

1. **What are we doing?**

The [Enter your district] Division of Family Practice, in collaboration with Fraser Health, has launched a public education campaign about health care options available to patients in order for them to to **“Choose the right care at the right place/Use your ER wisely”.**

1. **Why are we doing this?**

To strengthen the connection between patients and primary care providers and maximize the use of community-based services, thereby reducing the reliance on the hospital for non-urgent emergency care.

1. **How can you help?**
2. Display the to **“Choose the right care at the right place/Use your ER wisely”** poster in (11”x17”) in key locations.
3. Distribute the **“Choose the right care at the right place/Use your ER wisely”** rack cards (4”x9”).
4. Please ensure that your staff are aware of the campaign’s key messages (as per back of rack card below):

|  |  |
| --- | --- |
|  |  |

1. Verbally reinforce these key messages with the public to empower them to make informed choices and promote the use of appropriate sources of care.
2. A recent survey indicatedthat local family practice clinics have a process for accommodating same day urgent appointments.
3. **Who to contact for further information?**

[Enter your contact information]

Thank you for your participation and support!

Poster:

