# Because we all care campaign: GP referrals focus Social media messages 29 August – 30 September 2022

## About this campaign

‘Because We All Care’ encourages more people to feedback on their care. The next phase of our joint campaign with CQC is planned to start at the end of August. The phase will target people with long term conditions, and we will be taking a specific look at the barriers people face to getting specialist support via their GPs.

## Social media messages

Use the following social media messages to support the campaign on your own channels. These are all tailored for different platforms.

##### Messages focused on GP referrals

**Twitter and Facebook**

* The wait for NHS treatment is at an all-time high – but how long does it take to get a referral for further tests or support in the first place? We want to hear your experience of asking your GP for a referral to another NHS service. Tell us today: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>#BecauseWeAllCare
* Some people need to see their GP multiple times before getting a referral to another NHS service, such as a physio, talking therapies or tests for a diagnosis. What’s your experience? We want to hear your feedback – both good and bad: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>#BecauseWeAllCare
* Have you been left frustrated after struggling to get a GP referral to specialist NHS support? You’re not alone. We want to hear your experience: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>#BecauseWeAllCare
* Struggled to get a referral from your GP? Don’t just tell friends and family about it – tell us too. Share your story and help us improve services for everyone: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/> #BecauseWeAllCare
* Not getting the specialist treatment you need? Still waiting for a GP referral for an NHS hospital? You’re not alone. We want to understand your experiences to make change happen: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>#BecauseWeAllCare
* We want to celebrate good care. If your GP has helped you get the care you need by listening and referring you to specialist support, we want to know! Tell us your experience in our short survey: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>#BecauseWeAllCare
* Not getting specialist treatment for [ADD condition – e.g. diabetes]? You’re not alone. We want to understand your experience of trying to get your GP to refer you for further tests or treatment. Share your feedback with us #BecauseWeAllCare: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>
* Our evidence shows people on lower incomes face longer waits for healthcare. Let us know if you’ve had long waits for your GP to refer you for further care. <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>#BecauseWeAllCare

**[Issue specific messages]**

* Have your #Endometriosis symptoms been taken seriously? We want to hear how easy it was to get your GP to refer you for further care. Help us improve the system for everyone by completing our quick survey. <https://www.smartsurvey.co.uk/s/GPreferralssurvey/> #BecauseWeAllCare
* No periods. Weight Gain. Acne. Fatigue. Hair loss… We know it can be tiring for women trying to get support for #PCOS symptoms. If you’ve spoken to your GP about being referred for specialist treatment, please tell us! #BecauseWeAllCare: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>
* If you have #arthritis it can hard to ignore the daily pain, and getting support can challenging. We want to make this easier. Help us by sharing your experience trying to get a GP referral for specialist care. #BecauseWeAllCare: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>
* Have you got blurry vision and suspect it’s cataracts? Waiting for your GP to refer you for surgery can take time. Help us identify what can be better by sharing your feedback with us online. #BecauseWeAllCare: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>
* Has your GP referred you to the hospital for your heart health? Please tell us your experience getting support as we want to make things better for everyone. #BecauseWeAllCare: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>
* Do you feel frustrated trying to get specialist support from your GP for a chronic invisible condition? Please tell us about your experience so we can improve care together. <https://www.smartsurvey.co.uk/s/GPreferralssurvey/> #BecauseWeAllCare

**Instagram**

* Getting support for a chronic illness can be challenging. We want to make this easier, but we need your help! If you’ve tried to talk to your GP about getting referred for further treatment or specialist care, then please tell us your experience. Your views will help the NHS understand what could be better.

#BecauseWeAllCare #healthcare #adultsocialcare #feedback #COVID19 #endometriosis #PCOS #healthyheart #arthritis #GP  
[Link: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>]

* Some people need to see their GP multiple times before getting a referral to another NHS service, such as a physio, talking therapies or tests for a diagnosis. What’s your experience? We want to hear your feedback – both good and bad.  
  #BecauseWeAllCare #healthcare #adultsocialcare #feedback #COVID19 #GP #physio #mentalhealth #therapy  
  [Link: <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>]

**LinkedIn**

**Support our campaign to improve GP referrals to specialist care**

One concern we’ve heard from the public is how hard it can be to get a GP practice referral to another NHS service. GPs are the first point of call for many health issues and the gateway to specialist support. But with many GP surgeries stretched thin and under pressure, it’s not surprising to hear people feel they’re stuck and unable to get the right support.  
  
There’s currently little data about people’s experiences getting a referral from a GP. We want to change this. The system can only improve with a better understanding of people’s challenges. So please support the next phase of our ‘Because we all care’ campaign.  
  
Behind every statistic is a real person, facing very real barriers. Barriers which can have a knock-on effect on day-to day lives. That could be the older gentleman who struggles to walk to the park whilst waiting for a hip replacement. A young woman whose reoccurring symptoms like fatigue and hair loss make it unbearable to leave the house. Or a mum with a missed diagnosis for life-threatening illnesses, like cancer.  
  
GP referrals affect people of every age group, every background, and every region across the country. Some of the things we’ve already heard include:

* + People feel like their symptoms are dismissed
  + They have to try multiple times before they’re successful
  + Remote appointments aren’t always appropriate to get to the bottom of things.

**What can you do to support the campaign?**We need people who have tried to get a GP referral in the last year to come forward and share their experiences. So, please pass this message on to friends, family and colleagues.  
  
#BecauseWeAllCare <https://www.smartsurvey.co.uk/s/GPreferralssurvey/>

##### General messages on long-term conditions

**Twitter/Facebook**

* Your feedback is vital to improving health and social care for you and your loved ones. That’s why we’re once again partnering with @CareQualityComms to ask you to share your experiences of services: [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) #BecauseWeAllCare
* Getting support can be challenging if you have a chronic illness. NHS and social care staff are working hard to keep us well, but there might be things they can improve. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) #BecauseWeAllCare
* Do you use the #NHS regularly if you have a chronic illness? Help make services work better by sharing your feedback with us online. Whether positive or negative, the NHS needs to hear your views. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) #BecauseWeAllCare
* Getting support for a chronic illness can be tricky. Share your experiences to help make services work better for everyone. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) #BecauseWeAllCare
* If you need ongoing health support, we’re here to listen. Your feedback can make a big difference in helping us understand what issues you face. Share your experiences, because we all care.v[www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) #BecauseWeAllCare
* You care about the NHS and social care services, and so do we. We're here to listen to and act on your feedback to improve care for you and your loved ones. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) #BecauseWeAllCare
* Do you feel frustrated trying to get support for a chronic invisible condition? Please share your experience with us so we can improve care together. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) #BecauseWeAllCare

**Instagram**

* Your feedback is vital to improving health and social care for you and your loved ones. That’s why we’re once again partnering with @CareQualityComms to ask you to share your experiences of services.  
    
  #BecauseWeAllCare #healthcare #adultsocialcare #feedback #COVID19 #GP #physio #mentalhealth #therapy
* It can be a real struggle to get support for a chronic invisible condition. People tell us it’s tiring to have dismissed symptoms and have to ask for help again and again. We think this needs to change, but we need your help to improve care for everyone. Please take two minutes to support our campaign. All you need to do is share your experience through our online form. And if you have any friends or family who struggle – pass this on.   
    
  #BecauseWeAllCare #healthcare #adultsocialcare #feedback #COVID19 #GP #physio #mentalhealth #therapy  
  [Link [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say)]

**LinkedIn**

* It can be a real struggle to get support for a chronic or invisible condition. People tell us it’s tiring to have their symptoms dismissed and to ask for help again and again. That’s why we’re once again partnering with @CareQualityComms to get people to share their experiences of services through our campaign #BecuaseWeAllCare.  
    
  Please support our campaign and share it widely with your friends, family, colleagues and network. People’s feedback is vital to improving health and social care for everyone.  
    
  Thanks to people already sharing their experiences through #BecauseWeAllCare, we’ve helped put the NHS Dentistry crisis on the map, improved patient safety when being discharged from hospital, and improved support for hospital transport and accommodation. Let’s continue to make a difference.  
    
  [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say)