



Armed Forces Veteran  
friendly accredited  
GP practice

# Veteran Friendly Practices

Advocates Communications Toolkit



Royal College of  
General Practitioners

**NHS**

# Veteran Friendly Practices



**Proud to support  
our Armed Forces.**

**We're a Veteran  
Friendly GP practice.**

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

**NHS**

 Armed Forces veteran friendly accredited GP practice

 RCGP Royal College of General Practitioners

**#VeteranFriendlyGP**

There are 2.2 million Armed Forces veterans in England. The Veteran Friendly GP Practice accreditation scheme supports practices to deliver the best possible care and treatment for patients who have served in the Armed Forces.

Nearly 1,100 GP practices are now accredited through this programme and the simple process starts with the completion of a short form.

We would really appreciate your support to share information about the programme with your professional network and on your communications channels. By encouraging more GP practices to get accredited, you could help improve the quality of care for our Armed Forces veterans.

# How to show your support

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

You can spread the word about Veteran Friendly Practices:



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 will find a collection of visual assets that can be shared across your various channels, such as social media, your website and any newsletters.

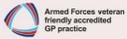
Within this toolkit you will also find some suggested text that you can use for your posts. Feel free to edit them to make them more personal to you or more focused for your particular audience.



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  [#VeteranFriendlyGP](https://twitter.com/VeteranFriendlyGP)



**There are 2.2 million veterans in the UK.** 

Show your support this Remembrance Day by becoming a Veteran Friendly GP practice. A simple accreditation process can unlock training for your practice and vital support for your veteran patients.

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**"Becoming Veteran Friendly accredited is quick and simple and sends a really powerful message to your veteran patients that you understand and care."** 

Brigadier Robin Simpson  
NHS GP and RCGP Clinical Champion for Veterans Healthcare

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  [#VeteranFriendlyGP](https://twitter.com/VeteranFriendlyGP)

# Suggested website and newsletter text:

There are 2.2 million Armed Forces veterans in England. We are proud to support the RCGP's Veteran Friendly GP Practice accreditation scheme, enabling practices to deliver the best possible care and treatment to patients who have served in the Armed Forces. It's part of the health commitments enshrined in the Armed Forces Covenant.

Veteran Friendly GP practices have a specially trained clinical lead for veterans' health and support veteran patients to access dedicated health services. Nearly 1,100 practices are now Veteran Friendly accredited through the scheme run by the Royal College of General Practitioners in partnership with NHS England and NHS Improvement.

To find out more about the Veteran Friendly Practices accreditation scheme, visit [www.rcgp.org.uk/veterans](http://www.rcgp.org.uk/veterans)

# Suggested social media posts (anytime)

For use any time

## Twitter:

- There are 2.2 million Armed Forces veterans in England. #VeteranFriendlyGP practices are specially trained to provide them with the best possible care. Find out more and join nearly 1,100 other accredited practices at [rcgp.org.uk/veterans](https://rcgp.org.uk/veterans)
- #VeteranFriendlyGP practices are specially trained by @RCGP to provide the best possible care - part of the #NHS commitment to the Armed Forces Covenant. Nearly 1,100 GP practices are now accredited. Find out more at [rcgp.org.uk/veterans](https://rcgp.org.uk/veterans)



## On Facebook:

- There are 2.2 million Armed Forces veterans in England and the NHS Long Term Plan has committed 'to ensure all GPs in England are equipped to best serve our veterans and their families.' Veteran Friendly GP practices are specially trained to provide their veteran patients with the best possible care. GP practices can sign up for accreditation with a simple form to access training, information and support. Find out more at [rcgp.org.uk/veterans](https://rcgp.org.uk/veterans)



# For your professional network

You could share the following information with your professional network to encourage practices to sign up:

There are 2.2 million Armed Forces veterans in England. Studies suggest veterans may be less likely to seek help if they feel their healthcare professional won't understand their health needs.

The Veteran Friendly GP Practice accreditation scheme supports practices to deliver the best possible care and treatment for patients who have served in the Armed Forces. It also provides important reassurance to veterans that a practice understands their specific health needs and can support them.

Nearly 1,100 GP practices are now accredited through this scheme and the simple process starts with the completion of a short form.

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

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



# For powerpoint presentations

Did you know there are 2.2 million veterans in England?

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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 interviews 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)