

A centrally coordinated GP Newsletter for the city of Leeds

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Aim: To provide standard, current, relevant and reliable Public Health information to patients through GP surgeries.

Background

Local GP surgeries would like to provide their patients with good quality health information. Lack of time and graphic design skills were often quoted as reasons for not editing a surgery newsletter. There was, however a perceived appetite for relevant and reliable public health information.

Method

The Public Health Communications Manager, two practice managers and the Patient and Public Involvement Manager edited the first issue of the newsletter and form the editorial board.

The GP newsletter is edited quarterly by the Leeds Public Health Resource Centre.

Three formats are emailed to practice managers – all easy to read and print on basic facilities. Patients and staff can make suggestions for topics

The newsletter is supported by the PCT but owned by the surgeries themselves.

Conclusions

With encouraging feedback the team is currently pursuing city wide cover. The local bus company operates a popular tabloid paper with wide readership (Metro) and the questions is, would this initiative be better managed on a similar format through a central hub? Should printed copies be made available through central funding in health premises?

“The up-to-date public health information is use-full. It makes it easy for us to do a newsletter. We did have one a long time ago but had to stop because of resources. We wanted to bring it back but nobody had the right skills and it’s so time consuming.”



No. of GP surgeries using the template

