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Your reference

Our reference EL(88)P/190

DEPARTMENT OF HEALTH AND SOCIAL SECURITY
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RCVD	11 NOV 1988
FOR ACTION BY	PJT
COPIES SENT FOR	8 November 1988

Dear Regional General Manager

'KEEP WARM, KEEP WELL' PUBLICITY CAMPAIGN

On 17 November Mr Nicholas Scott, the Minister of State for Social Security, will launch this years 'Keep warm, Keep well' campaign of information, education and advice to help elderly people and other vulnerable groups cope with the risks they face from the effects of cold weather during the winter. This is a joint venture by Help the Aged, Age Concern, Neighbourhood Energy Action and HM Government. The campaign aims to inform people both about sensible self-help measures and of the assistance and advice which is available from the Government and from voluntary agencies.

The main elements of the campaign are as follows:

- a. A booklet giving basic practical advice on such matters as diet, clothing, home insulation, draught proofing, benefits and budgeting for fuel costs. The booklets will be widely available through Social Security local offices, public libraries, Age Concern groups and Citizens Advice Bureaux (amongst others). The booklets are also available in Chinese, Bengali, Gujerati, Hindi, Punjabi and Urdu.
- b. The Winter Warmth line (0800 289 404), a free telephone information and advice service. This service is being operated by advisors at Help the Aged. As well as supplying free copies of the booklet and giving expert advice, the advisors can refer callers to their local Community Insulation Project or branch of Age Concern for further help.
- c. An audio-cassette version of the booklet, produced in conjunction with the Royal National Institute for the Blind, is available for blind and partially sighted people. It can be obtained, free of charge, by calling the Winter Warmth line.
- d. Public information TV broadcasts, radio interviews and articles in the press.

I enclose a sample copy of the booklet for your information and two posters advertising the 'Keep warm, Keep well' service. If you would like to order a further supply please fill in the enclosed order form and send it to the FREEPOST address.

I am also sending this letter to District General Managers for information - please note that the campaign does not call for any additional activity by health authorities.

This campaign applies to this winter, so this letter may be destroyed on 1 April 1989.

Yours faithfully,

Isabel N. Nisbet

Isabel Nisbet
Priority Care Division