

# Health Counts Survey 2024: GP Practice Procedures

This document sets out what we would like GP practices to do. We ask GP Practices to:

- 1) **Send two SMS messages** to eligible patients with a link to the survey. Details below. *\*\*\*This can be done by Brighton & Hove Federation on the Practice's behalf\*\*\**
- 2) **Promote the** survey to patients through your practice. This might include a link/tab/QR code on your website and/or an electronic poster on a digital screen, as well as social media. We can provide you with any necessary artwork/documents to enable you to do this. Any queries can be directed to the research team.

## **SMS to patients** (can be done by Brighton & Hove Federation or your practice)

Two SMS (text) messages are to be sent to the practice's eligible registered patients containing a link to the Health Counts Survey 2024 [[www.brighton.ac.uk/health-counts](http://www.brighton.ac.uk/health-counts)]. The first text will be an invitation to complete the survey, and the second text a reminder. If you prefer, this can be done on your behalf by our collaborator Brighton and Hove Federation.

The first text should be sent on **Monday 18<sup>th</sup> March 2024** either between [7am-10am] or [2pm-8pm]. This timing is proposed to maximise potential responses based on the literature. The second text should be sent on **Monday 15<sup>th</sup> April 2024** either between [7am-10am] or [2pm-8pm]. These times are indicative, but if these dates are not possible, we would like you to send out the first message within the week commencing Monday 18<sup>th</sup> March, and the second within the week commencing Monday 15<sup>th</sup> April. The survey link will not work before 18<sup>th</sup> March. We know from some scoping research that the times of day that we have suggested are times when patients may be more likely to complete the survey.

GP Practices (or again the Brighton and Hove Federation can do this on your behalf) will need to run searches of patient lists through the Message Exchange for Social Care and Health (MESH) to ensure the SMS *only* goes to patients who:

- Are aged 18 and older
- Have not got a National Data Opt Out (patients with a Type 1 opt out can be contacted because their information is not leaving the practice)

As noted in the GP Practice FAQ document, Brighton & Hove City Council Public Health Department will provide payment for practices to run the searches required to identify eligible patients. Funding will also be provided to cover the cost sending the two SMS messages. **Your practice will receive this funding whether you do this work yourself or choose the Brighton and Hove Federation to do it on your behalf.**

Wording of the text messages should be as below (each message is one fragment, i.e. the cost of one SMS):

### **FIRST TEXT MESSAGE (18<sup>th</sup> March 2024 – or later the same week)**

Take part in the Health Counts Survey. It's anonymous and takes 15mins [www.brighton.ac.uk/healthcounts](http://www.brighton.ac.uk/healthcounts)

### **SECOND TEXT MESSAGE (15<sup>th</sup> April 2024 – or later the same week)**

Reminder of the Health Counts Survey. It's anonymous and takes 15mins [www.brighton.ac.uk/healthcounts](http://www.brighton.ac.uk/healthcounts)