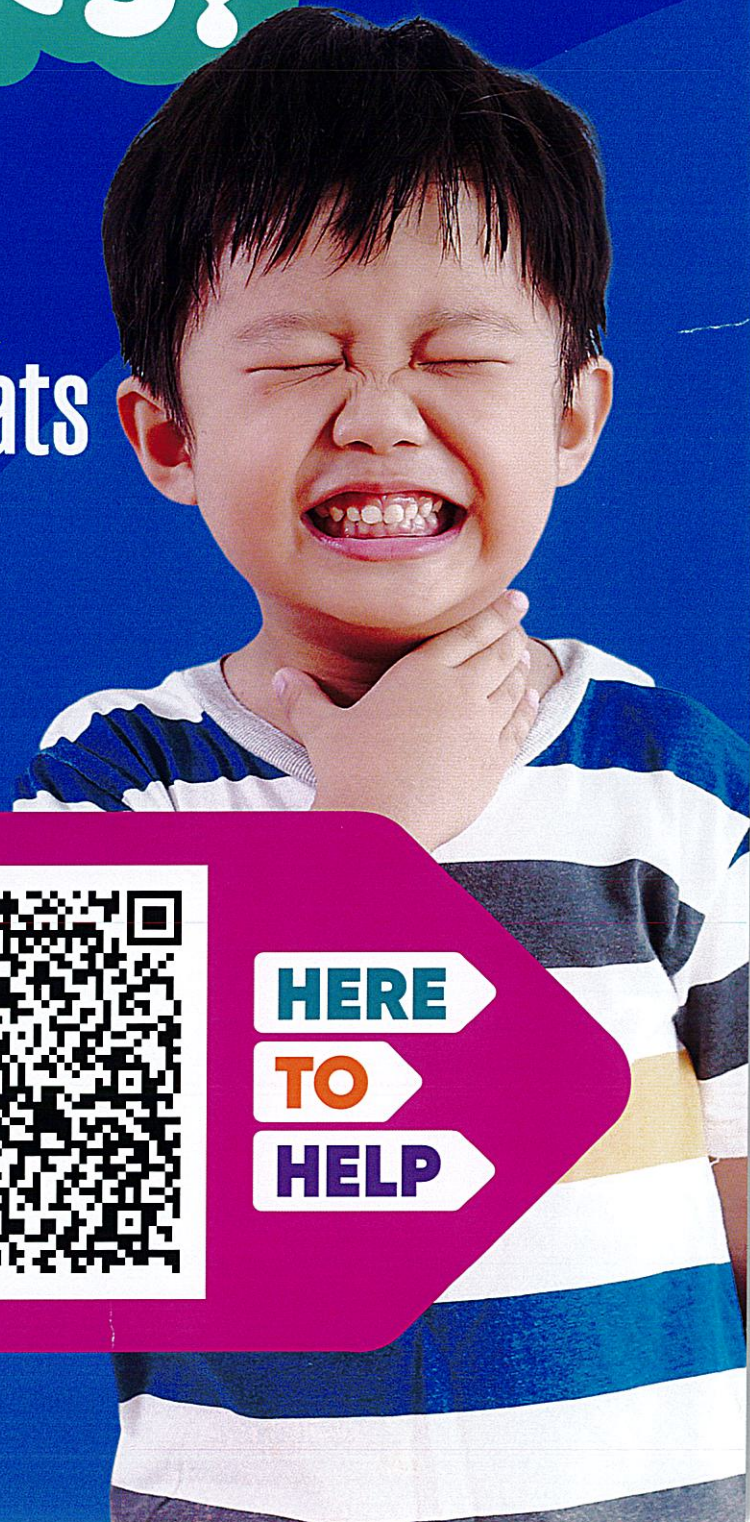


LITTLE BUG BUSTERS!

Most coughs, colds,
fever and sore throats
get better without
antibiotics.



To check your
child's symptoms
use the Healthier
Together app.



HERE

TO

HELP

Little Bug Busters - helping little ones feel better without antibiotics

We're pleased to share with you a new NHS Little Bug Busters campaign for families across the North East and North Cumbria.

The campaign supports parents and carers in understanding when children really need antibiotics, and when self-care is the best option.

It's common to feel concerned when a child has a sniffle, cough or sore throat, but in most cases, these are caused by viruses, not bacteria, so antibiotics won't help.

The good news is that most children, with plenty of rest, fluids, and care at home, recover quickly on their own. Avoiding unnecessary antibiotics also helps protect them from side effects and reduces the risk of antibiotic resistance - making them less effective when they are really needed for more serious illnesses.

To support parents in making informed decisions, the campaign encourages them to visit the NHS Healthier Together <https://nenc-healthiertogether.nhs.uk/child-under-5-years> or download the free app. This provides clear, trusted guidance on checking symptoms, caring for common childhood illnesses at home, and knowing when it's time to seek help from a GP, pharmacist, NHS 111, or urgent care.

We'd greatly appreciate your help in sharing the Little Bug Busters campaign with families in your school/nursery. By promoting the campaign on your website, newsletters and social media channels, you'll be helping parents and carers feel more confident caring for their children and making informed choices about when to seek help.

Encouraging good self-care not only helps children get better without antibiotics, but also supports improved attendance, helping them return to nursery or school sooner and stay well for longer.

We've created a set of easy-to-use campaign materials you can share directly with families, including images, suggested text, and links to trusted NHS advice. You can download the full toolkit here - <https://northeastnorthcumbria.nhs.uk/toolkits/little-bug-busters/>

Together, we can help children stay healthy, reduce the spread of bugs, and protect the power of antibiotics for the future.