



Addresses

For Action

Chief Executives NHS Boards
Primary Care Leads
Directors of Dentistry
Directors of Pharmacy
All Independent Contractors (Dental, Pharmacy, General Practice and Optometry)

Enquiries to:

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18 December 2020

Dear Colleague

Primary Care Communications Toolkit

We are delighted to share with you the second iteration of the **Primary Care Communications Toolkit**. The toolkit was created collaboratively with stakeholders to provide the four independent contractor groups, Health Boards/HSCPs and professional and contractual bodies with information and assets to support them in communicating with their patients/customers about how Dental, GP Practice, Optometry and Community Pharmacy services are being delivered differently as a result of coronavirus.

This letter also contains **patient-facing information on the COVID-19 vaccine** that can be used by healthcare providers to help appropriately direct requests for information from the public.

All independent contractor groups, but particularly GP practices, will wish to be aware of the changes to urgent care pathways which were rolled out nationally on the 1 December. Further information about the **Redesign of Urgent Care** is included in the toolkit and can also be found [here](#).

The toolkit has now been updated to include:

- A stakeholder toolkit to support the **‘Right Care Right Place’** campaign regarding the redesign of urgent care;
- Materials supporting the NHS 24 Winter Campaign **‘Show you care: Prepare’**, encouraging the public to prepare for winter; and
- A briefing paper on wellbeing and mental health support services for patients, including a range of self-care, clinical and community based options. A leaflet on cCBT is also included.

The toolkit is available digitally at: www.nhs24.scot/media-centre/stakeholder-toolkits/.

We would like to encourage you all to continue to utilise these resources, particularly the NHS Inform landing page www.nhsinform.scot/communityhealth, as much as possible to help patients and the public to understand how services have changed and what services are currently being delivered across all of the contractor groups. Please use them on your websites and social media accounts and anywhere else appropriate throughout winter.

In addition, '**A Guide to NHS Services this winter: Right Care Right Place**' national door drop is planned to be delivered to every household in Scotland in mid-January. The date of the door drop has been amended to allow information about the COVID-19 vaccine to be distributed to every household as quickly as possible.

To support the implementation of their [Care Navigation in General Practice: 10-Step Guide](#), Healthcare Improvement Scotland's Practice Administrative Staff Collaborative has now made available a recording of their [Implementing Care Navigation Workshop](#) and [supporting slides](#). Further information about Care Navigation is available on the [iHub](#).

Finally we understand the public are anxious for information regarding the **COVID-19 vaccine** and that many of you are receiving an increasing number of queries from patients and public. Patients will be contacted centrally with a leaflet and a letter when the time comes to arrange their vaccination appointment. The following resources are also available for you to use and share:

- NHS Inform now have a COVID-19 vaccination landing page available at: www.nhsinform.scot/covid19vaccine. This page will be updated regularly.
- A COVID-19 vaccination helpline, for general information about the coronavirus vaccine and its delivery, is now available from 8am to 8pm, 7 days a week on **0800 030 8013**. It will not be possible to book or change vaccine appointments via the helpline. You may wish to include this information on practice answerphone messages.
- Resources for practices to use, including patient leaflets, can be found on [this](#) Public Health Scotland page. Additional resources will be added to this page as they are developed.

You may also wish to consider your messaging on your answerphone/voicemail, website, Facebook, Instagram or Twitter account to signpost to these information sources, as well as utilising these resources in waiting rooms, consultation rooms and area, windows or other patient facing forum, in addition to information regarding opening times and access to services during the festive period.

Suggested voicemail wording could be:

"If you have a general query about the COVID-19 vaccine, please look on the NHS Inform website or use the national helpline 0800 030 8013 which is open from 8am to 8pm, seven days a week. Vaccine rollout to the general public, based on age and underlying health conditions, will start as soon as possible, and will depend on vaccine supply. This is likely to be at the start of the new year so please look out for a letter

and a leaflet arriving in the post which will invite you to make an appointment for your vaccine. The first group to receive this will be the over 80s. Please avoid calling with any general queries about the COVID-19 vaccine as we are unable to give you any more information at this stage and we need to try and keep phone-lines open for people who are unwell and needing medical care. Many thanks for your ongoing patience and cooperation.”

Please bring these resources to the attention of the appropriate people within your organisations. We would like to take this opportunity to thank you all for your remarkable work this year in the most challenging of circumstances.

Yours sincerely



Aidan Grisewood

Director, Primary Care Directorate



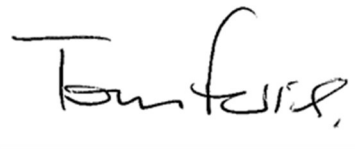
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