



22 February 2024

**The latest news and updates from NHS England for those working in Primary Care.**

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## Primary Care

### **Think pharmacy first campaign: download promotional materials**

The NHS has launched a new campaign to raise awareness of the seven additional conditions that can now be treated by community pharmacies, without needing to see a GP. [New think pharmacy first campaign materials are available to download for general practice and community pharmacy teams as well as NHS communications teams and include videos, social media graphics, and posters.](#)

Adverts will run across on demand TV services, radio, bus stops and billboards as well as social media, encouraging people to use their high street pharmacy for a wider range of common illnesses.

The expanded service was launched at the end of January with patients now able to get treatment and medicines from their local pharmacy for seven common conditions, covering sinusitis, sore throat, earache for children aged 1 - 17, infected insect bite, impetigo, shingles, and uncomplicated urinary tract infections for women aged under 65.

### **Combined adult and paediatric acute respiratory infection (ARI) hubs**

[Updated guidance was published on 19 February 2024 to support systems to plan for the management of acute respiratory infections in winter and beyond](#), as COVID-19 and other respiratory infections persist throughout the year.

It supports local systems to build on existing infrastructure to design ARI hub models to manage demand over winter, providing additional surge capacity to support primary and secondary care pressures and match the needs of their population. This document also contains links to the most up-to-date respiratory infection data to support operational planning. For further information on ARI hubs [visit the FutureNHS space](#).

## General Practice

### Preparing for Death Certification Reforms

In anticipation of the introduction of the new death certification reforms, all GP practices and healthcare providers are being encouraged to begin testing processes with medical examiner offices to avoid distress and disruption for bereaved people and frontline staff when the new processes become statutory.

[The government announced that under the new regulations](#), all deaths will be independently reviewed by either a [medical examiner](#) or a coroner, without exception. The changes include a new Medical Certificate of Cause of Death, and it will no longer be necessary for the attending doctor to have seen the deceased 28 days before death.

Medical examiners have now provided independent scrutiny of over 700,000 deaths. In October to December 2024, around 41% of deaths in the community were scrutinised by medical examiners.

Two podcasts, [GPs and Medical Examiners Working Together](#) and [Changes to the Death Certification Process and Introduction of the Statutory Medical Examiner System](#), help explain the changes and further information can be found on the [medical examiner webpages](#).

## Training and development

### Last chance: care navigation training available until March 2024

[Practices are encouraged to book one member of their team to complete care navigation training](#). Thousands of primary care colleagues have taken up this free national offer, made available as part of the Primary Care Access Recovery Plan, equipping learners to effectively communicate with patients and the multi-disciplinary team.

Training is accredited with foundation and advanced modules available. A new online collaborative platform supports learners and their managers to access resources and to connect with peers. [Please book before the end of March 2024](#).

Email [carenavigationtraining@england.nhs.uk](mailto:carenavigationtraining@england.nhs.uk) with any questions. [Care navigation training FAQs and promotional materials can be accessed here.](#)

## Prevent training for frontline staff

[Prevent training helps staff understand their Prevent statutory duty and is designed to broadly inform about the threat the UK faces from terrorism, how vulnerable people may be susceptible to radicalisation and what staff can do about it.](#) The health sector is the third highest referrer to Prevent, and the role of staff is crucial in helping support people to move away from the radicalisation pathway. Prevent is an important part of Safeguarding sitting alongside other Safeguarding areas such as female genital mutilation, domestic abuse and child protection. Within the NHS it is overseen by the National Safeguarding Steering Group (NSSG).

All frontline staff are required to undertake Prevent training and, depending on the role, a number of levels of Prevent training may need to be undertaken. Speak to a Safeguarding lead to understand which training is required.

## Upcoming webinars and events

- Various dates. [NHS pension scheme webinar series](#)
- February – March. [Diabetes lunch and learn webinars](#)
- 28 February, 8am - 6pm. [NHS Confederation primary care conference](#) 28 February, 12:30pm – 2pm. [Matching workforce to demand I](#)
- 28 February, 12.30pm – 2pm. [Specialist Pharmacy Service: Safe use of valproate](#)
- 29 February 2024, 12:30pm – 1:30pm. [Embedding improvement tools in daily practice for sustainable change: the how's and whys](#)
- 7 March, 12.30pm -1.45pm. [NHS App – Problem solving and support session](#)
- 1 March, 1pm – 2pm. [GPN national monthly webinar update](#)
- 5 - 27 March 12.30pm-2pm. [Demand and capacity \(four webinar series\)](#)
- 12 March, 12.30pm – 2pm. [Care Navigation I: Using Quality Improvement to embed care navigation in general practice](#)
- 12 March, 2pm – 3pm. [Race Equality Foundation webinar. Improving outcomes: encouraging physical health checks for Black African and Caribbean people with Severe Mental Illness](#)
- 13 March, 12.30pm – 2pm. [Improving the online journey – creating websites that work](#)
- 20 March 2024, 12:30pm – 1:30pm. [Measurement for improvement: It's easier than you think](#)
- 20 March, 12.30pm-2pm. [Safe, reliable processes III](#)
- 12 - 13 June. [NHS ConfedExpo 2024](#)

## Catch up

**Missed a recent national webinar? You can view slides and recordings below:**

- [General Practice webinars](#)
- [Primary Care Network webinars](#)
- [Recovering Access to Primary Care webinars](#)

[Primary Care pages](#)

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