



**Division of Family Practice Roles and Responsibilities**

* Identify a local Division lead for the project.
* Collaborate with local hospital site medical director, executive director and director from start to launch.
* Engage clinic staff to support the project.
* Ask GPs to endorse the primary campaign message: “Call your family doctor first. Same-day urgent appointments are available.” Without this primary commitment, any campaign is unlikely to improve patient outcomes or produce results in the Emergency Department.
* Encourage local walk-in clinics (and GP offices with a walk-in component) to use [medimap.ca](http://www.medimap.ca/%22%20%5Ct%20%22_blank) to make wait times easily accessible to the public.
* Encourage GP clinics/walk-in clinics to adopt consistent [after-hours phone messaging](http://www.fraserhealth.ca/media/Phone_Scripts.pdf%22%20%5Ct%20%22_blank).
* Engage walk-in clinics to use consistent [Closed signage](http://www.fraserhealth.ca/media/1016_Closed_Sign_Template.pdf%22%20%5Ct%20%22_blank) and place order.
* When you are ready to proceed, communicate with the hospital executive director through the Collaborative Services Committee.
* Collaborate with hospital leaders to [order posters and rack cards](http://www.fraserhealth.ca/health-professionals/professional-resources/choose-right-care-right-place-use-er-wisely-campaign/get-your-campaign-materials/%22%20%5Ct%20%22_self).
* Customize/use [Clinic Campaign Guide](http://www.fraserhealth.ca/media/Clinic_Campaign_Guide.docx%22%20%5Ct%20%22_blank) to promote GP awareness of key messages.
* Distribute printed [posters and rack cards](http://www.fraserhealth.ca/health-professionals/professional-resources/choose-right-care-right-place-use-er-wisely-campaign/get-your-campaign-materials/%22%20%5Ct%20%22_self) to clinics, community centres, libraries, recreation centres; distribute [Closed signs](http://www.fraserhealth.ca/media/1016_Closed_Sign_Template.pdf%22%20%5Ct%20%22_blank) to walk-in clinics. Consider board members launching materials with group practices.
* Collaborate with Fraser Health Communications and Doctors of BC. Communications (contactfeedback@fraserhealth.ca) to launch the campaign in your community through newspapers and other means.
* Participate as media spokesperson if required, in collaboration with Emergency Network lead.



**Examples of Campaign Materials**

 **Note:** Posters and rack cards are currently being translated into Chinese Simplified and Punjabi. They will be posted to fraserhealth.ca and available to order once translation has been completed.

|  |  |  |
| --- | --- | --- |
| **Posters** | **Rack Cards** | **Closed Sign** |
| **Sizes available:**8.5” x 11”11” x 17”18” x 24” | **Sizes available:**4” x 9” | **Sizes available:**8.5” x 11” |
|  |  |  |

 **Order Form**

We request that the Division and hospital collaborate on one bulk order. To streamline the process, the Division’s order should include posters required by all GPs and walk-in clinics.

**Copy the table below, paste into an email, and add your quantities. Email to** **feedback@fraserhealth.ca****.**

Fraser Health will print the posters and rack cards at no cost and deliver to the addresses you provide below. Allow about 4-5 weeks for delivery.

|  |
| --- |
| **Division of Family Practice Order Information** |
| Name:  |  | Email Address:  |  |
| Phone No: |  | Title:  |  |
| Delivery/Shipping Address:  |  |
| **Hospital Order Information** |
| Name:  |  | Email Address:  |  |
| Phone No: |  | Title:  |  |
| Delivery/Shipping Address:  |  |
| **Item** | **Division of Family Practice** | **Hospital** |
| 8.5"x11" Poster |  |  |
| 11"x17" Poster |  |  |
| 18"x24" Poster  |  |  |
| 4”x9” Rack cards  |  |  |
| Closed signs for walk-ins |  |  |

**Sample Order**To guide you, here is what the White Rock South Surrey Division and Peace Arch Hospital ordered at the outset.

|  |  |  |
| --- | --- | --- |
| **Item** | **White Rock South Surrey Division** | **Peace Arch Hospital** |
| 8.5"x11" Poster | -- | 10 Peace Arch Hospital elevator notice boards |
| 11"x17" Poster | 120 for Clinic exam rooms29 for City of White Rock | 1 Admin Reception Area20 for Peace Arch Hospital units |
| 18"x24" Poster  | 19 for Clinic waiting room areas6 for City of White Rock  | -- |
| 4”x9” Rack cards  | 2500ClinicsLibraries City of White Rock (rec centres)Innovation Fitness Seniors Come Share Pharmacies | 500 Peace Arch HospitalPeace Arch Hospital Foundation |