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**Hospital Roles and Responsibilities: Site Medical Director, Executive Director, Clinical Directors**

* Collaborate with local Division of Family Practice lead from start to launch.
* [Present campaign](http://www.fraserhealth.ca/media/1116_Fraser_Health_Use_Your_ER_Wisely_Presentation.pptx%22%20%5Ct%20%22_blank) at the Multidisciplinary Healthcare Coordinating Committee (MHCC) meeting.
* Collaborate with Division 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) to suit local community. Collaborate on ordering materials.
* Coordinate distribution of 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 all nursing units, Emergency waiting room, Medical Imaging, Lab Services, etc.
* Customize/use [Hospital Campaign Guide](http://www.fraserhealth.ca/media/Hospital_Campaign_Guide.docx) to promote staff awareness of key messages.
* Enlist hospital resource (i.e. volunteer resources manager) to monitor supply of rack cards and re-order via [Fraser Health Patient Education](https://patienteduc.fraserhealth.ca/) when necessary.
* Consider adding [video or pdf image of poster](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 electronic signage if it exists in the hospital.
* Contact Fraser Health Communications (feedback@fraserhealth.ca) when you are ready to launch in your community.



**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 |