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10 DOWNING STREET
LONDON SW1A 2AA

30 October 1989

From the Private Secretary

Dear Andy,

NEW GP CONTRACT - INFORMING THE PUBLIC

The Prime Minister has seen your Secretary of State's letter of 27 October to the Chief Secretary with which he enclosed draft material for a public information campaign.

The Prime Minister has commented that it will be important to consider the tone of any advert. She feels that the present draft language might be seen as anti-doctor. For example in the draft at Annex A she thinks it would be better for the introductory paragraph to say "GPs will be better able to develop" rather than to refer to "incentives"; and to say "what services would be regularly available" rather than "what should you expect to get".

I am copying this letter to Jim Gallagher (Scottish Office), Stephen Williams (Welsh Office), Carys Evans (Chief Secretary's Office) and Trevor Woolley (Cabinet Office).

*Yan.
Paul*

(PAUL GRAY)

Andy McKeon, Esq.,
Department of Health.

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