

# Veteran Friendly GP Practices

Accredited Practice  
Communications Toolkit 2022



Royal College of  
General Practitioners



Armed Forces veteran  
friendly accredited  
GP practice



# Veteran Friendly GP Practices



**The impact  
of service  
isn't always  
obvious**

Be a champion for  
veterans and families.  
Veteran Friendly  
Accreditation helps you  
identify, support and  
refer patients for the  
best outcomes. Sign up  
for free.

[rcgp.org.uk/veterans](http://rcgp.org.uk/veterans)

Thank you for joining over 1,300 GP practices to become Veteran Friendly accredited.

As an accredited Veteran Friendly GP practice, you are in a great position to spread the word about this programme and encourage other GP practices to sign up to our free evidence-based initiative.

We really appreciate your support in sharing information about the programme with your professional network and on your communications channels.

# How to show your support

Your support is vital to the success of the Veteran Friendly Practices accreditation programme.

There are a few ways in which you can help to spread the word about Veteran Friendly GP Practice accreditation:



On your  
website

In your  
newsletter

On your  
social  
channels

With your  
professional  
network

In  
presentations

# What we have provided

Attached to this email you'll find a collection of visual assets that can be shared across your various channels, such as social media, your website and any newsletters. In particular, there is an asset that allows you to show that your practice has been accredited as Veteran Friendly.

Within this toolkit you will also find some suggested text that you can use for your posts. Feel free to edit them to make them more personal to you or more focused for your audience.

If you do decide to write something bespoke, think about what aspects of the programme have been particularly beneficial and how signing up has helped your patients or staff.



# Suggested website and newsletter text to promote being Veteran Friendly Accredited to patients

We, at [Practice name] are proud to be an accredited Veteran Friendly GP Practice and to support our Armed Forces community.

As a Veteran Friendly GP Practice we:

- Have a clinical lead for veteran health [insert name], who is supported by the whole Practice to improve veteran health services.
- Ask patients 'Have you served?' to help identify veteran patients
- Support veteran patients to access dedicated health services
- Undertake regular training and development to meet the health commitments of the Armed Forces Covenant and better understand the needs of veteran patients

If you are a veteran patient, please let us know that you have served so that we can make sure that we understand your health needs.

More than 1,300 practices are now veteran friendly accredited and a University of Chester study revealed that 99% of accredited practices would recommend the accreditation. To find out more about the Veteran Friendly Practices accreditation scheme, visit [www.rcgp.org.uk/veterans](http://www.rcgp.org.uk/veterans)

The Veteran Friendly Practices accreditation scheme is run by the Royal College of General Practitioners in partnership with NHS England and NHS Improvement.



Image name:



Image name:



Image name:

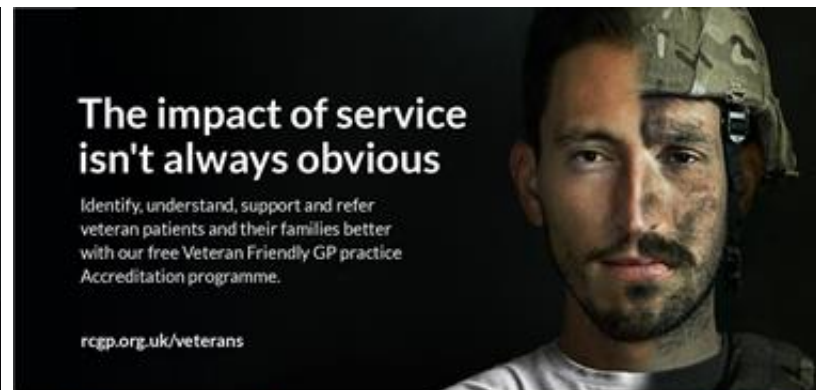
# Suggested social media posts to help promote becoming a Veteran Friendly Accredited Practice

For use any time



## On Twitter:

- The impact of service isn't always obvious. By becoming a #VeteranFriendlyGP Practice, you can join us in best supporting veterans and their families. Find out more at [rcgp.org.uk/veterans](https://rcgp.org.uk/veterans)
- We're proud to support our Armed Forces community as a #VeteranFriendlyGP practice. Find out more and join more than 1,300 other accredited practices at [rcgp.org.uk/veterans](https://rcgp.org.uk/veterans)
- Over 1,300 GP practices are now accredited as a #VeteranFriendlyGP – we're one of them. Our team is trained to support veteran patients. Why not join us at [rcgp.org.uk/veterans](https://rcgp.org.uk/veterans)



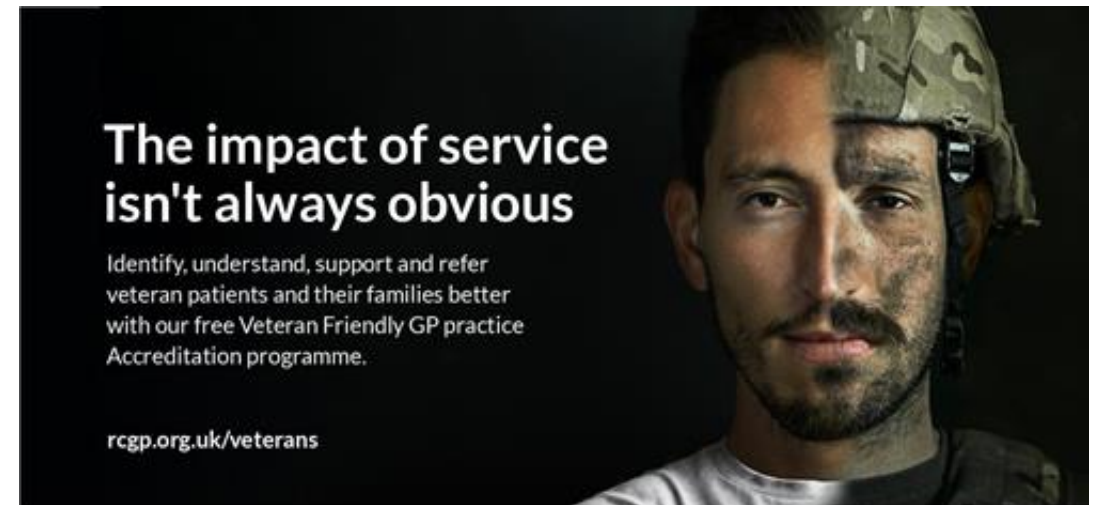
# Suggested social media posts to help promote becoming a Veteran Friendly Accredited Practice

For use any time



On Facebook:

- We're proud to support our Armed Forces community. The impact of service isn't always obvious, but through becoming Veteran Friendly accredited, our team is specially trained to support our veteran patients and help them to access the specialist services they need. If your practice would like to join us and over 1,300 other accredited practices, you can complete a simple form to sign up today at [rcgp.org.uk/veterans](https://rcgp.org.uk/veterans)



# For your professional network



You could share the following information with your professional network on LinkedIn to encourage other practices to become a Veteran Friendly Accredited Practice:

We, at [Practice name] are proud to be an accredited Veteran Friendly GP Practice and to support our Armed Forces community.

Research from the University of Chester shows that Veteran Friendly GP Practice accreditation leads to the best healthcare for patients and gives practice staff more confidence to support and refer their veteran patients. In the current climate it feels particularly important.

It's fantastic being able to make a positive impact to our veteran community. The accreditation process is simple and quick and offers plenty of training, information and guidance for the whole practice to help us better meet the needs of veteran patients.

Sign up at [www.rcgp.org.uk/veterans](http://www.rcgp.org.uk/veterans)

A poster featuring a close-up of a man's face wearing a military helmet. The text on the poster reads: 'The impact of service isn't always obvious', 'Identify, understand, support and refer veteran patients and their families better with our free Veteran Friendly GP practice Accreditation programme.', and 'rcgp.org.uk/veterans'. At the bottom, there are logos for the Royal College of General Practitioners (RCGP), Armed Forces veteran friendly accredited GP practice, and the NHS.

**The impact of service isn't always obvious**

Identify, understand, support and refer veteran patients and their families better with our free Veteran Friendly GP practice Accreditation programme.

[rcgp.org.uk/veterans](http://rcgp.org.uk/veterans)

RCGP Royal College of General Practitioners

Armed Forces veteran friendly accredited GP practice

NHS



# For PowerPoint presentations

Did you know:

- There are 2.2 million veterans in England across all ages and with different medical needs
- You could have around 300 veteran patients at your practice. That equates to seeing approximately 1 veteran patient each day
- Nearly 1,300 GP practices are now accredited 'veteran friendly'
- 99% of accredited practices would recommend the accreditation

[Insert practice name] is proud to support our armed forces community as an accredited Veteran Friendly GP Practice.

Veteran Friendly accreditation:

- Is a simple, quick sign-up process which can be completed in 20-minutes
- Offers free access to professional training, information and guidance
- Has been developed by the Royal College of General Practitioners with NHS England and NHS Improvement

Find out more and sign up at [rcgp.org.uk/veterans](https://rcgp.org.uk/veterans)

# Patient case study

Patient, Alexander Kennedy, 31, who served in Afghanistan, says he believes that the programme has the potential to save lives.

He says:

*"In the UK we don't really talk much about the impact of service. I joined the army when I was 16 years-old and experienced conflict in Afghanistan when I was 18. When I eventually left, my head was in a mess. I had severe PTSD and just couldn't adjust from having been in a war torn country to then walking around my local supermarket - it just didn't feel right. I tried to block out my trauma with alcohol but, in the end, nothing worked. I agreed to see my parent's GP but only because he was ex-military. I didn't have high hopes but, looking back now, I believe the care I received saved my life. Being equipped to support veterans meant that my GP recognised the potential outcomes of my condition if I wasn't given the right support, and he knew exactly what services were available too. It hasn't been an easy road but, since then, I've been able to rebuild my life and now, eight years later, I'm hoping to become a Paramedic. The last few months have been hard for veterans and the situation in Ukraine has been triggering for many - myself included. However, it's fantastic that, up and down the country, GP practices and veteran patients are benefitting from this proven programme. I'd love to see every GP practice in the country sign-up, so that any veteran that is struggling, as I was, can get the understanding and support they need to start their road to recovery."*



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# Get in touch

If you would like further support from us to spread the word about Veteran Friendly Practices, please do get in touch. We can help in lots of ways, such as:

- Providing case studies relevant to your region or professional audience
- Finding spokespeople for interview and podcasts
- Providing relevant data for your region or professional sector
- Writing bespoke copy for your communications channels

Email us at [veterans@rcgp.org.uk](mailto:veterans@rcgp.org.uk)