Appendix 2

GPC Media Coverage Report – April 2009

The main GP stories in the media during April were:

BMA Partners in Care: This new BMA publication demonstrated the range of positive changes doctors can make to people's lives and the new services being developed to benefit their patients. It included nine GP case studies. Two large features appeared in the health supplements of the Daily Mail and Daily Express, both were positive about doctors and the BMA. A further case study has also featured on BBC Health Online and there has been a significant amount of regional coverage. In each case the patient perspective was key to their publication.

King's Fund inquiry into general practice: The launch of this inquiry was carried only by the Telegraph and the trade press.

RCGP Guide to Revalidation: This was published on April 1st. The national media reported it as a way for patients to be able to rate their GP.

GP – led health centres: The opening of new centres, including the first 'polyclinic' in London, continues to draw regional media coverage.

BMA mentions in the national and regional media for April

	National	Regional	Total
Print:	**9**	**44**	**53**
Broadcasts:	**8**	**6**	**14**

SUBJECT	National broadcast	National print
Polyclinics / super-surgeries	6	-
Obesity	1	-
Swine Flu	1	-
Dangers of buying drugs over the internet	-	4
Casualty reforms / introduction of medical centres	-	1
'Partners in care' coverage	-	2
Obesity / 'Fat tests'	-	1
Patients to rate GPs	-	1
TOTAL	**8**	**9**

SUBJECT	Regional media
PinC	15
Internet drugs	6
Polyclinics	6
Coroner	5
Swine flu	4
NHS Admin	3
Rated by patients	2
Extended hours	2
Award	2
Fees	1
Hospital referrals	1
Prescription charges	1
IT	1
Social security	1

Press releases issued

7/4/09 NHS patients tell their stories in new BMA publication
(BMA publication 'Partners in Care')

Scotland

General Practice in Scotland: the way ahead:
We continue to work on generating interest and support for our consultation document, submitting articles for publication in the national press as well as encouraging LMCs to submit articles in their own local media.

BMA Mentions in the Scottish Press
We do not currently have a monitoring service to pick up on broadcast mentions. The following includes BMA quotes or interviews relating to GP and public health issues.

Subject	Scottish Press	Scottish Broadcast
Use of prescription drugs to tackle obesity & smoking	1	2
Alcohol Misuse – BMA report	10	6
Dispensing Doctors	3	1
Tobacco Legislation	4	1
Childhood Obesity		3
First Response (emergency care)	1	
Whole body scans	1	
Physician Assisted Suicide	2	
Drinking during pregnancy	1	

Press Releases issued:

2 April The human cost of alcohol – doctors speak out (Peter Terry & Andrew Thomson)
6 April BMA Scotland calls for halt on community pharmacy applications (Dr Dean Marshall)
8 April BMA Scotland urges politicians to be bold on tobacco control in face of 'scaremongering' tactics of cigarette producers and retailers (Peter Terry & Dean Marshall)

Articles:

Date	Author	Publication	Title
14 April	John Garner	Scotsman	Hats off to nurses' headgear: they were uniformly good.
29 April	Dean Marshall	Scotsman	If you think you are at risk, it's wise to phone your doctor.

Wales

Press releases issued
Second anniversary of ban on smoking in enclosed public space – BMA Cymru Wales calls for extension to include hospital grounds
Hospital bed closures risks patient safety
Doctors leaders shine spotlight on hidden crime of domestic abuse
Budget – BMA Cymru's response to increase taxation on alcohol

GP media work
Issues Welsh GPs have commented on in the media in April include; increased use of anti-depressants; swine flu, dangers of using online medications; rise in teenage abortions in Wales.

Blog
The Public Affairs team has used BMA Cymru Wales' blog to highlight the following issues and BMA policy; the Budget (increase taxation on alcohol), better stroke services needed in Wales, violence and aggression against NHS staff, binge drinking, smoking ban to include hospital grounds.

Media coverage

Subject	Welsh Press	Welsh Broadcast
Extend smoking ban to include hospital grounds	7	5
Rise in teenage abortions	2	1
GPs call on WAG to lift suspension on new surgery developments	1	
Increased use of anti-depressants in Wales	3	1
NPHS report – alcohol mis-use	2	
GPs urge WAG to close loophole forcing some North Wales hospital patients to pay for NHS prescriptions	2	
Rise in measles cases		1
GPs call for North Wales' new health trust to get its own commissioning powers to safeguard services	2	
Warnings over safety of online medications		3
Bed closures risk patient safety	2	2
Swine flu	2	1
BMA domestic abuse seminar	1	1
TOTAL	**24**	**15**

GPC Parliamentary and Assembly Activity Report

WESTMINSTER

The Parliamentary Unit in London keeps in contact with MPs across all the political parties.

MP-GP practice visit scheme
More than 200 MPs have contacted the BMA's Parliamentary Unit since the MP-GP practice visit scheme was introduced in October 2008. So far, the BMA has helped organised 129 MP visits to GP practices in their constituency with many more being planned. Feedback has been positive with the majority of MPs reporting a better understanding of general practice following their practice visit.

If you would like to get involved with the MP-GP practice visit scheme, please contact Susan Solanki, Parliamentary Liaison Officer at ssolanki@bma.org.uk

Legislation
The BMA continues to brief on:

Health Bill: This Bill contains various measures including the introduction of an NHS constitution; a duty for NHS bodies to provide quality accounts; the introduction of direct payments; creation innovation prizes; and the creation of 'trust special administrators' to deal with failing trusts. A cross party amendment was agreed to that would allow the Government to make changes to the rules governing the private patient income cap at a time of its choosing. The Bill has now completed its Lords Stages and is due to enter the Commons. The BMA has been briefing on various aspects of the Bill – the BMA's briefing can be viewed at: www.bma.org.uk/news/lobbying_campaigning/Healthbillob.jsp

Coroners and Justice Bill: This Bill introduces reforms to coroners and death certification. There were other measures in the Bill to allow unprecedented levels of information sharing but these proposals have been dropped from the Bill following extensive lobbying from the BMA and other organisations. The Bill is currently in the Lords – the BMA's briefing for MPs can be viewed at: www.bma.org.uk/news/lobbying_campaigning/Coronbillob.jsp

Equality Bill: The Bill aims to streamline the various strands of equality legislation into a single piece of legislation. The BMA believes that the Bill will help lead to greater consistency and clarity within the law and will help, through mechanisms such as public sector equality duties, to ensure that healthcare organisations fulfil their responsibility to eliminate discrimination and promote equality in all aspects of healthcare. The Bill is in the Commons – the BMA's briefing paper can be viewed at: www.bma.org.uk/employmentandcontracts/equality_diversity/equalbill.jsp

Welfare Reform Bill: The BMA supports moves to help those dependent on drugs to access treatment and to facilitate their entry into the workforce. However, the BMA is concerned that proposals in the Bill relating to the collection of information on a claimant are too far-reaching. The Bill is currently in the Lords – the BMA's briefing paper can be viewed at: www.bma.org.uk/healthcare_policy/community_care/welfarerefbill.jsp

Parliamentary Debates

Swine Flu

The Government has periodically updated MPs in the Commons on its response to Swine Flu. Furthermore, a substantial debate on Swine Flu took place on 14th May, which the BMA briefed MPs for. To read the debate, please go to:
www.publications.parliament.uk/pa/cm200809/cmhansrd/cm090514/debtext/90514-0010.htm#09051460000002

NHS Next Stage Review

MPs debated the NHS Next Stage Review in the House of Commons on Thursday 14th May 2009. The BMA briefed MPs ahead of the debate to raise awareness of our position on a number of issues including GP-led health centres, the NHS Constitution, personal health budgets and integrated care organisations. To read the debate, please go to:
www.publications.parliament.uk/pa/pahansard.htm

Health Questions

Health Questions were held in the House of Commons on 12th May 2009. During the session, Ministers from the Department of Health were asked about a wide range of issues including preparedness for a flu pandemic, swine flu, Choose and Book and OOHs. The full exchange can be viewed at:
www.publications.parliament.uk/pa/cm200809/cmhansrd/cm090512/debtext/90512-0001.htm#09051228000015

Health Select Committee

The Health Select Committee is currently holding an inquiry on alcohol. The inquiry is exploring a wide range of issues including the scale of ill-health related to alcohol misuse, and the consequences for the NHS. During recent oral evidence sessions, the Committee has raised a number of queries about GPs' ability to diagnose alcohol-related conditions and access to alcohol treatment services.

BMA Parliamentary Unit
May 2009

SCOTTISH PARLIAMENT

During April much of our activity centred around promoting the consultation document "General Practice in Scotland: the way ahead". This month we also published our report "The Human Cost of Alcohol Misuse: doctors speak out" and continued our efforts to generate support for key elements of the Scottish Government's alcohol strategy.

We also submitted our evidence for the Tobacco and Primary Medical Services (Scotland) Bill which is due for consideration by the Health Committee.

QOF

As part of our 'promoting GPs' campaign we have organised a series of meetings with patient interest groups to discuss QOF. This is an effort to generate support for evidence based/ nationally implemented standards for care. In April Dean Marshall met with representatives from:

- Asthma UK (Scotland)
- Cancer Research UK
- Alzheimer Scotland
- Chest Heart and Stroke
- Patients' Association Scotland

These meetings also provided an opportunity to discuss the consultation document.

The Way Ahead

Dean has also met with the key health spokespeople from the Political Parties to discuss the consultation:

- Mary Scanlon (Conservatives)
- Cathy Jamieson (Labour)
- Ross Finnie (Lib Dem)
- A meeting with Nicola Sturgeon, Cabinet Secretary for Health has been organised for June.

Alcohol Misuse

We hosted a Parliamentary event to brief MSPs on our new report "The Human Cost of Alcohol: doctors speak out". This event was well attended by MSPs and grassroots doctors who spoke of their own experiences of seeing patients who misused alcohol. This document has been circulated to all MSPs highlighting the impact in their own

constituencies. We have also circulated this to all Licensing Board Chairs in Local Councils and our colleagues in the BMA Parliamentary Unit in London have sent copies to all Scottish MPs.

The Liberal Democrats and SNP parties both issued supportive press releases following publication of this report on 2 April 2009.

Following publication of our report, a motion was tabled in the Scottish parliament:

Ian McKee: The Human Cost of Alcohol Misuse—That the Parliament acknowledges BMA Scotland's recent report, *The human cost of alcohol misuse: Doctors speak out*, which highlights the local and national statistics on alcohol and its impact on people's health, showing that between 2007 and 2008, 42,430 acute general discharges from hospital with an alcohol-related diagnosis were registered in Scotland and that 1,687 alcohol-related deaths were registered in 2007 alone; considers that these are worrying figures that demonstrate that Scotland's relationship with alcohol is in need of radical change, and welcomes BMA Scotland's recommendations, which very much reflect the Scottish Government's proposals for tackling alcohol misuse, including the introduction of minimum retail pricing, improved product labelling and the regulation of irresponsible promotions.

The SNP also tabled a motion at Westminster:

Mason, John
That this House notes the recent publication of The Human Cost of Alcohol - Doctors Speak Out by the British Medical Association Scotland; recognises that those in the medical profession have a far greater understanding than most of the true extent and cost of alcohol misuse in the UK; further notes the range of recommendations made in the report to reduce excessive drinking, including steps to control price and availability and increase awareness of the amount of alcohol in drinks; further notes that, 10 years after the drinks industry introduced a voluntary code of practice for alcoholic labelling, only 3 per cent of products were found to contain all the information required, and 43 per cent of products contained no information at all; acknowledges previous research from the USA which found that mandatory labels on alcoholic beverages increased knowledge regarding the risks of drink-driving and drinking during pregnancy; and therefore calls on the Government to introduce legislation to make clear and consistent labelling of alcoholic products a legal requirement.

Peter Terry, Chairman of BMA Scotland was invited to meet with Labour Leader Iain Gray and Labour Health Spokesperson Cathy Jamieson to discuss our policies on alcohol misuse raised in the BMA Scotland report.

The BMA is working in coalition with Alcohol Focus Scotland and Scottish Health Action on Alcohol Problems to lobby MSPs on our policies.

Conservative Party Dinner
We hosted an incredibly well attended dinner for the Scottish Conservatives (9 out of 15 MSPs attended). This provided an opportunity for an informal discussion on a whole range of issues however General Practice dominated the discussion in light of the current proposals to remove the ability for commercial companies to provide GMS services.

For more information on this or any other political activities in Scotland, please contact:

Gail Grant
Senior Public Affairs Officer
May 2009

WELSH ASSEMBLY

AM/MP meetings
Dr Richard Lewis met with the Deputy Chief Medical Officer about workforce planning
John and Dr Richard Lewis met with Peter Black AM (Lib Dem health spokesman) about occupational health and NLIAH
Dr Richard Lewis met with Sheila Lloyd-Jones, HR Director NHS Wales, regarding Consultants contract
John and Dr Richard Lewis met with Kirsty Williams – leader of the Welsh Lib Dems
John and Dr Richard Lewis met with Dafydd Ellis-Thomas, Presiding Officer of the Assembly and Dr Andrew Dearden

Briefing AMs
Lucy briefed Jonathan Morgan, AM and Chair of the Assembly's Audit Committee on implications for junior doctors surrounding the implementation of EWTD.

Conferences
Party Political conferences
In April John and Lucy attended Welsh Labour and the Welsh Liberal Democrats Spring Conferences. John spoke at the Lib Dems conference on free prescriptions and minimum pricing for alcohol.

IWA Conference
John and Lucy also attended the Institute of Welsh Affairs conference on a decade of Devolution in Wales.

BMA Domestic abuse seminar
Policy and Public Affairs held a Domestic Abuse seminar, where the Social Justice Minister was a guest speaker.

BMA EWTD Policy Day
BMA Cymru Wales held a policy day to discuss issues around the implementation of EWTD in Wales

BMA responses to Welsh Assembly Government consultations
BMA Cymru Wales submitted responses to WAG consultations on the future of Community Health Councils in Wales and a Unified Public Health organisation for Wales.

Blog
The Public Affairs team has used BMA Cymru Wales' blog to highlight various issues including domestic abuse, EWTD, the GMC's Licence to Practice scheme, improvements needed for strokes services in Wales, pressures on NHS beds risking patient safety.

BMA Wales
May 2009