

**Transcript of Zoe Ball's 'Guide to saving A&E For Saving Lives' video**

Oh hello! I'm Zoe Ball, mum, wife and local Brighton & Hove resident. I'm here to tell you how YOU can be a local hero, so drop what you're doing and listen up!

Zoe is passed a coffee by a Barista.

Thanks Sally!

Zoe leaves the cafe and walks and talks to the camera down the street. Zoe is shown walking along the pier, screaming on a ride, on the Brighton Wheel and on the beach.

Yes we all know where to go in Brighton for a good coffee, a fun day out...

The best views...

and of course for some good old Sussex sea air!

But do you know where to go if your kid falls over and sprains their ankle?

Or, when your night out gets a little heavy and you or a friend need a bit of medical attention at 3 in the morning?

Or, you know, when your friend or family member falls ill in the evening or at the weekend and you want medical advice quickly but their condition isn't life threatening?

Now, you may be thinking that the answer to all those questions is A&E, BUT...did you know that 1 in 3 visits to A&E are for problems that could be dealt with outside of hospital?

I know, as a mum, a wife and a friend how worrying it can be when someone falls ill, but by choosing the right service at the right time we can literally save lives!

Be a hero and save A&E for saving lives by utilising the walk-in service at The Brighton Station Health Centre with any medical or sexual health concerns. It's open every day of the year, including weekends and public holidays, and you don't need an appointment – just walk in!

Your GP is your first point of call when your little one is feeling unwell and you need advice.

Your local pharmacist can also give advice and recommend treatments to try at home

And if you can't get to any of these services and want advice on anything from toothache to a suspected broken bone OR help booking an emergency GP appointment there's even a special urgent care number you can call!

Pen and paper at the ready? It is simply 111. Got that? 111 – it couldn't be easier!

These guys can help you with ANY medical query 24 hours a day, 7 days a week.

So when you don't need to go to a hospital A&E department but you do need medical attention fast, there are lots of services that can help in the city.

Visit [www.wecouldbeheroes.nhs.uk](http://www.wecouldbeheroes.nhs.uk) and choose the right service in the right place at the right time in Brighton and Hove

By using services outside of hospital for conditions that are not life-threatening, you can Save A&E for Saving Lives and be one of Brighton's very own heroes! Like this lot!

Cut to kids dressed as super heroes running off down the pier.

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ENDS

Go to the local health services web page on the council website to find out more. [www.brighton-hove.gov.uk/healthservices](http://www.brighton-hove.gov.uk/healthservices)