
WISE PROVOCATIONS- LAUNCHING THIS MONTH

Supporting the public and key decision-makers to understand our complex work



Earlier this year, we wrote to you about the elephant in the room.

We discussed the biggest threat to the future of general practice- that key decision makers don't understand what general practice is and does.

Following a [WiseGP Action Group](#) meeting, we shared a survey to help understand the unique essence of our work and the misunderstandings about general practice that need to be challenged. Thank you to everyone who shared their thoughts. We're excited to tell you that following a successful application to the [University of Hull HIKE fund](#), we now have the funding to progress this work to the next step!

Contributions from you, the many WiseGPs working tirelessly to deliver care nationally, have enabled us to develop two draft messages to improve understanding of what general practice is and does- one for the public, and one for policy makers and senior managers. Building on the

BMA's campaign, '[GPs are on your side](#)', our own campaigns will challenge more of the myths out there that stop us making the changes needed to sustain general practice.



Provocation Events

Next, we'll be holding two provocation events, meetings to challenge misconceptions about general practice. GPs, members of the public, policy makers and managers will all be invited to attend, to discuss, challenge and build on our draft messages. We'll then work with a communications team to translate our stories into powerful video messages. Once complete, we'll share these with the public and the key people who have the power to make a positive difference.

Challenging misconceptions through the patient lens

Here are the top ideas from our WiseGP Action Group meeting and survey that will inform our messages, following the journeys of two patients navigating healthcare.

- [The complex work GPs do - championing the generalist gatekeeper](#)
- [See me as a person, not a diagnosis](#)
- [The best healthcare is worth waiting for](#)

Wise Provocation Messages



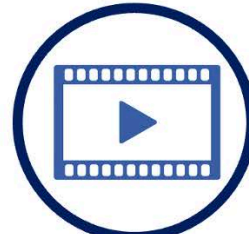
Two Provocation Events

Open meetings where we'll discuss and develop our draft messages, aiming to challenge misconceptions about general practice



Finalising Messages & Creating Videos

A communications team will help to finalise our messages before they're translated into powerful videos



Sharing Video Messages

We'll share the videos with key people, aiming to challenge misconceptions and make a positive difference

What next?

We are planning the two open provocation events, with our public partners at [Health Watch](#) and colleagues at Hull University- watch our social media and sign up for our newsletter to hear more about dates, venues and how you can get involved.

We'll be at the RCGP conference in October running a workshop on tools to develop your Wise General Practice team. We'll share further news on our campaign there too!

We hope to see you soon,

Joanne and Annabelle

More to explore on **WiseGP**...

If you'd like to contribute to Primary Care Research, have a look at the list of studies looking for participants: <https://www.wisegp.co.uk/primary-care-research>

If you'd like to get involved in scholarship activities, from teaching to research, have a look at our WiseGP Map, to explore what's happening in your area and who you can contact to find out more. <https://www.wisegp.co.uk/wisegp-map>