



Communications toolkit:

Greater Manchester Urgent Eye Care Service

Introduction

This pack was created to promote Greater Manchester's Urgent Eyecare Service (UES). The service is suitable for patients experiencing a range of recently occurring conditions such as a sudden loss of vision, red or painful eyes or eyelids, flashes and floaters or a foreign body in the eye.

The service is available to anyone registered with a Greater Manchester GP practice and aims to deliver quick community-based assessments and treatment from local optometry teams. This is designed to help reduce health system pressures by assessing patients who may alternatively contact their GP or attend a hospital emergency department.

The NHS self-referral service commenced in 2020 and is operated by over 200 local community optician teams across each of the ten GM boroughs and to date has treated over 100,000 patients.

Get to know where to go campaign overview

This guide is part of NHS Greater Manchester's Get To Know Where To Go campaign. It's all about helping people decide where to go when they need medical advice, help or treatment during the winter months - and beyond. The campaign focuses on enabling better, more effective decisions with straightforward and easily accessible information, that also celebrates the breadth and depth of expertise in the NHS.

Please contact the NHS GM campaigns team if you have any questions – gmhscp.gm-campaigns@nhs.net.

How you can get involved

- Use this social media toolkit to schedule posts on your channels
- Promote the newsletter copy in your internal newsletters, using the suggested copy
- Forward the relevant resources with our Primary Care colleagues, to feature the animated film on waiting room display screens



- Share this toolkit with partner organisations and with stakeholder lists, who may be able to help promote the service.

Campaign launch (end date)

- Wednesday 15 March 2023 (ongoing).

Audience

- Everyone registered with a Greater Manchester GP practice.

Newsletter copy (internal)

Get To Know Where To Go campaign update – giving people the right eye’dea of where to go for urgent eyecare

As part of our ongoing [Get To Know Where To Go \(GTKWTG\) campaign](#), we’re now shining the spotlight on our urgent eyecare service (UES) which is available across all ten boroughs of Greater Manchester.

The service was set up during the pandemic, to reduce the number of people attending hospital and providing access to an emergency appointment close to home with an eyecare specialist. In most cases, the service can treat patients quickly and easily however, if hospital treatment is needed, the service will arrange an emergency appointment with an eye specialist at a hospital – bypassing the need to wait in A&E.

Appointments for the urgent eyecare service can be made directly by the patient, by simply visiting www.primaryeyecare.co.uk and finding a participating optometry practice nearby.

Our GTKWTG campaign is all about helping people decide where to go when they need medical treatment and choose the service that’s right for them – helping us treat them faster and ease pressure across the system.

A full campaign pack has been produced which includes social media graphics and a short film, which informs the public of which symptoms can be treated by the UES, such as red or painful eye or eyelids, a recent and sudden loss of vision or a foreign body in eye. These materials have been created specifically for GP and pharmacy waiting rooms, as well as to be shared over social media channels.

Click [here](#) to view the short animated film.



GP article – to share in your locality

Greater Manchester Urgent Eyecare Service

As part of our ongoing [Get To Know Where To Go \(GTKWTG\) campaign](#), we're now shining the spotlight on our Greater Manchester Urgent Eyecare Service (UES).

The service was set up during the pandemic and is delivered by over 200 local community optician teams, with over 38,000 patient examinations taking place in 2022. It can help reduce health system pressures by providing community-based assessment and non-urgent treatment for some patients who do not need to see a GP or attend a hospital emergency department.

The symptoms that the service can treat are recent onset:

- red or painful eyes or eyelids
- recently occurring flashes and floaters
- sore eyes
- recent and sudden loss of vision
- foreign body in the eye

Patients presenting with any other conditions, such as headaches, with no associated eye problems or conditions being regularly monitored by the hospital eye service will not be eligible to access the service (e.g. cataracts, diabetic retinopathy or glaucoma).

The service is available across all ten boroughs of Greater Manchester and provides access to emergency appointments close to home with an eyecare specialist. In most cases patients can be treated quickly and easily, however, if hospital treatment is needed, the service will arrange an emergency appointment with an eye specialist at a hospital – bypassing the need to wait in A&E.

Appointments can be booked directly by patients and are available during regular working hours, with some participating optometry practices offering appointments in the evenings and at weekends. Appointments may be virtual (via telephone or video) or face-to-face. Patients should telephone a participating practice which can be found at www.primaryeyecare.co.uk to access the service; the service is not a walk-in service.

A [full campaign pack](#) (attach) has been produced, including social media graphics for sharing with your patients on your social media channels and a short, animated film specifically created to be shown on GP waiting room display screens.



Click [here](#) to view the short animated film.

Social media assets:






All assets can be found on the following download link: [GOOGLE DRIVE](#)

Graphic	Long copy (Facebook & Instagram)	Short copy – up to 280 characters (Twitter)	Alt text
	<p>Greater Manchester Urgent Eye Care Service can provide assessments and treatment quickly, if you experience a sudden change in your vision, red or painful eyes or see new flashes or floaters.</p> <p>It's a free NHS service, made up of local optician teams in your area, which is available to anyone registered with a Greater Manchester GP.</p> <p>To find out more, visit www.primaryeyecare.co.uk</p> <p>#GTKWTG @GMICP</p>	<p>Have you recently started to suffer with sore red eyes, noticed a sudden change in your #vision, such as flashes or floaters across your eyes, then Greater Manchester's Urgent Eye Care Service might be for you.</p> <p>To find out more, visit www.primaryeyecare.co.uk</p> <p>#GTKWTG @GM_ICP</p>	<p>The visual contains an image of a woman closing one eye with eye pain and an optician building. The text reads urgent eyecare service.</p>
	<p>If you start seeing flashes or new floaters across your eyes, have a sudden change in vision, or get red or painful eyes or eyelids, speak to Greater Manchester's Urgent Eye Care Service 🕒</p> <p>They can assess you quickly and offer treatment if needed.</p>	<p>Have you started seeing new flashes or floaters eyes? Speak to Greater Manchester's Urgent Eye Care Service, available to anyone living in #GreaterMCR who's registered with a GP.</p> <p>They can see you and treat you quickly.</p>	<p>The visual contains an image of an arrow pointing right, a woman's arm holding a newspaper with dark blurred circles over the newspaper.</p>




	<p>The service is available to anyone living in Greater Manchester who's registered with a GP.</p> <p>Visit www.primaryeyecare.co.uk</p> <p>#GTKWTG @GMICP</p>	<p>www.primaryeyecare.co.uk</p> <p>#GTKWTG @GM_ICP</p>	<p>The text reads don't let new floaters get you flustered.</p>
	<p>Do you know where to go if you start seeing flashes or new floaters across your eyes, have a sudden change in vision, or red or painful eyes or eyelids?</p> <p>If you live in Greater Manchester and are registered with a GP, you can book an assessment with the Urgent Eye Care Service. It's an NHS service, made up of local optician teams. They'll assess you and if needed provide you with treatment too.</p> <p>#GTKWTG @GMICP</p>	<p>Do you know where to go if you start seeing flashes or new floaters across your #eyes, have sudden changes in vision, or have painful eyes or eyelids?</p> <p>If you live in #GreaterMCR and are registered with a GP, speak to the Urgent Eye Care Service 👁️</p> <p>www.primaryeyecare.co.uk</p>	<p>The visual contains an image of an arrow pointing to the right and a man holding his hand to his eye. One eye is closed in pain. The text reads expert eyecare with eyecare professionals in</p>
	<p>Have you started seeing flashes or new floaters across your eyes, have a sudden change in vision, or get red or painful eyes or eyelids? If so, speak to Greater Manchester's Urgent Eye Care Service 👁️</p> <p>You can self refer to one of the local optician teams in your area, who can assess and treat you, quickly.</p> <p>This service is available to anyone living in Greater Manchester who's registered with a GP.</p>	<p>Speak to Greater Manchester's Urgent Eye Care Service if you start seeing flashes or new floaters across your eyes, have a sudden change in vision, or get red or painful #eyes or #eyelids 👁️</p> <p>They can assess and treat you, quickly.</p> <p>Visit www.primaryeyecare.co.uk</p> <p>#GTKWTG @GM_ICP</p>	<p>The visual contains and image of an arrow pointing to the right and a woman with one eye closed in pain, crying. The text reads get urgent eyecare. Avoid a trip to the GP or A&E.</p>



	<p>Find out more  www.primaryeyecare.co.uk</p> <p>#GTKWTG @GMICP</p>		
 <p>Animated explainer film (40 seconds) https://youtu.be/KrYVeee8IRU</p> <p>BSL version - https://youtu.be/q08ESawuymA</p> <p>Please note: there are two different sized films (16:9 for TV screens and 1080 x 1080 for social media)</p>	<p>Noticed sudden changes in your vision, new flashes or floaters or red or painful eyelids? Contact Greater Manchester's Urgent Eyecare Service </p> <p>They can provide urgent assessment and treatment.</p> <p>The service is available to anyone living in Greater Manchester, who's registered with a GP.</p> <p>To find out more by watching this https://youtu.be/KrYVeee8IRU or to self refer  www.primaryeyecare.co.uk</p>	<p>Noticed sudden changes in your #vision, new flashes or floaters or red or painful #eyelids? If so, contact Greater Manchester's Urgent Eyecare Service.</p> <p>You can self refer for an assessment or urgent treatment by visiting www.primaryeyecare.co.uk</p> <p> https://youtu.be/KrYVeee8IRU</p>	<p>See below for the full audio description.</p>
<p>The film audio reads, have you noticed a sudden change in your vision, got red or painful eyes or eyelids or recently started seeing flashes or new floaters across your eyes? It might be more appropriate for you to contact Greater Manchester's Urgent Eye Care Service. The NHS service consists of local optician teams in your area and treatment. It's available to anyone living in Greater Manchester who's registered with a GP. To find out more, visit http://www.primaryeyecare.co.uk/.</p>			



 <p>Explanatory film (1m 54 seconds) www.youtube.com/watch?v=N9ES4x08Zl0</p> <p>BSL version - https://youtu.be/4qch6gcPhv8</p>	<p>If you start seeing flashes or new floaters across your eyes, have a sudden change in vision, or get red or painful eyes or eyelids, Greater Manchester's Urgent Eye Care Service can help you 🙄</p> <p>This service is available to anyone living in Greater Manchester who's registered with a GP.</p> <p>Watch this video to find out more or visit www.primaryeyecare.co.uk.</p> <p>#GTKWTG @GMICP</p>	<p>Greater Manchester's Urgent Eye Care Service can help if you notice new flashes or floaters across your #eyes, have a sudden change in #vision, or get red or painful eyes or eyelids 🙄</p> <p>Watch this video or visit www.primaryeyecare.co.uk</p> <p>#GTKWTG @GM_ICP</p>	<p>See below for the full audio description.</p>
<p>The film audio reads, the Urgent Eyecare Service is designed to treat people with sudden onset urgent problems. It covers all ten boroughs of Greater Manchester. All a patient would have to do would be to find the nearest optometry practice. You can do that on the Primary Eyecare website and then the first port of call is to telephone the practice and ask for an urgent eyecare appointment. It's going to be more convenient for you because we can see you closer to your home or closer to your place of work and you're dealing with an eye specialist immediately rather than an A&E doctor.</p> <p>What kind of symptoms can the service deal with? Symptoms can be varied from the more common symptoms like red eyes through to light sensitivity or flashes or floaters in the vision that have suddenly started. So essentially, anything that's suddenly started, an acute problem, then this service is appropriate. What if I need hospital treatment? Most eye complaints can be dealt with very promptly and easily. But if it is one of the more critical eye complaints then we can arrange emergency appointments with eye specialists at the hospital to get the appropriate treatment sorted. We can bypass the wait at A&E straight into the local eye unit where a specialist will look at you.</p> <p>Do I have to pay for this service? The Urgent Eyecare Scheme is funded by the NHS so there is absolutely no charge. Regardless of outcome, whether we direct people to a pharmacy, whether we treat them here in practice, or whether we end up referring them to an eye specialist in hospital. It's all paid for by the NHS. Find your nearest participating optician at www.primaryeyecare.co.uk.</p>			