

Communications toolkit – Primary Care, GP Practices

Here to help campaign

(v5. 15/01/24)

This 'here to help' primary care campaign toolkit **is available for all GP practices across the North East and North Cumbria.**

It includes social media content to support communications with the public about general practices with messaging and visuals aligned to the new [NHS Primary Care Recovery Plan](#) including:

- tackling the 8am rush
- encouraging the public to use digital tools including the NHS App
- highlighting wider staff roles within the practice
- the ways people can book appointments
- how to book appointments out of hours
- thinking pharmacy first for some minor ailments (*assets available in the supporting community pharmacy toolkit*)

GP practice campaign assets, including visuals, animations and videos created by working with practice staff at the Old Forge Surgery, Middleton in Teesdale and East Durham Medical Group, are available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) toolkit page at: [Primary Care GP practice toolkit](#) .

The aligned 'here to help' community pharmacy toolkit' is available at: [Community Pharmacy toolkit](#) and includes:

- resources to help build increased confidence in local community pharmaceutical services
- increase patient awareness of the role of community pharmacy
- identifying ways patients can self-manage their health with the support of community pharmacists – stocking up on medication and ordering repeat prescriptions (especially over bank holidays)



- signposting to quick, convenient and confidential consultations with community pharmacists
- common conditions, UTI and blood pressure resources

All toolkits are part of the ICB's broader 'here to help' campaign, designed to support the public and patients to choose the right services for their needs – focussing on:

- self-care
- pharmacy
- NHS111
- urgent treatment centres
- A&E and 999

If you would like something specific for your own practice, or simply have an idea on how we could better reach out to your patients to share our messages – then please get in touch.

Your support in helping us to share these messages is very much appreciated.

For further help or advice on using this toolkit, or any other of our toolkits, or if you need support to tailor assets, please contact either:

Andrea Jones andrea.jones2@nhs.net or Abbie Mulgrew abbie.mulgrew@nhs.net

Key messages for GP practices:

- Your general practice is here to help you and your family, and they can do it in more ways than you think!
- GP phone lines can be very busy, especially in the mornings – patients can save themselves a wait by calling later in the day, if possible, for non-urgent appointments or test results
- Patients can use the NHS App, or their online practice account, to book appointments, order repeat prescriptions and more
- GP receptionists can advise and help patients make an appointment choice with the practice team member that is right for their needs
- Face to face, phone or video appointments are all available
- Evening and weekend appointments are available - up to 8pm weeknights and 5pm Saturdays

Communication resources to support GP practice staff

Resources we have developed which you can use include:

- Animations and visuals, using real GPs and practice staff from across NENC, to download for use on your social media channels, website or digital waiting room screens.
- Social media plan which includes text you can use in posts on your social media channels.

How you can help

Join us on social media so we can show the many ways that GP practices are 'here to help'.

Please tag us in your social media posts:

North East and North Cumbria ICB Facebook – NorthEastandNorthCumbriaNHS

X (the new name for Twitter) – @NENC_NHS

Instagram – nenc_nhs

Social media plan – GP practices

	Message	Static visual	Animation
1.	<p>Your GP practice is here to help you and your family in more ways than you think:</p> <ul style="list-style-type: none"> • face to face • on the phone • or online <p>With:</p> <ul style="list-style-type: none"> • a GP • an advanced nurse practitioner • nurse • pharmacist • social prescribing link worker • or another member of the health care team <p>Your practice receptionist can tell you how, and who, would be best for you.</p> <p>#HeretoHelp</p>		

2.

GP phone lines can be very busy, especially in the mornings.

Save yourself a wait by calling later in the day, if possible, for non-urgent appointments or test results.

Alternatively, if available, you can use your practice's online booking services, available on their website, or use the NHS app.

You may also be able to email your practice for medication requests and other general queries.

Need help using the app?
Visit www.nhs.uk/helpmeapp

Or visit your practice website for more information.

#HeretoHelp



	<p>appointment or see your practice website for more details. #HeretoHelp</p>		
<p>5</p>	<p>Sometimes, a GP might not be the right person for you to see.</p> <p>You may need to speak to:</p> <ul style="list-style-type: none"> • an advanced nurse practitioner • a nurse • a pharmacist • a social prescribing link worker • or another expert in the team <p>Your practice receptionist will help find the right team member for you.</p> <p>#HeretoHelp</p>		

<h2>Additional assets</h2>			
<p>Videos</p>	<p>Receptionist – ways to book</p> <p>Practice Nurse – enhanced</p> <p>GP – here to help in more ways than you think</p>	 <p>Here to help GP practice Admin.mp4</p>  <p>Here to help - GP practices out of hours</p>	 <p>Here to help GP practice Doctor.mp4</p>



North East and
North Cumbria