



Handwritten: E3DLR  
cc Bagshaw

10 DOWNING STREET

LONDON SW1A 2AA

*From the Principal Private Secretary*

10 April 1989

**NHS REVIEW: PUBLICITY MATERIAL**

The Prime Minister has seen the set of documents which were enclosed with your letter to me of 4 April. She believes the Government is succeeding, very much thanks to the efforts of your Secretary of State, in making headway against a great deal of hostile criticism. She believes the documents provide a valuable source of basic information and she was particularly pleased with the circular which has been produced to counter specific points. She has suggested that, in addition to disseminating these documents among the medical press, the COI regional apparatus could be used to get them into the hands of editors and leader writers of local papers and the appropriate correspondents of local radio and regional television. If the doctors are fighting their battle in their surgeries, the Government needs to get as close to patients as possible. A regular series of local newspaper articles, based on these circulars, would be of considerable value in the presentational battle.

(ANDREW TURNBULL)

Mrs. Flora Goldhill,  
Department of Health.

Handwritten initials: eu