



News *update from*



Norfolk County Council

NEWS RELEASE

Supporting Norfolk residents to stay Warm and Well this Winter

As the nights draw in and temperatures drop, health and care organisations in Norfolk and Waveney are supporting this year's [Warm and Well campaign](#) to help residents during the winter months.

Norfolk and Waveney's Integrated Care System (ICS) is encouraging residents to ensure their health and wellbeing is 'winter ready' by preparing in advance for seasonal illnesses and offering information and advice about how to stay warm and well this winter.

Bill Borrett, Cabinet Member for Health and Wellbeing and Chair of the Norfolk and Waveney Integrated Care Partnership (ICP), said: "I am really pleased to support the Warm and Well campaign again this year. We all know that demand for public services tends to increase with the onset of cold weather.

"Combined with the ongoing cost of living pressures and the withdrawal of the winter fuel allowance, there is an increased probability that wider health determinants could have a major impact on both Norfolk and Waveney residents' health and our care system. I strongly urge our residents to use the resources available through our Warm and Well campaign as their health and wellbeing is of paramount importance, particularly during the cold winter months."

The Warm and Well campaign highlights some essential ways that residents can stay healthy, warm, and well this winter, including:

- Getting their flu, COVID-19 and RSV vaccinations as soon as they're offered them
- Keeping themselves well by staying warm, keeping active, and keeping a well-stocked medicine cabinet so they are prepared for common winter illnesses
- Advice for people who look after someone at home and how to set up an emergency carer plan
- Signposting people to financial support that is available such as the Household Support Fund, and providing tips on how to make homes more energy efficient
- Raising awareness of pension credit - people over state pension age and on a low income

could be eligible for pension credit to help with living costs. Find out more at gov.uk/pension-credit or call 0800 99 1234

- Encouraging use of the range of NHS services available across Norfolk and Waveney, including the NHS 111 service, community pharmacies, Walk-in Centre in Norwich and Minor Injuries Unit in Cromer
- Supporting people to look after their wellbeing and mental health.

This year there is a particular focus on vaccinations and for the first time, the NHS is rolling out RSV vaccine to people aged 75 to 79 and people who are at least 28 weeks pregnant.

Dr Frankie Swords, Executive Medical Director for NHS Norfolk and Waveney Integrated Care Board (ICB), said: "Winter comes to us every year, but that doesn't mean we have to suffer every year too. This year we are offering flu, COVID-19 and RSV vaccines to prevent vulnerable people from getting ill with horrible winter bugs. Please do take up these free jabs if you are offered them – it's the best way to keep yourself well and 'winter strong'.

"And remember, even if you got your vaccines last year, you still need to get this year's doses as viruses change and protection fades over time."

To access support and further information, visit www.winterwellnorfolkwaveney.co.uk.

**For further information please contact:
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