



## LETTERS

## PRESSURE ON GENERAL PRACTICE IN ENGLAND

# Time to put GPs first by investing in general practice

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Iacobucci paints a bleak picture of working in general practice, particularly in deprived areas.<sup>1</sup> But his assessment is supported by research and reports over several years emphasising the crisis.<sup>2-4</sup> We know the GP workforce faces major challenges, but we disagree that these are insurmountable—urgent action is required.

Creating health promoting general practices would strongly support the government's pledges on prevention, public health, and reducing inequalities.<sup>5,6</sup> The health promoting general practice is essentially the gold standard for health promotion.<sup>7</sup>

To become a health promoting general practice, staff must commit to creating a healthy working environment, integrating health promotion into activities, and establishing alliances with other relevant groups.<sup>7</sup>

Several authors have written about the benefits of creating a healthy workplace.<sup>8,9</sup> Doing so might improve the working life of GPs, attract more graduates into general practice, and keep hardworking, experienced GPs in the profession for longer.

Funding in general practice is lower than current needs. To meet existing health challenges, government commitment and investment are urgently required.<sup>2,4,10</sup> As part of this, a national health promoting general practice award should be designed with incremental progression. The award should be facilitated and supported by public health specialists from local authorities.

For most general practices, achieving gold will not be easy, nor will it be resource neutral, but it will be in the best interests of

GPs and other staff, the NHS as a whole, and—most importantly—patients.

Competing interests: None declared.

Full response at: <https://www.bmj.com/content/365/bmj.l2104/rr>.

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