



**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)  
Professional Bodies

**Enquiries to:**

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Dear Colleague

**Primary Care Communications Toolkit**

I am delighted to share with you the first ever **Primary Care Communications Toolkit**. This toolkit has been created to provide the four independent contractor groups, Health Boards/ HSCPs and professional bodies with information and assets to support them in communicating with their patients/customers how Dental, GP Practice, Optometry and Community Pharmacy services are being delivered differently as a result of coronavirus.

For the four independent contractors (Dental, GP Practice, Optometry and Community Pharmacy) the toolkit contains:

- Links to films on Youtube which explain to patients how services are currently being provided;
- Images that can be used on websites and social media e.g. Facebook, Instagram and Twitter;
- Examples of copy which can be used; and
- Links to a new NHS Inform page [www.nhsinform.scot/communityhealth](http://www.nhsinform.scot/communityhealth) and other useful links.

The toolkit also contains information on:

- Care Navigation in General Practice: 10 Step Guide (Healthcare Improvement Scotland);
- NHS Pharmacy First Scotland: Key Messages, Graphics and other materials;
- Mental Health resources; and
- Scotland's Services Directory.

The toolkit has been developed with support from NHS24/ NHS Inform, Healthcare Improvement Scotland and the different professional bodies. Thank you to everybody that has been involved.

A digital version of the toolkit will be available shortly.

We would like to encourage you all to utilise these resources 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 during November.

In addition further communication is planned relating to Winter planning and the Redesign of Urgent Care which will be shared with you all over the coming months.

- **'A Guide to NHS Services this winter: Right Care Right Place'** national door drop is planned to be delivered to every household at the end of November.
- NHS24 Winter Campaign **'Show you care: Prepare'** will run through December and January, encouraging the public to prepare for winter.
- **'Right Care Right Place'** campaign to support the redesign of urgent care will run at the beginning of December and again in January.

In addition we are working with pharmacy colleagues on some specific work to promote NHS Pharmacy First Scotland.

Please bring these resources to the attention of the appropriate people within your organisations and thank you for your support.

Yours sincerely



Aidan Grisewood

Director,  
Primary Care Directorate



Alison Strath

Interim Chief Pharmaceutical Officer for Scotland