

## Ad campaign

Working with our advisers, we have produced an advertising campaign based around the relationships between doctor and patient, of building trust over time, of how pivotal general practice is to the whole health system, of how our specialty is central to everyone's lives.

The campaign will feature adverts in community, Sundays and the medical press, leaflets

for general practices and posters of all ads used. It is being backed by several Faculties and by First Health. There will be no charge either to you or your practice.

The first section of the campaign is before Christmas, with a second burst in February. It will include a special brochure for practices to distribute, and display posters of the ads.

## Awards

The annual awards programme of the College enables us to recognise significant contribution from members. Both faculties and individual GPs are able to nominate colleagues for these honours.

The three categories of awards are for Distinguished Fellow, Honorary Fellow and the Distinguished Service Award. The criteria for the awards are on the nomination forms that are available from Lauren James at the College. Nominations close at noon on Friday, 14 February 2003.

## *Down the road from the Beehive...*

It's been a very busy period for the College with our advocacy programme, as we made sure the voice of the general practitioner is heard, and heard, and heard.

With so many major streams running concurrently, sometimes the issues almost merge because of our focus on what is good for GPs, and protecting your interests.

There has been the whole question of the development of PHOs, and the consequences of implementation, planning and contracting on grass roots general practice.

Then there is the whole strategy of funding within primary health

care, and working carefully with other organisations – yet remaining true to our direction and approach.

We had to take very strong action at the approach of the cervical screening audit, because of our concern at potential medico-legal implications.

Not only have we been meeting with a wide range of Parliamentary and Ministry people, but also with other organisations that face the same problems.

Now there is the Health Practitioners' Competence Assurance Bill that has significant implications unless our submissions produce a

change in attitude from the select committee.

This was frequently mentioned at our recent Quality Workshop – yet another valuable exchange in this area for the future. You'll be hearing more from us on this initiative shortly.

Our role, as you realise, is to support and strengthen general practice. We often ask for your input on the various issues we face together. We know you are busy, but please do not be reticent. Your experience, or specific example, may be vital as we present a case. Contact our policy people.