



For immediate release: 4 September 2009

New PAGB / RCGP flu leaflet to be delivered to pharmacies and GP surgeries

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). A million copies of the leaflet are being delivered to pharmacies and GP surgeries across the UK from 14 September.

Sheila Kelly, PAGB Executive Director, comments: "In a normal cold and flu season many patients visit their GPs unnecessarily and concern about swine flu is bound to increase the demand this year. Research¹ suggests that one reason many people give up self care too soon and go to the doctor is because they do not understand that the symptoms they are experiencing are the body's normal reaction to a viral infection. The leaflet helps explain to patients the difference between flu and colds, what symptoms to expect and how long they will last."

Dr Maureen Baker, RCGP Honorary Secretary of Council, comments: "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."

Additional copies of the leaflet will also be available to download from the PAGB (www.pagb.co.uk) and RCGP websites (www.rcgp.org.uk).

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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.



Link to download the leaflet:

<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.

¹ TNS, Understanding stakeholder attitudes towards self care, 2009