



4th December 2018

For immediate release

Festive food for thought with Ivanna Livewell of the National Elf Service

The local NHS – or ‘Elf service’ across mid and south Essex – is supporting people to stay well this winter in a new campaign that our own pixie pal, “Ivanna Livewell” shares advice and support to help combat winter illness.

The #IvannaLivewell campaign is raising awareness of key winter health risks. She is offering advice on local health services available throughout December and over the holiday period – as well as general self-care advice.

Caroline Russell, Senior Responsible Officer for Locality Health and Care across mid and south Essex, said: “We want everyone in our area to live well throughout the year by staying active and healthy, but over the coming weeks we’re offering extra support for people who might need help to know how and where to find it.

“Throughout December, Ivanna Livewell will be sharing advice and signposting our residents to more information if they want it. We hope that everyone joins in with the campaign and helps to share important messages about staying well this winter.”

Jane Foster-Taylor, Chief Nurse, NHS Thurrock Clinical Commissioning Group, said: “Winter tends to trigger certain health problems so it’s important to let local people know where to go for help and advice, as well as how they can look after themselves over the Christmas period.”

See what #IvannaLivewell is up to each day by following the five CCGs in mid and south Essex on Facebook or Twitter, or by searching her name.

- NHS Basildon and Brentwood CCG
- NHS Castle Point and Rochford CCG
- NHS Mid Essex CCG
- NHS Southend CCG
- NHS Thurrock CCG

For further information about the national Help Us, Help You winter campaign, please visit www.nhs.uk/staywell.

And if you would like to get involved in the Ivanna Livewell campaign, all you need to do is take a photo of an elf sharing a useful tip to help people to stay well this winter and post to Twitter or Facebook using the hashtag #IvannaLivewell.

ENDS

Notes to editor

- Between them, the five CCGs in mid and south Essex plan and buy NHS services for the 1.2 million people living in Chelmsford City, Basildon, Braintree, Maldon, and Rochford Districts and Brentwood, Castle Point, Southend and Thurrock Boroughs.
- Each CCG is a membership organisation for the NHS GP practices in its area has majority clinical leadership on its Board. They work together with local authorities, NHS trusts and other organisations in a body called the Mid and South Essex Sustainability and Transformation Partnership.
- Ivanna Livewell is pictured below.

