

## **InSPIRE**

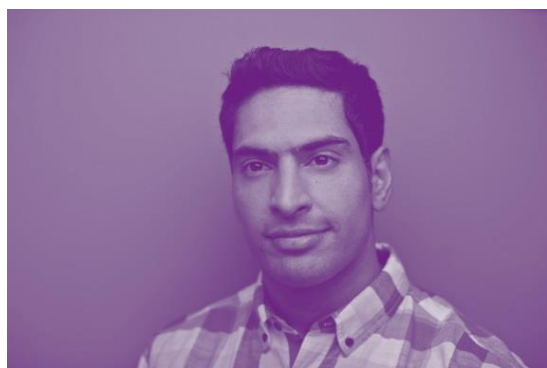
On the 7<sup>th</sup> March 2017, the national campaign will launch to inform the public about SPIRE and to make everyone in Scotland of the way we are improving how we use information from GP patient records. It is important that all patients are made aware of the changes so that they are clear on the benefits and their choice in terms of opting out.

A four week campaign has been planned involving print, radio and digital advertising. Posters will also be distributed for use in community settings including GP Practices, libraries, pharmacies and care homes explaining patient choices.

### **How can you help promote SPIRE?**

We are keen to ensure that all patients are aware of the message and would appreciate your help in extending the reach of the campaign, by promoting it whenever possible particularly to those in your community who are 'hard-to-reach'.

Every practice should have received a toolkit of information about the campaign with resources, text messages, and a suggested letter that could be used to communicate SPIRE.



We have also developed some additional content based on practice feedback that we have received:

- Content that could be added to your practice website or promoted within newsletters to patients, local patient participation groups etc
- Sample social media posts for those who use these channels

### **SPIRE website - update**

The campaign website - [spire.scot](http://spire.scot) - which holds information for both the public and health professionals has been updated with further [resources](#) – both foreign language and Easy Read versions of the leaflet and opt-out form are now available. We have also created a British Sign Language and a short video film for people with learning disabilities.

### **Testimonial videos of support**

We are delighted to have the support of the BMA and RCGP in Scotland and representatives of patient groups for SPIRE; keep an eye on [spire.scot](http://spire.scot) for a series of short interviews with key personnel.

## **Editorial/website content**

NHSScotland is improving the way it uses information from GP patient records. SPIRE is a service that will allow small amounts of information from GP practice records to be used to help doctors' surgeries, NHSScotland and the Scottish Government to improve care and plan services, and to help researchers to learn more from patient information held at GP practices.

A new campaign is underway to inform patients across Scotland of the benefits of the service, and the confidential and secure way in which GP patient records will be used to help plan and improve health care services.

You have a choice about your patient record being used in this way. To find out more go to [spire.scot](http://spire.scot)

## **Social media**

### *Sample tweets*

NHSScotland is improving the way it uses information from GP patient records – [spire.scot](http://spire.scot)  
[bit.ly/2kNbx8c](http://bit.ly/2kNbx8c)

SPIRE will use information from Scottish GP practices in a safe and secure way – find out what this means for you [spire.scot](http://spire.scot)

### *Sample Facebook posts*

SPIRE is a new service that will be used to help NHSScotland and the Scottish Government plan for and improve Scotland's health and care needs – to find out what this means for you visit [spire.scot](http://spire.scot) or call NHS Inform on 0800 22 44 88

The way information from GP patient records is used to help plan health and care services in Scotland is improving – to find out more about what this means for you, visit [spire.scot](http://spire.scot) or call NHS Inform on 0800 22 44 88



## **Get in touch**

We're keen to hear from you. If you have any comments or queries for the Project Team, click [here](#) to leave feedback and we'll get back to you.