

## ACCESS CARDS COMMS TOOLKIT

### *Background*

In order to encourage GP registration, we need to ensure that the key messages detailed above are communicated and applied at all GP practice locations. People need to feel welcome in General Practice.

It is of increased importance that all vulnerable groups are registered with a GP practice in order for them to be assessed for prioritisation of the COVID-19 vaccination.

### *Key messages*

- Everyone is entitled to register with a GP – you are welcome
- Encourage people to register with a GP
- Encourage GP practices and staff to accept new registrations, including where people have no proof of address or ID
- There is no regulatory requirement to prove identity, address or immigration status to register at a GP surgery
- Patients do not need to provide an NHS number
- Practice managers need to ensure that ALL receptionists are knowledgeable about registration of patients who have no ID or address
- NHS patient data is only used for the purposes of providing health and care. Information is not shared with others [may be useful to be specific about Home Office and DWP] without the consent of the individual patient.

### *Key messages & COVID-19 vaccination*

- In order to receive the COVID-19 vaccine it is really helpful if you are registered with a GP

### *Assets*


- Please come and register with your local GP poster- to be downloaded to be displayed across healthcare settings and public services
- Welcome to general practice poster – for practices to personalise with their own contact details
- Twitter card graphic
- Digital version of access card


### *Links*

- [GP Access Card page on CommsLink \(FutureNHS\)](#)
- [www.nhs.uk/register](http://www.nhs.uk/register) for more information about the registration process and how to find your local GP surgery
- Doctors of the World UK have a brilliant Safe Surgeries initiative that can help <https://www.doctorsoftheworld.org.uk/what-we-stand-for/supporting-medics/safe-surgeries-initiative/>


#### *1. Twitter copy*





Example patient facing Tweet copy:

<p>Everyone is welcome in #GeneralPractice ♥</p> <p>You do not have to show proof of address or ID to register with a GP practice. 📄</p> <p>Register with your local GP practice today or find out more <a href="#">online</a>. 📱 🖥️</p>	
--	--

<p>Everyone is welcome in #GeneralPractice ♥</p> <p>In order to receive the #CovidVaccine it is really helpful if you are registered with a GP. 📄</p> <p>Register today or find out more <a href="#">online</a>. 📱 🖥️</p>	
---	---

Example staff facing Tweet copy:

<p>Anyone in England is entitled to see a GP.</p> <p>✗ Patients do not need to show proof of address / ID or immigration status to register.</p> <p>✓ Please support anyone who needs help registering with your GP practice.</p> <p>#GeneralPractice</p>	
---	--

<p>Anyone in England can register to see a GP.</p> <p>Please encourage people to register with your practice to ensure that they are prioritised for the COVID-19 vaccine. 📝</p> <p>#GeneralPractice #CovidVaccine</p>	
<p>Everyone is welcome in #GeneralPractice. ❤️</p> <p>This short training module from @PathwayUK for #receptionists provides really helpful insight and knowledge:</p> <p><a href="http://www.pathway.org.uk/4403-2/">www.pathway.org.uk/4403-2/</a></p> <p>#homelesshealth #inclusionhealth</p>	
<p>Everyone is welcome in #GeneralPractice. ❤️</p> <p>Reviewing practice websites so that they are clear that you can register without proof of ID or address is essential to make sure everyone has access to health care.</p> <p>#homelesshealth #inclusionhealth</p>	
<p>Everyone is welcome in #GeneralPractice. ❤️</p> <p>Reviewing practice websites so that they are clear that you can register without proof of ID or address is essential to make sure everyone has access to health care.</p> <p>#homelesshealth #inclusionhealth</p>	

Additional social media copy:

- Everyone is welcome in #GeneralPractice. @DoTW\_UK have a brilliant #SafeSurgeries initiative that can help #GeneralPractice <https://www.doctorsoftheworld.org.uk/what-we-stand-for/supporting-medics/safe-surgeries-initiative/> #homelesshealth #inclusionhealth
- Everyone is welcome in #GeneralPractice. Working in partnership with #VCSE orgs like @ItsGroundswell @DoTW\_UK @GypsyTravellers can really help

#GeneralPractice to provide accessible and trauma informed care to some of the most vulnerable people in our communities #homelesshealth #inclusionhealth

- Everyone is welcome in #GeneralPractice. Working in partnership with #LocalAuthorities can really help #GeneralPractice to reach and provide care to the most vulnerable people in our communities #homelesshealth #inclusionhealth
- Everyone is welcome in #GeneralPractice. Coding patients #housing status #ethnicity including #Romani really helps to establish better data on health needs of #inclusionhealth populations. Improving #data is so important to providing the right care #homelesshealth #inclusionhealth

## **2. Long copy**

### **GP access cards**

We are aware that some people experience barriers when trying to register with a GP. Despite national restrictions put in place as a response to the coronavirus pandemic, it is still important to encourage GP registration within our communities, to ensure that everyone receives care and is prioritised for the COVID-19 vaccine.

Within the next few weeks, GP access cards will be distributed by local Healthwatch and voluntary organisations to vulnerable communities who are less likely to be registered with a GP. The card, similar in look to a credit card, will be accompanied by a welcome to GP letter from Dr Raj Patel and will provide details of how to register.

On the back of the card is the NHS England Customer Contact Centre number, for people to use if they have been refused registration. Practices should not be turning people away who try to register without proof of ID/ address or immigration status. Anyone in England is entitled to register with a GP.

To support patients with their GP registration and to encourage people to register, we are asking practices to:

1. Reach out to your local voluntary sector to work together
2. Support your receptionists to complete this bitesize training on the Pathway website – [Homelessness Training for GP Receptionists](#)
3. Review websites to include a statement that you can register without ID or address
4. Offer an initial health assessment for new registrants to identify vulnerability to COVID and code as CEV. If homeless use the housing status codes.

More information, including a communications toolkit for practice staff is available to download on the [FutureNHS platform](#).

### **3. Comms to acute and community healthcare settings – sharing the ‘Please come and register with your local GP’ poster**

“We are aware that some people experience barriers when trying to register with a GP. Despite national restrictions put in place as a response to the coronavirus pandemic, it is still important to encourage GP registration within our communities, to ensure that everyone receives care and is prioritised for the COVID-19 vaccine.

We have recently launched the GP 'access cards' campaign. The card, similar in look to a credit card, provides details of how to register and is being distributed by local Healthwatch and voluntary organisations to vulnerable communities who are less likely to be registered with a GP.

To further encourage GP registration, we have produced this 'Please come and register with your local GP' poster, to be displayed within acute and community healthcare settings. Please support this campaign by downloading this poster and displaying it within your pharmacy. Everyone is welcome in General Practice."