



# **Patient Participation Awareness Week**

**June 6<sup>th</sup> – 11<sup>th</sup> 2016**

## **RESOURCE PACK**

### **Get Involved!**

**We are patients- just like  
you!**

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This pack contains.....

*Text in green font is to clarify the purpose of the document and should be deleted before materials are used.*

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*Grateful thanks go to the following PPG members who contributed enormously to the conceptual and practical design and content of the original resource pack:*

- Jenny and Tony Drew – Stag Medical Practice PPG, Rotherham
- Wendy Parkin – Wilsden Medical Practice PPG, Bradford (Corkill Winners 2012)
- Roger Till, Lawson Practice PPG, Hackney , North London

## Introduction

### Getting the most out of Patient Participation Awareness Week 2016

N.A.P.P.'s fourth Patient Participation Awareness Week builds on many successes achieved by PPGs in the last three years and aims to highlight again the importance of patient participation in achieving excellence in care for all patients.

The theme of this year's national campaign and N.A.P.P. Conference is **'Transforming Services Together'** – we aim to promote widely the value of 'good' PPGs, where informed and involved patients work together with their practice to improve the quality of care and outcomes for patients. From our experience excellent practices and good PPGs go hand in hand!

We look forward to hearing about local activities to raise awareness of your groups that ensure patients' perspectives are at the heart of primary care driving up quality and safety. Please let us have examples of where your group has been influential in improving outcomes for patients and we will share them across the country.

This pack, put together by representatives of N.A.P.P. and member PPGs working together with N.A.P.P. Trustees, is designed to encourage and assist your PPG and practice to widely promote the activities and achievements of your group and the benefits you offer to all members of your patient population also to GPs, practice teams and commissioners of health care.

It is not prescriptive, but offers ideas, templates and sample materials you may use. It aims to provide a basic framework to stimulate creativity and help you 'make some noise' in your community about the excellent work you do!

All materials can be freely reproduced and have been presented in Word format so you can edit, alter, insert text and graphics as you require.

In addition to a local community focussed campaign, N.A.P.P. will be running a national campaign. We have once again been fortunate in securing the support of Dr Phil Hammond, media GP and broadcaster, to raise the profile of patient participation in the national media! And finally.....please let us have feedback, pictures, and quotes...anything you would like to share about your local events. We are creating a special Awareness Week area on the N.A.P.P. website. Good luck!

## *'Involved Patients, Excellent Care'*

### **Patient Participation Week: June 6<sup>th</sup> – 11<sup>th</sup> 2016**

This is the fourth **National Patient Participation Awareness Week**.

The week is organised by the **National Association for Patient Participation, (N.A.P.P)** a national charity, formed in 1978. Uniquely placed as the only umbrella body for patient-led groups in primary care, N.A.P.P has over 30 years' experience in promoting, supporting and developing Patient Participation Groups (PPGs). Over 1300 groups affiliated to N.A.P.P, representing at least ten million patients across the UK.

Working in partnership with GPs and practice teams, Patient Participation Groups ensure the patients perspective is at the heart of local provision so that services are of high quality and continuously improve. Groups also provide practical support in the surgery, foster improved communication between the practice and its patients and help patients to take more responsibility for their health

Patient Participation Week aims to highlight the importance of patient participation in achieving excellence in care for all patients. During the week Patient Participation Groups across the UK will be holding a wide range of events to increase public and professional awareness, including working with local media organisations to spotlight success in patient participation.

A national media campaign with contributions from leading health stakeholders will also highlight the value of these 'grass roots' groups and the important role they play in driving up the quality of care. The week will culminate in the N.A.P.P annual national conference '**Transforming Services Together**' on June 11<sup>th</sup> at the Park Hotel, Stretton, Cheshire.

To find out more and get involved visit the N.A.P.P. website <http://www.napp.org.uk/> where you can find about organising local activities and how to get as much publicity as possible for your event.



## What are Patient Participation Groups?

“We are patients just like you.....”

**Did you know that every GP practice in England is now required to have a Patient Participation Group (PPG)?**

PPGs are groups of active volunteer patients working in partnership with practice staff and GPs. This unique partnership between patients and their practices is essential to achieving high quality and responsive care.

Groups meet face to face with practice staff at mutually agreed intervals. ‘Virtual PPGs’ now also exist operating alongside ‘real’ groups enabling a dialogue with the whole patient population through email, online surveys and social media.

The first PPG was started in 1972 by GPs and there are now PPGs in dental practices and pharmacies.

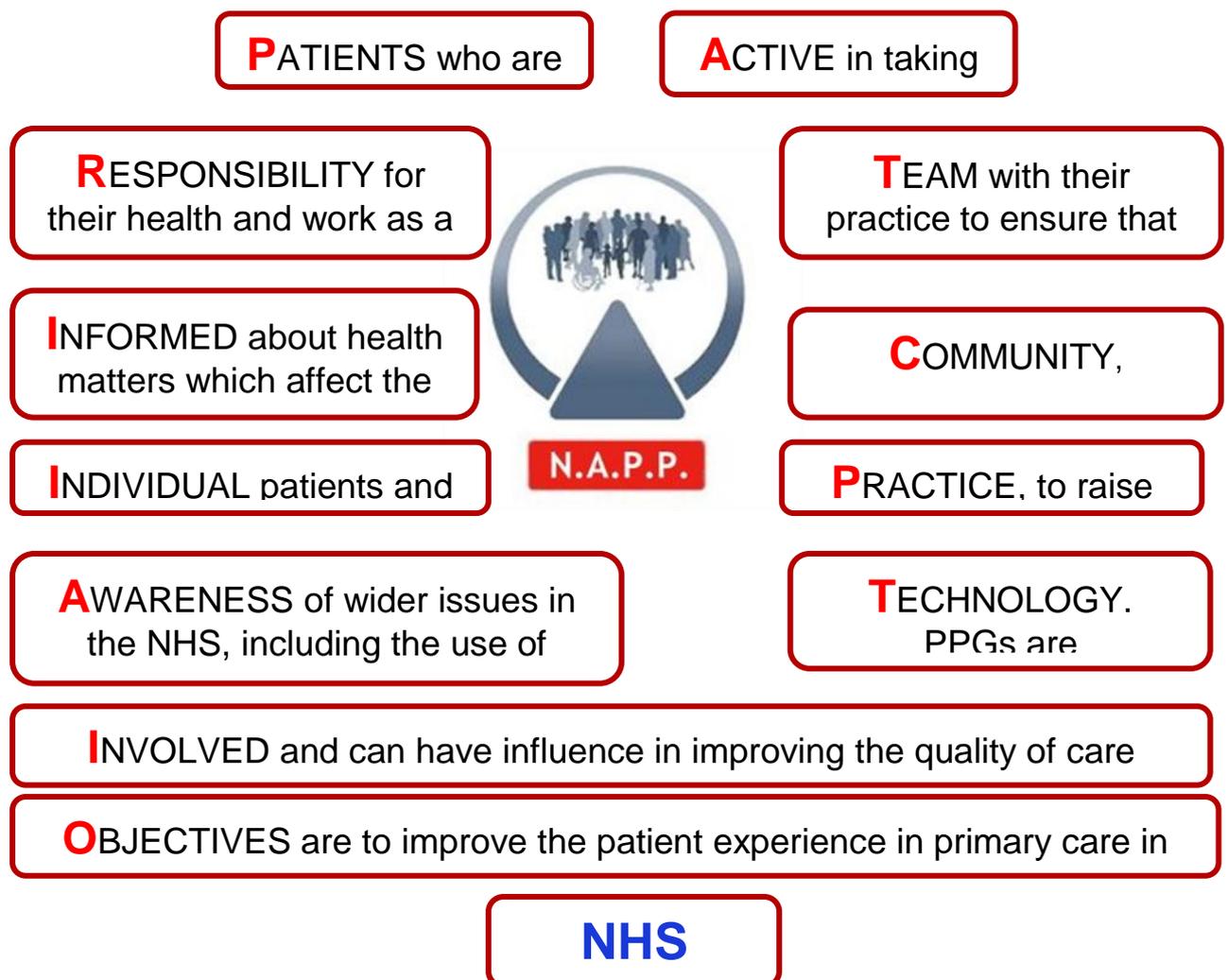
PPGs work in a unique partnership with their practice built on mutual trust and respect to:

- Act as ‘critical friend’ to provide a patients’ perspective ensuring services, plans and activities respond to patients needs and priorities.
- Foster communication with the wider patient population building stronger patient – doctor relationships
- Provide practical support to practice teams e.g. conducting and analysing patient surveys, organising health awareness events.
- Encourage those with long term and/ or multiple health conditions to gain confidence in managing and taking control of their health and care.
- Help other patients take more responsibility for their health and make informed decisions

The National Association for Patient Participation (N.A.P.P) is uniquely placed as the only UK wide umbrella body for patient-led groups in general practice. A registered charity, N.A.P.P has over 30 years experience of promoting and supporting PPGs. Go to [www.napp.org.uk](http://www.napp.org.uk) to find out more or ask at your local practice if they have a group. Find out what PPGs could do for you...or better still....get involved!

## What PPGs do and what Patient Participation is...

**P**atients who are  
**A**ctive in taking  
**R**esponsibility for their health and work as a  
**T**eam with their practice to ensure that patients are well  
**I**nformed about health matters which affect the  
**C**ommunity,  
**I**ndividual patients and the  
**P**ractice, to raise  
**A**wareness of wider issues in the NHS, including the use of  
**T**echnology. PPGs are  
**I**nvolved and can have influence in improving the quality of care.  
**O**bjectives are to improve the patient experience in primary care in the  
**NHS**



## Suggestions for PPG activities during campaign week:

- Design and erect a display in the waiting room (as a minimum)
- Get publicity out about your group in your community
- Get publicity in your local media, press/radio/TV etc
- Contact lay members on CCG Boards who are responsible for patient and public engagement. Your CCG should have a website and Board members should be listed.
- Spread messages to your virtual group using email, text and social media
- Go out to community events and visit local groups including schools, libraries, luncheon clubs, residential homes, community centres, pubs, shops etc
- Target different health and interest groups in your patient population – help them understand what your group can do for them, how they can get involved or give their feedback (provide information in different languages and formats where appropriate)
- Hold a full staff/practice meeting with the PPG
- Put something on the practice website and in your practice/PPG newsletter
- Interview some key local people and promote PPG
- Get involved in GP training activities

## Quotes and Feedback

**Gather some quotes and feedback about your PPG and its activities to use in your publicity for this week and in the future from patients, GPs, your Practice Team, members of your community, local groups, your Clinical Commissioning Group, anyone....**

*Make sure quotes/feedback is anonymised or that you ask permission from the person supplying the quote that they are happy for it to be publicly used...!*

Ask people to tell you about:

- the benefits of your PPG to them as patients, to the practice, to the local community...
- what they value about your PPG and patient participation
- what they feel are the achievements of the PPG
- anything else they feel may be important at a local level

**We would also be keen to receive quotes/feedback about N.A.P.P. from your groups, your Practice Team and your CCG. We would be interested to know:**

- what you value about N.A.P.P.
- what you feel are the benefits of being a member of N.A.P.P.
- the things you feel that N.A.P.P. does well and the things to improve

*We would particularly value feedback from your GPs so that we can share the more positive experiences with other practices to encourage those GPs without PPGs to understand the benefits of working in partnership with patients*

## Writing a Press Release

There are many methods of writing a Press Release and also plenty of advice on what to do and what not to do! Below are some helpful hints.

### Think about.....who is the press release designed for?

1. The media – local radio, local newspapers, community newspapers, occasional publications (local county magazines).
2. Copies can be sent to all health related organisations in your area such as dentists, pharmacies, opticians, chiropodists, locality Clinical Commissioning Group (CCG), CHCs (In Wales) Social Services, your local MP, your local district, borough and parish councillors.
3. For your patients and members of the local community (Copies can be posted on your dedicated PPG surgery notice board and other public notice boards in your area).
4. Conduct a web search to find local websites which contain a news page relevant to health matters and send an electronic version in pdf format.
5. Send to local community and voluntary sector groups, parish councils, self help groups etc. Your local voluntary sector infrastructure organisation (Council for Voluntary Service etc) will have a mailing list of such groups.

### Format, content and distribution...

- The headline should clearly contain the value of the press release to the reader - it should not contain the name of the issuing organisation in the headline
- Headlines should be as short and interesting as possible.
- Only put an embargo date if you do not want the article to appear too early but remember that newspapers etc. work to deadlines so make sure you know when the piece has to be in for publication
- Don't send the release as an email attachment only. A release under the phrase 'Press release, see attached' and no other details is likely to be deleted. Put brief relevant details in your message.
- Ideally send the version for publication in Word format so that it can be easily copied

- You can send a tidied-up PDF of the release to recipients in points 2,3, 4 and 5 above but send copy to journalists as plain text.
- Press release writers should make it clear why readers need to know about their story
- Summaries of the organisation's history or relevance are not required. A single line in the body of the release to tell people who you are is enough. You may wish to include a short paragraph with brief details and about your group and a contact number as a postscript to your press release.
- Summarise what you are 'selling'/promoting early on in the release, preferably using the standard journalism 25 words of 'who, what, where, when, why'
- Once you've written your press release, go away and make a cuppa! It is often the case that upon re-reading the copy you will wish to amend it. Once you and members of the group are happy with the release pass it to the clinicians and practice staff of the surgery for comment. (This is not only a courtesy but they may have valuable contributions to make).
- Never, ever, write more than two pages - preferably one.
- Only include a quote that someone might actually have said. Quotes are always a good feature of press releases.
- Don't send out a release and then go on holiday for two weeks the next day. It's amazing how often this happens. It's very annoying if you need to speak to the author urgently.
- Always put your phone number somewhere instead of hiding behind an email address. There isn't always time for email queries.

**A sample press release is on the next page**

**Sample Press Release: This is a fictitious example....**

Embargo until  
Monday May 25<sup>th</sup>  
2015

## **PRESS RELEASE**

### **Patients Partner Practice in Awareness-raising**

The Good Health Surgery Patient Participation Group together with the Practice are joining similar groups throughout the U.K. in promoting the National Patient Participation Awareness Week. The initiative is designed to broadcast to the wider public the existence of Patient Participation Groups and the valuable work they undertake. Activities are planned to run during the week Monday June 6<sup>th</sup> to Saturday 11<sup>th</sup>.

The following activities in Middlechester are planned:-

Monday 6<sup>th</sup> Come and meet members of the Patient Group at our Coffee morning at the Community Centre. On Wednesday 8<sup>th</sup> a Men's Health event at the British Legion from 7.30-9.30 and on Saturday 11<sup>th</sup> June, Health and Fun day for all the family at the Village Hall from 10.00am –3.30pm

Detailed information concerning the above is available in leaflet form and may be collected from the library, the practice, the village pharmacy or the Kings Head. Or why not use our website

[www.friendsofgoodhealth.com](http://www.friendsofgoodhealth.com).

Dr I. Cancureu the senior partner at the Practice said "Since we started the Patient Participation Group in 2005 the benefits for patients have been remarkable. The group amongst other things have been instrumental in providing a volunteer drivers scheme for prescription delivery and transporting this less able patients in our community.

Kathy Richards, Secretary the Friends of the Good Health Surgery Patient Participation Group, Telephone 0123 456 789 Email: [krich@gmail.com](mailto:krich@gmail.com)

Notes to the Editor

- The Friends of the Good Health Surgery Patient Participation Group are affiliated to the National Association for Patient Participation along with over 1300 similar groups throughout the U.K.
- Photographs for the events will be available
- The Surgery telephone number is 0123 987 654

# PRESS RELEASE TEMPLATE

## *Involved Patients, Excellent Care*

### **Patient Participation Awareness Week**

**June 6<sup>th</sup> – 11<sup>th</sup> 2016**

**National Patient Participation Week** will run from June 6<sup>th</sup> - 11<sup>th</sup> 2016

The week is organised by the **National Association for Patient Participation, (N.A.P.P)** a national charity, formed in 1978. Uniquely placed as the only umbrella body for patient-led groups in primary care, N.A.P.P has almost 40 years' experience in promoting, supporting and developing Patient Participation Groups (PPGs). There are now over 1300 groups affiliated to N.A.P.P, representing at least ten million patients across the UK.

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Patient Participation Week aims to highlight the importance of patient participation to achieve excellence in care for all patients. During the week Patient Participation Groups across the UK will be holding a wide range of events to increase public and professional awareness, including working with local media organisations to spotlight success in patient participation.

#### **Quote to be inserted here**

A national media campaign with contributions from leading health stakeholders will also highlight the value of these 'grass roots' groups and the important role they play in driving up the quality of care. The week will culminate in the N.A.P.P annual national conference in Cheshire on the 11<sup>th</sup> June, this year entitled 'Transforming Services Together': Transformation, Integration and Federation - What do they mean for Patients?"

To find out more, visit the N.A.P.P. website at <http://www.napp.org.uk/> where you can find about more about Patient Participation

Poster Template: See next page for example of content



# Patient Participation Awareness Week

6<sup>th</sup> – 11<sup>th</sup> June 2016

[www.napp.org.uk](http://www.napp.org.uk)

We are patients, just like you

Supported

by

**National Association  
for Patient Participation**



# Patient Participation Awareness Week

## 6<sup>th</sup> – 11<sup>th</sup> June 2016

[www.napp.org.uk](http://www.napp.org.uk)

**We are patients, just like you**

**The Good Health Practice Patient Participation Group**  
is proud to be involved with the

**National Association for Patient Participation's Awareness Week.**

The group was started in 2007 and we have worked with the practice to enhance the delivery of primary care services in a number of areas. To date here are just a few of the initiatives which we have introduced:

- 1. Provided Health and wellbeing events on a regular basis**
- 2. Introduced the touch screen in reception**
- 3. Improved access to appointments**
- 4. Made a volunteer drivers' scheme available for those patients who have mobility problems**

During the Awareness week we have planned the following

**Monday 6<sup>th</sup>** Come and meet members of the Patient Group at our  
Coffee morning at the Community Hall 10.00—11.30am

**Wednesday 8<sup>th</sup>** Men's Health event at the British Legion - Information  
leaflets available in surgery, library, chemists and the  
King'sHead.\*

**Saturday 11<sup>th</sup>** Health and Fun day for all the family at the Village Hall  
10.00am –3.30pm

For more information concerning the work of the Patient Participation Group why  
not visit our website at [www.friendsofgoodhealth.com](http://www.friendsofgoodhealth.com)

Or telephone our Secretary Kathy Richards on 01234 567890

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