

**Know how we're working,
know who can help**

Partner briefing

Primary Care Access campaign

2022

Campaign introduction

The Staffordshire and Stoke-on-Trent Integrated Care Board (ICB) is seeing an increased wave of hostility and abuse towards staff across the area. The increase in patient frustration can be linked to the lack of understanding of how primary care can be accessed and who is available to help.

We want all patients to understand how to get the right care, at the right time, with the appropriate person. We also want to stand with all primary care staff by supporting them in their roles.

This campaign targets the residents of Staffordshire and Stoke-on-Trent.

The primary care toolkit has been developed to help educate patients on how primary care is now working. The aim is that by creating the toolkit, we are making it as simple and quick for practices, and partner organisations, to share the message and promote understanding.

What this campaign toolkit includes

To help you support the campaign locally, this toolkit includes a range of materials including:

Comms material	Content	Action required
Social media content	5 x posts focussing on the main messages Post content sheet	Share with community sites, encourage sharing on their own Facebook and Instagram platforms
Leaflet	Leaflet on primary care and how it is working	Distribution to community sites has been scheduled for w/c 3 rd October. Check on uptake. Organise digital distribution to any further sites
Easy read documents	GP access easy read NHS app easy read	Organise digital distribution to members of the community for example charities
Translated content	5 x translated audio adverts 5 x translated posters	Distribute to faith and community leaders

	Bengali, Hindi, Polish Punjabi and Urdu	
Newsletter content	Newsletter content for email bulletins	Send out to primary care practices, partner contacts and community contacts with the toolkits attached

How to use the campaign toolkit

Please utilise as many of the enclosed resources as possible to help raise awareness of the campaign messages.

Wherever you can, try to use the materials as they have been provided to promote the campaign messages. Avoid making changes unless necessary. This will help to ensure consistency of branding and messaging throughout the region.

For further information, you can visit our [landing page](#). You can also refer audiences to the [landing page](#).

For patient feedback, you can refer audiences to answer the [survey](#).

You can also support by following on [Facebook](#), [Twitter](#) and [Instagram](#) and like / share any posts related to this recruitment campaign. You can also follow the Integrated Care System (ICS) on [Facebook](#) and [Twitter](#).

Key messages

- GP surgery access – the way primary care is now working, including booking an appointment with a healthcare professional at your GP surgery
- Care navigators – the vital role of reception staff
- Extended workforce – the many qualified, specialist professionals within the GP surgery team
- Staff abuse – abuse and hostility are not tolerated
- Additional access – the variety of ways to access your care e.g. the NHS app, NHS 111 online (111.nhs.uk) and community pharmacies.

For more information

If you have any questions about this toolkit or require more information, please email primarycareteam@staffsstoke.icb.nhs.uk