

# Help Us, Help You - GP Team Campaign Toolkit



Launch: 19th October 2023



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This communications toolkit contains details for how regional teams, integrated care boards, primary care networks and practices can support the General Practice Team phase of our GP Access campaign, which highlights the role that the MDT and receptionist teams play in primary care.

The toolkit includes a campaign overview, an outline of PR activity and detail of the materials available.

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# Campaign Overview

NHS England is launching a new campaign to highlight the changes in the way we access help and receive care at general practices.

The first phase of the campaign aims to raise awareness of the different health professionals in general practice teams who are helping patients get the right care, more easily, first time. The campaign also highlights the important role of the reception team in using the information patients provide to help identify which health professional or local service is best placed to help them, such as a community pharmacy.

The PR-led campaign will include multicultural activity and runs from October 2023 until March 2024. Supporting assets include a film highlighting the great work of some of the many staff who make up the general practice teams, short cutdown versions for use on social media, photography and static social media assets. Alternative resources and formats will be available for disabled audiences. All assets will be available via the [Campaign Resource Centre](#).

As part of the national campaign, we are also working with partners to deliver supportive campaign activity. This includes exclusive social content on Netmums' Facebook and Instagram pages, alongside a newsletter feature and articles on the Netmums website. Dr Ellie Cannon, an NHS GP and TV doctor, will be featuring in a special 'Netmums' podcast.

The campaign audience is all adults, but with a focus on working age adults, parents, older people and those with long term conditions - who are more likely to make an appointment with their GP. The campaign will also focus on C2DE audiences and those from Black, South Asian and Eastern European backgrounds.

For more information, visit [nhs.uk/GPservices](https://nhs.uk/GPservices).



# National PR Activity

To launch the national PR campaign, NHS England will release the new film on **19th October**. It features young children meeting different members of the general practice team to find out more about their roles.

The film will shine a light on some of the different health professionals who work in general practice teams.

The film will be supported by targeted PR activity, including the release of new attitudinal data, alongside national stakeholder groups and spokespeople, such as TV doctor and NHS GP Dr Ellie Cannon, and the health professionals who feature in the film and work in a general practice team.

The spokespeople will participate in media interviews to tell audiences about the range of health professionals who work alongside GPs at local practices, and to raise awareness of the benefits of the roles in helping patients get the right care.

A pre-recorded audio package will be developed with Dr Ellie Cannon, to run across regional and commercial radio stations. We have also partnered with Netmums to deliver exclusive content, including a podcast with Dr Ellie Cannon.

Resources will also be made available for partners to use, including posters, social media assets translations and alternative formats. These can be downloaded free of charge from the [Campaign Resource Centre](#) and will also be available to download from the following slides.

Please note, these are all under embargo until **00:01 Thursday 19 October**.



# Multicultural Activity

NHS England is working with multicultural professional health associations to build understanding of the changes happening in general practice to multicultural audiences and is developing bespoke co-branded resources to help engagement.

The campaign focuses on three key audiences, including those from a Black African and Caribbean, South Asian and Eastern European (Polish and Romanian) backgrounds. These audiences have been chosen as they are the largest ethnic minority populations in England, share similar attitudes towards the NHS and experience inequalities in accessing general practices.

To support the national PR activity, a short-animated film for use across community channels will be produced to explain the roles of the various health professionals in general practice teams and the benefits of these roles to patients. The film will make the messaging more inclusive for the key multicultural audiences, using simple language and visuals. It will be translated into seven relevant languages (Hindi, Panjabi, Gujarati, Bengali, Polish, Romanian and Somali), alongside an English language version.

The new attitudinal data will be split to identify insights from Black and South Asian respondents and used to amplify the messaging via multicultural media outlets, community and faith organisations. The campaign will also include content for parent groups on social media to deliver messaging to audiences who have children and are therefore more likely to have interactions with their general practice.

Targeted regional activity in the North West will include radio packages and print advertorials featuring local health professionals and case studies to deliver authentic and engaging messages tailored to local services. Social media content will be shared via NHS England social media channels.

These assets will be made available via the [Campaign Resource Centre](#) in due course.



# How local teams can support the campaign

Regional and local support is critical in reaching communities using trusted local communication channels and networks to reach our target audience (and as many people as possible). From Thursday 19 October, regional teams can supplement the national and multicultural PR activity in several ways:

- Produce localised media releases using the [regional template](#) and regional data provided, supplementing with local case studies and spokespeople where appropriate.
- Download and share our [campaign assets](#) including the [film](#), social cut downs of the film, photography and [social assets](#).
- Download our [campaign resources](#) and share with your colleagues, local communications networks and community organisations.
- Share our campaign messages and images on social media, email, and staff intranets to reach as wide an audience as possible.



# Key Messages

- The NHS is making changes to the way you access help and receive the care you need from your general practice to improve your experience.
- General practice teams are made up of a range of health professionals who work at your general practice and in the wider community to help you get the right care when you need it.
- In addition to GPs, general practice teams can include nurses, physiotherapists, clinical pharmacists, mental health practitioners, paramedics, social prescribers, and health and wellbeing coaches.
- If you need to see a GP you will always be offered an appointment, but there may be other health professionals who can provide the most appropriate support.
- Having a range of health professionals at your general practice means you can receive the most appropriate care for your condition as quickly as possible.
- There are a number of ways to request care from your general practice including online using a form on your general practice's website, by phone or in person. However you choose to contact them, your practice team will ensure you get the care you need.
- Your general practice's reception team is specially trained to use the information you provide to help identify which health professional or local service is best placed to help you, so it's important to give them as much information as possible. Any information that you discuss with the reception team will remain confidential.
- Your general practice team is here to help you. Visit [nhs.uk/GPservices](https://www.nhs.uk/GPservices) to find out more.



# Copy

Please find some examples of copy (in the following slides) that you could use when communicating with your audiences about this year's GP Access campaign. This can be used across a range of channels, for example websites, e-bulletins, and newsletters. To note, this is under embargo until Thursday 19 October.

A separate partner toolkit has been developed, if you wish to share assets with your local partners, please visit the [Campaign Resource Centre](#) or, if you have any further questions, please contact: [england.campaigns@nhs.net](mailto:england.campaigns@nhs.net)





# Short-form copy

**Behind the scenes of your general practice. Come and meet the team.**

Did you know that, in addition to your GP, there are other health professionals in general practice who can help you get the right care?

A new survey has found that over a third (36%) of people in England are not confident that they can identify the various health professionals working in a general practice, which could include clinical pharmacists, nurses and even paramedics.

To help explain the support available, the NHS has released a film that sees three curious children go behind the scenes at a general practice to meet the health professionals working there and learn more about how they help get patients the care they need.

The film illustrates the real-life process patients go through when they contact their local general practice, from the reception team using the information patients provide to getting directed to the right health professional – such as a physiotherapist or mental health practitioner.

If you need to see a GP, you will always be offered an appointment, however having a range of health professionals at your general practice means you can receive the most appropriate care for your condition as quickly as possible.

Your general practice team is here to help you. Visit [nhs.uk/GPservices](https://www.nhs.uk/GPservices) to find out more.

# Long-form copy

## **Behind the scenes of your general practice. Come and meet the team.**

Did you know that, in addition to your GP, there are other health professionals in general practice who can help you get the right care?

General Practice teams are made up of a whole range of professionals, such as nurses, paramedics and clinical pharmacists. But a new survey has found that many people don't realise that many roles, like mental health practitioners (66%), physiotherapists (71%) and social prescribers (89%), could be available at general practice.

To help explain the support available, the NHS has released a film that sees three curious children go behind the scenes at a general practice to meet the health professionals working there and learn more about how they help get patients the care they need.

In the film, the children are greeted by a member of the reception team, who takes them to meet members of the general practice, including a paramedic, mental health practitioner, social prescriber and physiotherapist. The film illustrates the real-life process patients go through when they contact their local general practice, from the reception team using the information patients provide to getting directed to the right health professional for the care they need.

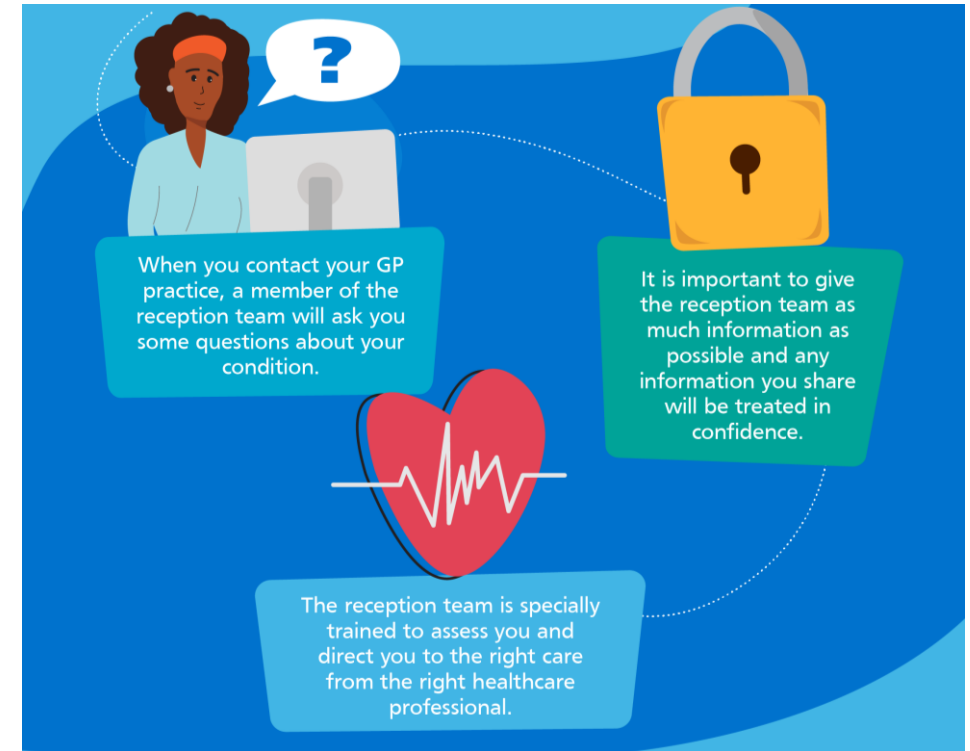
If you need to see a GP you will always be offered an appointment, but there may be other health professionals available who can provide the most appropriate support. Having a range of health professionals at your general practice means you can receive the right care for your condition as quickly as possible.

Your general practice team is here to help you. Visit [nhs.uk/GPservices](https://www.nhs.uk/GPservices) to find out more.

# Assets

- A **press release** announcing the campaign and release of the film.
- A **new film** featuring young children meeting the multidisciplinary team at a general practice.
- **Survey data of 2,000 adults** in England, including regional breakdowns, revealing public attitudes and awareness of the various health professional roles that work alongside GPs in practices.
- **Accompanying photography** of the multidisciplinary team and children featured in the film.
- **Five 15-second social cutdowns** of the main film, spotlighting each multidisciplinary team role featured in the film.
- **A carousel of static tiles and infographic** illustrating how the receptionist can direct patients to the right health professional.
- **Five static tiles** of the multidisciplinary team featured in the main film.

All the assets mentioned above will be available on the [Campaign Resource Centre](#) to download free. If you don't have access to the Campaign Resource Centre materials, please contact [england.campaigns@nhs.net](mailto:england.campaigns@nhs.net).



# Key Facts & Statistics (National)

Please see below for the latest national attitudinal data+.

- **Over a third (36%)** of people in England are not confident that they can identify the various health professionals working in a general practice.
- **Nearly two thirds (64%)** of respondents said they were confident\* that they could identify the various health professionals working in a general practice, but they didn't know that mental health practitioners (**66%**), physiotherapists (**71%**), or social prescribers (**89%**) could be available at a general practice.
- **Nearly three quarters (72%)** of people surveyed said they were confident\*\* that they know what a receptionist does at a general practice, but **over a third (36%)** were unaware that general practice reception teams are trained to assess the information provided by a patient to direct them to the right health professional in the general practice team or local service.
- **Less than half (49%)** of people know that receptionists will keep all information provided by patients in confidence.
- **Over 2 in 3 people (70%)** agree\*\*\* that they don't always need to see a GP at their general practice and that other health professionals, like physiotherapists, nurses, or mental health practitioners, could help them with what they need.

\*Respondents who answered 'Very confident' or 'Somewhat confident'.

\*\*Respondents who answered 'Not very aware' or 'Not aware at all'.

\*\*\*Respondents who answered 'Strongly agree' or 'Somewhat agree'.

+The research was conducted by Censuswide, among a sample of 2,007 Adults in England aged 16+, with at least 250 South Asians and 150 of Black ethnicities. The data was collected between 25.08.2023 – 31.08.2023, Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct which is based on the ESOMAR principles.

# Social Media

NHS England will amplify the national reach of the campaign by regularly posting content across NHS media channels including X (formerly Twitter), Facebook and Instagram. You may wish to re-share these posts from your accounts.

- X (formerly Twitter): [@NHSEngland](https://twitter.com/NHSEngland)
- Facebook: [NHS England](https://www.facebook.com/NHSEngland)
- Instagram: [@nhsengland](https://www.instagram.com/nhsengland)

You can also access social media assets including the campaign film, cutdowns and static imagery along with suggested post copy via the [Campaign Resource Centre](#).

Please help us get the message out there, from 19th October by using your social media channels to support the campaign.



# Key Facts & Statistics (Regional)

Please refer to the next slide for the latest regional attitudinal dataset+.

**Over a third (A - 36%)** of respondents are not confident that they can identify the various health professionals working in a general practice.

**XXX (B – 64%)** of respondents said they were confident\* that they could identify the various health professionals working in a general practice, but they didn't believe that mental health practitioners (C - 66%) , (D - 71%) physiotherapists and (E -89%) social prescribers could be available at a general practice.

**XXX (F - 72%)** of people surveyed said they were confident\*\* that they knew what a receptionist does at a general practice, but **XXX (G - 36%)** were unaware that general practice reception teams are trained to assess the information provided by a patient to direct them to the right health professional in the general practice team or local service.

**XXX (I - 49%)** of people surveyed believe that receptionists will keep all information provided by patients in confidence.

**XXX (J - 70%)\*\*\*** agree that they don't always need to see a GP at their general practice and that other health professionals, like physiotherapists, nurses, or mental health practitioners, could help them with what they need.

## Methodology

+The research was conducted by Censuswide, among a sample of 2,007 adults in England aged 16+, with at least 250 South Asian respondents and 150 respondents of Black ethnicities. The data was collected between 25.08.2023 – 31.08.2023. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct which is based on the ESOMAR principles.

\*Respondents who answered 'Very confident' or 'Somewhat confident'.

\*\*Respondents who answered 'Not very aware' or 'Not aware at all'.

\*\*\*Respondents who answered 'Strongly agree' or 'Somewhat agree'.

# Key Facts & Statistics (Regional)

Please see below for the latest regional attitudinal data\*.

	A <sup>1</sup>	B <sup>2</sup>	C <sup>3</sup>	D <sup>3</sup>	E <sup>3</sup>	F <sup>2</sup>	G <sup>4</sup>	H	I	J
East of England	37%	63%	67%	77%	90%	70%	37%	21%	46%	70%
Greater London	36%	64%	73%	78%	90%	73%	30%	9%	39%	62%
East Midlands	39%	61%	71%	71%	85%	67%	41%	22%	49%	77%
West Midlands	34%	66%	68%	72%	90%	77%	31%	13%	48%	67%
North East	36%	64%	64%	77%	92%	79%	40%	16%	48%	67%
North West	34%	66%	61%	71%	87%	71%	35%	18%	52%	73%
South East	41%	59%	59%	63%	89%	68%	40%	17%	53%	73%
South West	34%	66%	64%	68%	88%	72%	37%	12%	56%	76%
Yorkshire and Humber	36%	64%	64%	60%	90%	76%	36%	16%	53%	69%
Overall	36%	64%	66%	71%	89%	72%	36%	16%	49%	70%

# Key Facts & Statistics (Multicultural)

The following insights were derived from the multicultural attitudinal data+:

## Black Community

**Almost one third (31%)** of Black people surveyed in England are not confident\* that they can identify the various health professionals working in a general practice.

**Three quarters (75%)** of Black people surveyed said they were confident\*\* they could describe the role of a receptionist in a GP practice, but **over a quarter (29%)** were unaware\*\*\* that general practice reception teams are trained to assess the information provided by a patient to direct them to the right health professional in the general practice team or local service.

**Over half (59%)** of Black people surveyed agree\*\*\*\* that they don't always need to see a GP at their general practice and that other health professionals, like physiotherapists, nurses, or mental health practitioners, could help them with what they need.

## South Asian Community

**Almost one third (31%)** of South Asian people surveyed in England are not confident\* that they can identify the various health professionals working in a general practice.

**Just under three quarters (73%)** of South Asian people surveyed said they were confident\*\* they could describe the role of a receptionist in a GP practice, but **over a quarter (28%)** were unaware\*\*\* that general practice reception teams are trained to assess the information provided by a patient to direct them to the right health professional in the general practice team or local service.

**Almost two thirds (63%)** of South Asian people surveyed agree\*\*\*\* that they don't always need to see a GP at their general practice and that other health professionals, like physiotherapists, nurses, or mental health practitioners, could help them with what they need.

Please note that we are not able to split out data insights for Eastern European audiences as they will fall under the 'white other' category.

\*'Not confident at all' and 'Not very confident' answers combined.

\*\*'Very confident' and 'Somewhat confident' answers combined.

\*\*\*'Not aware at all' and 'Not very aware' answers combined.

\*\*\*\*'Strongly agree' and 'Somewhat agree' answers combined.

+The research was conducted by Censuswide, among a sample of 2,007 Adults in England aged 16+, with at least 250 South Asians and 150 of Black ethnicities. The data was collected between 25.08.2023 – 31.08.2023, Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct which is based on the ESOMAR principles.



# Other relevant resources

A range of supporting materials and relevant resources are also available for reference.

- [Assets](#) to highlight the wide range of health professionals in primary care.
- [Assets](#) designed to help and support NHS staff, which includes wellbeing resources and support for managing patients.
- [Assets](#) to share free coaching offers with primary care colleagues.
- [Assets](#) to help patients better understand the different access routes to contacting their practice.
- [Assets](#) to support the referral of suitable patients to a community pharmacist consultation.
- [Assets](#) supporting commissioners and general practices to inform and signpost patients to the enhanced access services.



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**Merrisha Gordon**  
Looking After You coach



**NHS**  
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