

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

# Newsletter copy

Primary Care Access campaign

**2022**

## Newsletter copy

### Support your GP Practice with the Primary Care Access campaign

Accessing primary care is a conversation we are all part of as we discuss pressures on the system and what is being done to tackle them. We have seen a wave of increased patient frustration, and we have also seen hostility towards primary care staff.

The Primary Care Access campaign raises awareness of these issues and educates patients about how practices are working now.

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. And so, throughout the campaign we focus on these subject areas:

- GP surgery access – the ways we are now working
- 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 never tolerated
- Additional access – the variety of ways to access your care e.g. the NHS app, NHS 111 online (111.nhs.uk), NHS 111, and community pharmacies.

Toolkits have been distributed to partners and GP practices. These include a range of useful internal and external resources to help promote these important messages. As we look towards the future of this campaign, we hope to provide patients and members of the public with a clearer understanding of how primary care is working, and ultimately minimise abuse across our GP surgeries.

Please help us by taking the time to familiarise yourself with the important messages in this campaign, and help to spread these messages with your friends, families, and with your local communities. You can find out more information by visiting [www.bit.ly/know-your-gp-surgery](http://www.bit.ly/know-your-gp-surgery).

If you have any thoughts to contribute to the future of this campaign, please email [primarycareteam@staffsstoke.icb.nhs.uk](mailto:primarycareteam@staffsstoke.icb.nhs.uk)