

Improving  
your access

# ERY IMPROVING ACCESS SERVICE BRIEFING NOTE



## National publicity campaign begins

**Monday 3 December sees the start of the NHS England national publicity campaign about Improving Access. The campaign runs until 21 December.**



The national campaign headline is “We’re open later” and it will be targeted at the 20-40 age group. This is the group of people that NHS England believes are most likely to want and need the convenience of longer opening hours and appointments at weekends. We know from additional patient engagement in ERY that the majority of our patients across all age groups want to be able to access appointments between 7:30am (51%) and 8pm (78%) on weekdays and on Saturday mornings (71%).

We have created a new leaflet for patients that uses the campaign headline and contains more detailed information about the service. A supply of leaflets will be delivered to practices shortly. These leaflets and other assets will also be shared with community partners including Trusts and the Local Authority. We expect that there will be interest from local press. We will be supported by the CCG in our work with the press and broadcast media and in distributing the assets to our community partners in e.g. Trusts, Local Authority, parish councils.

We are updating the Improving Access service website in line with the national campaign. The YHP federation website will carry a link back to [www.improvingaccess.org](http://www.improvingaccess.org).

[www.improvingaccess.org](http://www.improvingaccess.org)

## Key messages

These are the key messages for our local publicity activities. Please be aware that our service differs from the offerings in our neighbouring CCG areas of Hull, York and North Lincs. Information about the Hull service can be found here [www.accessplus.org.uk](http://www.accessplus.org.uk)

Neither North Lincs nor York has a dedicated website for their service. We have asked the STP to put up a link to our website on their own site.

We have worked with our neighbouring CCG comms colleagues to make sure that we are all aware that there are points of difference between our local services. We want to keep our messaging high level so that people are not confused by any conflicting details. It is likely that because we have and Hull have more information in the public domain via our dedicated websites we will get the bulk of the Humber press and broadcast media attention. Should any of you be asked to comment by local media, please use the messages below to inform your response or, if you prefer, refer the enquiry to Paddy Hall or Mary Jo Pearson.

**We're open later.** Appointments are available every weekday until 8pm; on Saturday and Sunday mornings and on Bank Holidays, including Christmas Day and Boxing Day.

**How to book or cancel an appointment, including at weekends.** During normal working hours patients should book via their registered practice in the usual way. Online booking is not available in ERY at present – this is important as the national messaging is likely to emphasise the digital booking option

**Appointments may not be at the patients' own practice but at one of more than a dozen convenient locations around the East Riding.**

The list of participating locations is on the service website and will be updated as more practices opt in.

Here is the list as at 26 November:

- Snaith and Rawcliffe Medical Group, Butt Lane, Snaith – Monday
- The Ridings Medical Group, Brough and South Cave – Tuesday; Saturday morning
- Hessle Grange Medical Practice, Hull Rd, Hessle - Wednesday
- Montague Medical Practice, Fifth Avenue, Goole – Saturday morning
- Gilberdyke Health Centre, Thornton Dam Lane, Gilberdyke – Friday; Sunday morning
- The Medical Centre, Pinfold St, Howden - Thursday

- Dr Mixer & Partners, The Old Fire Station, Beverley - Wednesday
- Dr Underwood and Partners, Manor Rd, Beverley – Monday
- Driffield Medical Centre, Cranwell Rd, Driffield – Thursday
- Church View Surgery, Market Hill, Hedon- Monday, Tuesday, Wednesday, Saturday
- Greengates Medical Group, Walkergate, Beverley – Monday, Thursday, Friday (mornings)
- Anlaby Surgery, Haltemprice Leisure Centre, Anlaby – Thursday
- Beverley Health Centre – Friday evening, Saturday and Sunday mornings.

**Appointments may not be with a doctor but with an appropriately qualified clinician who can give the right care.** The service offers a range of clinicians who are skilled in routine family practice.

**Improving Access is not a walk-in, urgent care or minor injuries service.** People must have an appointment to be seen.

**Improving Access is a locally commissioned service.** The ERY service is separate from the services in our neighbouring CCG areas. What happens in Hull or York or North Lincs may be different from the ERY offering.

**Improving Access appointments are available to everybody who lives in ERY.** They are not only for people in the 20-40 age group.

[www.improvingaccess.org](http://www.improvingaccess.org)