



Improving lives **together**

Norfolk and Waveney Integrated Care System

# Support Primary Care campaign

Communications toolkit

# Toolkit Summary

**This toolkit is designed for use by Patient Participation Groups (PPGs), community groups, parish councils, and all health and care system partners across Norfolk and Waveney Integrated Care System.**


The resources provided in this toolkit will help you to share information about the **Support Primary Care campaign**.

## What is the Support Primary Care campaign?

We want to support our people and communities to understand how they can get the best from our local Primary Care services.

- The aim of the Support Primary Care campaign is to improve understanding of what primary care services are available to help people based on their health needs, and how to access these services.
- This helps to support our primary care service providers. It helps to improve patient experience and supports improved health outcomes, too.
- An information portal on the ICS website has lots of information to help people find out more:  
<https://improvinglivesnw.org.uk/support-primary-care/>

# Core Campaign Themes and Messages

- **Choosing the right service:** Finding out about the range of health services available and what you can use them for.
  - **Meet the General Practice team:** Information about the different healthcare professionals working in General Practice to provide the right care for your needs.
  - **Self-Care:** Learn what you can do to support your health at home, and what types of help you can get from your community pharmacy.
  - **Accessing Services:** Whether patients use online support services, the NHS App, or need to find local services, we want patients to feel confident in the ways they can access help for their health.
  - **Let's work together:** A reminder that both patients and staff want to have positive experiences at the GP practice, and that abuse of healthcare staff is unacceptable.
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# Communications materials

[Click here to download the toolkit from the Support Primary Care campaign portal.](#)

If you cannot use this link, please email [nwicb.contactus@nhs.net](mailto:nwicb.contactus@nhs.net) and we would be glad to share the materials another way.

The communications toolkit contains:

- A4 campaign poster
- A5 Self Care information leaflet
- Social media content
- Newsletter/website text
- Reception screen image



# How you can help promote

We have provided this menu of ideas for how you can help us to spread messages locally.

You don't have to do everything – just choose ones that you think will work best for your local area or community.

## Share information digitally

- Social media
- Intranet articles
- Email banners
- Newsletters
- Website articles

## Put posters and information in key locations

- Surgery screens
- Pharmacies
- Notice Boards
- Post offices
- Social clubs and village halls
- Libraries
- Schools
- Local businesses

## Display information at meetings and events

This can help you target your information to very specific groups

- Mother and baby groups
- Lunch clubs
- Village fetes or festivals
- Special clinics at the GP practice