**Be courteous and kind … resources for practices**

**Keep Calm and Be Kind** **– posters and images**



Assets are available on the CCG website, here: <https://northyorkshireccg.nhs.uk/clinical-portal/health-campaigns-resources-hub/keep-calm-and-be-kind/> (log-in required):-

* Username: **clinician**
* Password: **nyccg01042020**

The source artwork – which practices can customise with their own messaging, staff images and logos – are available, below:-

 

Once amended, you can choose to **Save as PDF** to create PDF documents suitable for printing, which you may then wish to use on noticeboards etc.

You can then save the PDF documents as JPG files to create images that can be used on digital channels such as practice websites or social media platforms.

**Keep Calm and Be Kind** **– some suggested messaging for practice websites and/or social media which practice teams may wish to use/customise**

**(with thanks to Derwent Practice for the inspiration)**

(Dear Patients)

Whilst we are exceptionally grateful for the lovely patients who are so kind and courteous to our staff (this is most of you), over the past few months our teams have been experiencing more and more abuse from a small minority of patients who feel they can shout and swear at us when we are not able to meet their expectations. We are sure you will agree this is not appropriate behaviour towards our loyal and dedicated staff members who are doing their absolute best to help in circumstances that remain challenging.

Since COVID restrictions started to ease, we have been experiencing a much higher demand in all surgery departments. This in part is because many people did not access health services for many months at the start of the pandemic.

This has increased our workload significantly and health problems can now be more difficult to address given the more advanced status of some of the issues we're seeing.

Indeed, you will have seen in the news that all areas of the healthcare sector are under increased pressure right now. This demand is inevitably affecting our telephone lines and despite improving our call handling capacity, some patients may have a longer wait on the telephone than might normally be the case (and we would ideally like) whist we deal with complex matters.

We have seen criticism that we have not been open or seeing patients face-to-face. This is categorically not true and it's a myth we're eager to bust; we have been open and seeing patients in person following telephone triage right throughout the pandemic. However, we have been careful in only allowing those who need to see us in person into the practice in order to keep you and our teams safe.

The number of COVID cases in our community is extremely high and by the very nature of who we are and what we do, many of our patients are elderly and some may have complex health conditions that make them more susceptible to COVID-related illness. We owe it to patients to remain careful and vigilant which is why measures like social distancing in waiting rooms, PPE and enhanced cleaning remain in place. This does mean we have to manage the availability of face-to-face appointments quite carefully, though patients will always be seen in person where there is a clinical need.

We hope the measures that are still in place in our practice are reassuring to those patients who need to see us in person and may still be nervous about COVID restrictions being eased because of their existing health condition.

As we look back over the last 18 months of the pandemic and reflect on the amazing things we've achieved, including our contribution to the largest ever vaccination programme in the history of the NHS, we also remember how morale-boosting and heart-warming it was to see so many of you, our patients, on your doorsteps, clapping and bashing your pots and pans in appreciation of the NHS and healthcare workers. It meant a great deal to everyone in our practice.

We are not asking people to repeat the gesture now. All we ask is that patients are courteous and respectful to our teams who are trying their best to help you. A little kindness does indeed go a long way, particularly at the moment. We would like to politely remind patients that any abuse towards our staff members will not be tolerated, and we reserve the right to ask patients to find another GP practice.

Thank you for your support.

**Keep Calm and Be Kind** **– some suggested messaging for social media (Facebook and Twitter) which can be used alongside Keep Calm artwork in its original form, or your customised versions**

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| Like many other parts of the NHS, our surgery is very busy and we are seeing a high demand for appointments. Thank you for your patience and understanding. |  |
| A little kindness goes a long way … if you're contacting us to make an appointment, please be courteous and respectful to our staff. Our reception team are highly skilled and trained to handle personal and confidential patient information; they can guide you to the right advice or fix up an appointment with the health professional that is most appropriate for your needs, which may not always be a GP or nurse. |  |
| If you have a health concern, we're open and seeing patients face-to-face (where it's clinically appropriate). We're much more than just a doctors' surgery – we have a range of healthcare professionals who can help you. |  |
| A big thank you to our patients! We're really busy at the moment and most of you understand the pressures the wider NHS and care system is under – your kindness and patience is going a long way and is really appreciated. |  |
| Our reception team are highly skilled and trained to handle personal and confidential patient information; they can guide you to the right advice or fix up an appointment with the health professional that is most appropriate for your needs, which may not always be a GP or nurse. |  |