

## LEICESTERSHIRE FIRE and RESCUE SERVICE



# NEWS RELEASE

Issued on: Wednesday 9 November 2016

## FLU JABS FOR BRAUNSTONE BLUES – HAVE YOU HAD YOURS?



Braunstone Blues has been working in partnership with health professionals in Braunstone to encourage people to stay healthy this winter.

The team of five staff from Leicestershire Police, Leicestershire Fire and Rescue and East Midlands Ambulance Service was set up in 2015, to help reduce demand and repeat calls to emergency

services from people in Braunstone. They work closely with local organisations and groups to help create a healthy, safe and secure neighbourhood.

Recently the team have been working with the Hockley Farm Medical Practice and Merridale Medical Centre to encourage people to get their flu vaccination so they are protected this winter.

Braunstone Blues paramedic, Shelley Jackson, said: “Being vaccinated against the most common forms of flu will reduce the chance of being admitted to hospital or becoming seriously ill.

“People over 65, people with chronic diseases and pregnant women are most at risk from flu and will receive their vaccination free of charge.

“Our team have all had flu jabs in support of this campaign to make sure we are protected against flu this winter. Have you had yours?”

Alison Day, Advanced Care Manager from Hockley Farm Medical Practice added: “The Braunstone Blues team has had a huge positive impact on the local community by promoting healthy living and social inclusion.

“Braunstone Blues works collaboratively with a wide variety of both social, voluntary and health services and Hockley Farm Medical Practice is very proud to provide flu jabs for the Braunstone Blues members, providing positive role models and promoting flu jabs as being vital for vulnerable groups and the elderly.

"Just ask your GP surgery for an appointment, it takes seconds and helps you stay healthy throughout the winter."

You can book your flu jabs directly through [Hockley Farm Medical Practice](#) and [Merridale Medical Centre](#).

For more information on the flu jab visit the [NHS website](#).

In addition to supporting flu jabs this winter the team will be promoting their 'healthy, safe and secure' messages at their winter warmer event.

If you are over 55 and live in Braunstone, you are invited to attend the free event held at the Oak Centre, Bendbow Rise on Thursday 10 November, between 11am and 3pm.

Lunch, tea and coffee with live music and entertainment will be provided; residents can meet the members of Braunstone Blues team and pick up crime prevention and fire safety advice as well as tips on how to stay warm and healthy during the winter.

**To secure your free place at the winter warmer event ring the Braunstone Blues team on 07800 709 802.**

**ENDS**

**Notes to editors:**

1. To find out more about Braunstone Blues please contact Braunstone Blues on 07800 709 802 or [Braunstone.blues@lfrs.org](mailto:Braunstone.blues@lfrs.org)
2. You can follow Braunstone Blues on social media:  
Facebook: [@braunstoneblues](#)  
Twitter: [@braunstoneblues](#)  
Instagram: [braunstoneblues](#)

## **About the Braunstone Blues**

In May 2015 Braunstone Blues was established. This is a dedicated team consisting of a Watch Manager and a Community Safety Advisor from Leicestershire Fire and Rescue Service; Police Constable, and Police Community Support Officer, from Leicestershire Police; and a Paramedic from East Midlands Ambulance Service. The team has since extended to a second Paramedic and an Occupational Therapist.

999 demand data from all three services was analysed and it was found that the small geographical area of Braunstone produced close to 4,600 999 calls every year. This was roughly a 56% EMAS, 40% Police, and 4% Fire. The population of the area was 15,700 people living in 6,000 homes. This was shown to be the highest area of demand in all of Leicester, Leicestershire and Rutland.

The team work with partners and residents of Braunstone to deliver a healthier, safer and more secure community by educating and directing residents to appropriate services via a home visit service and delivering appropriate campaigns, to reduce the number of emergency calls in the area.

There are four main streams of work for Braunstone Blues; Home Visits, Community Events, working with high demand users and running Life Skills sessions in the community.

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