the virus runs its course."

The leaflet is available to download from the PAGB (<http://www.pagb.co.uk/pressarea/releases/Coldandfluleaflet.pdf>) and RCGP websites ([www.rcgp.org.uk](http://www.rcgp.org.uk)). A limited number of copies will also be available from pharmacies and GP surgeries across the UK from 14 September.

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### **Notes to editors:**

Proprietary Association of Great Britain (PAGB) is the UK trade association representing over-the-counter medicines and food supplement manufacturers.



Royal College of General Practitioners (RCGP) is the professional membership body for family doctors in the UK and abroad. RCGP is committed to improving patient care, clinical standards and GP training.

A million copies of the leaflet are being delivered to pharmacies and GP surgeries across the UK from 14 September. The leaflet can also be downloaded from:

<http://www.pagb.co.uk/pressarea/releases/Coldandfluleaflet.pdf>

**For further information, or if you would like a high res jpeg of the leaflet cover, please contact: Claire Weaver, PAGB Communications Officer on 020 7421 9319 or [claire.weaver@pagb.co.uk](mailto:claire.weaver@pagb.co.uk).**

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<sup>1</sup> TNS, Understanding stakeholder attitudes towards self care, 2009