

REBUILD GENERAL PRACTICE GRASSROOTS ACTION PACK

If you'd like to take further action to support Rebuild General Practice, you can:

Find out more

- Sign up to the campaign mailing list by emailing hello@rebuildgp.co.uk

Tell others in the profession and your network about Rebuild General Practice

- If you run LMC communications (e.g., newsletters, websites), raise awareness of the campaign and ask constituent GPs to get in touch to be involved. Copy [here](#).

Tell patients about the campaign

- You can download and print these flyers for your surgery to show your patients how they can support. Downloads available [here](#).

Support us on social media

- Follow us on X/Twitter: [@RebuildGP](#)
- If you have your own social media account, you can download the digital assets [here](#).
- You can also use the post copy [here](#).

Let your local MP, counsellor, or Parliamentary candidates know about us

- Write to let them know about the Rebuild General Practice campaign, use the letter [here](#).
- More on the best way to find your local MP and how to write to them can be found [here](#).

Let your local press know about the Rebuild General Practice Campaign

- Send a letter to your local newspaper editor telling them about the Rebuild General Practice campaign. Use the copy [here](#).
- Invite a local journalist to visit your surgery. Use the email [here](#).
- Send a press release to local media about the campaign and roadshow event, use the copy [here](#).

NEWSLETTER COPY

[Insert LMC name] is a supporter of the Rebuild General Practice campaign.

This is a grassroots campaign led by GPs, calling for a proper, long-term plan to Rebuild General Practice.

We are asking the Government, patients and our colleagues across the NHS to join us in building a long-term patient centred vision for general practice.

Including:

- A plan to retain the GP workforce;
- Fair funding as part of the wider NHS;
- Greater freedom and autonomy to do our jobs.

Find out how you can get involved with the campaign at rebuildgp.co.uk/get-involved.

SOCIAL MEDIA COPY

Post #1:

I support the @RebuildGP campaign, because we urgently need:

📖 A plan to retain the GP workforce;

💰 Fair funding as part of the wider NHS;

💪 Greater freedom and autonomy to do our jobs.

#RebuildGP

- Accompanying asset [here](#)

Post # 2

The @RebuildGP campaign is bringing GPs together to tell our stories, connect with others in the profession, and persuade politicians of the urgent need to #RebuildGP.

Find out how you can get involved at rebuildgp.co.uk/get-involved

- Accompanying asset [here](#)

LETTER TO YOUR MP AND LOCAL REPRESENTATIVE

Dear [name of MP/representative],

Rebuild General Practice campaign

I am emailing you today, as a local GP in your constituency, on behalf of the Rebuild General Practice Campaign. As you may already be aware, we are a GP led campaign group calling for a proper long-term plan to rebuild general practice.

We believe general practice should be at the heart of every community – keeping patients safe, and providing strong foundations for the rest of the NHS. But decades of neglect have broken the system and it's now in danger.

You will have heard this on the doorsteps time and time again; GPs are leaving the profession in droves, practices are closing down and we are worried we aren't able to provide the high level of consistency of care, due to the growing retention issues.

The situation is reaching breaking point, with retention within our profession at an all-time low, and fellow GP practices unable to operate and subsequently closing. It is clear that immediate change is needed within our profession to help guarantee consistent care to our patients, that we work tirelessly to serve.

That is why I am writing to you today. To share the reality of the current crises, and to invite you to my local practice to see the challenges we see every day.

Thank you in advance for your time, and I look forward to hearing from you.

Best wishes,

[Name]
[Address]*
[Email]

**Address is fundamental in achieving a response, as this is logged as a constituency matter, and so the local MP will only answer if this is present.*

NB. This can be both your home address, or your practice address, but make sure which ever address you use, matches the area in which your MP is based.

HOW TO WRITE TO YOUR LOCAL MP

Information about MPs, the constituency and political party they represent can be found on the parliamentary website [here](#).

The best way to contact your MP is through the parliamentary website. This will provide you with their parliamentary details. We recommend sending an email to your MP in the first instance, their address can be found online but will tend to follow the format (firstname.surname.mp@parliament.uk).

Some MPs will also have a constituency email address which you can use to contact them.

After you have sent an email to your MP we recommend calling their office directly, their telephone number should be available on the parliamentary website. If this is not available, most MPs will have their own website with contact details on this, a quick search online will be able to direct you to this. You can also call the parliamentary switchboard on 0207 219 3000 and tell them your local MP's name and they will transfer you to their parliamentary office.

You can contact an MP through social media. Check you are addressing a verified account and not someone impersonating them.

LETTER TO NEWSPAPER EDITOR

Dear [JOURNALIST NAME],

I am writing as a GP, representative of [insert name of LMC] and supporter of the Rebuild General Practice campaign.

We are a group of GPs calling for a proper, long-term plan to Rebuild General Practice. We are asking the Government, patients and our colleagues across the NHS to join us in building a long-term patient centred vision for general practice.

We are calling for:

- A plan to retain the GP workforce;
- Fair funding as part of the wider NHS;
- Greater freedom and autonomy to do our jobs.

We would love to sit down with you for a background briefing and/or interview to discuss the reality of the current situation in general practice, and what needs to be done to end the crisis.

If you would like more information on the campaign in the meantime, you can visit rebuildgp.co.uk

Looking forward to hearing back.

Best,

[YOUR NAME]

INVITE FOR A LOCAL JOURNALIST

Dear [JOURNALIST NAME],

I am writing as a GP, representative of [insert name of LMC], and supporter of the Rebuild General Practice campaign.

We are a group of GPs calling for a proper, long-term plan to Rebuild General Practice. We are asking the Government, patients and our colleagues across the NHS to join us in building a long-term patient centred vision for general practice.

We are calling for:

- A plan to retain the GP workforce;
- Fair funding as part of the wider NHS;
- Greater freedom and autonomy to do our jobs.

We would love to sit down with you for a background briefing and/or interview to discuss the reality of the current situation in general practice, and what needs to be done to end the crisis.

Additionally, we would love for you to visit our surgery in [PLACE] to see the day-to-day reality of a GP surgery and how the crisis manifests itself.

If you would like more information on the campaign in the meantime, you can visit rebuildgp.co.uk

Looking forward to hearing back.

Best,

[YOUR NAME]

REBUILD GENERAL PRACTICE CAMPAIGN:

[Region] hosts nationwide roadshow event, equipping **[total attendees]** of GPs to take on campaign call to action

- **[Region]** GPs met in **[place name]** in support of the Rebuild General Practice campaign which is calling on the UK Government to retain, recruit, and properly fund the GP workforce.
- **[Place name]** was one of eight destinations including Preston, Birmingham, Somerset, West Yorkshire, London, Nottingham, Cambridgeshire, and the Southeast, which will convene hundreds of GPs and equip them with knowledge and know how to take campaign action.
- *Rebuild General Practice* is working with local medical committees (LMCs) and GPs in every region to boost the grassroots call for change.

[Distribution date] – On **[event date]**, Rebuild General Practice's nationwide roadshow convened hundreds of GPs in efforts to upskill and equip local doctors to campaign for the future of the profession.

The roadshow stopped in the **[region]**, hosted by **[host LMC]**. The GPs came out of this inaugural session with **[number of]** commitments for the region going forward and their efforts to Rebuild General Practice including **[insert commitments]**.

The Rebuild General Practice is a nationwide, grassroots campaign seeking to unite GPs, politicians, patients, and NHS colleagues around a long-term vision for a patient-centred general practice, and is calling for:

- A plan to retain the GP workforce;
- Fair funding as part of the wider NHS;
- Greater freedom and autonomy to do our jobs

By bringing GPs together around the country, these roadshows are the vital first step. The events give grassroots GPs the tools they need to tell their stories, connect with others in the profession, and persuade politicians of the urgent need to Rebuild General Practice.

The Rebuild campaign is encouraging GPs to take direct action in their local communities by writing to their local MPs, inviting political representatives to their surgeries, and interacting with local media.

[Name and job title of GP or LMC spokesperson] said:

[Example quote to be amended based on spokesperson] *“General practice should be at the heart of every community – keeping patients safe and providing strong foundations for the rest of the NHS. But decades of neglect have broken the entire system. GPs are leaving the profession in droves, and practices are closing down all over the UK. Patients should be able to see us when they need to free of charge. A strong general practice keeps people healthy and gives them the care they need in their community.”*

ENDS

Notes to editors

Media contacts:

Rebuild General Practice press team: press@rebuildgp.co.uk

About *Rebuild General Practice*:

We represent GPs from across England, Scotland, and Wales, and are calling for support to Rebuild General Practice.

Patient safety must come first, and patients should be receiving the best care possible. To do this, we need a proper plan for recruiting, developing, and retaining greater number of GPs.

This campaign is funded by the General Practice Defence Fund (GPDF) on behalf of the profession.

Roadshow dates and hosts:

- Northwest - 9th Nov, Lancashire & Cumbria LMC
- London - 15th Nov, Londonwide LMC
- Northeast - 21st Nov, YORLMC
- West Midlands - 6th Dec, Birmingham LMC
- East Midlands - 7th Dec, Nottinghamshire LMC
- Southwest – 11th Jan, Somerset LMC
- East of England - Jan date TBC, Cambridgeshire LMC
- Southeast – date and host TBC