



Across British Columbia, almost one million people do not have access to a family physician. Of those who do, 40% are worried that their family physician will close their practice or retire.

The BCCFP launched the *My Family Doctor Cares* campaign to sound the alarm on the family medicine crisis in BC and to:

RAISE AWARENESS of the lack of support for comprehensive, longitudinal family medicine and the challenges faced by the one-in-five British Columbians who can't access proper care.

ADVOCATE for greater investment in community-based family practice, so that more family physicians can be retained or recruited, and more British Columbians can access the kind of care that is proven to increase their health outcomes.

Working in collaboration with public advocacy groups and other organizations in support of family doctors, the My Family Doctor Cares campaign has helped to make BC's family doctor crisis an issue that can no longer be ignored.



Campaign outcomes to date:

AWARENESS

140+

news stories highlighting the family medicine crisis and the impact that it is having on the health and well being of British Columbians. Coverage highlights can be viewed [here](#).

2.5 million

views of the **campaign TV ad**, which reminded the public that BC's health care crisis will not improve until the system takes better care of the family doctors taking care of them. The ad ran on CHEK TV across the Capital Region during high value evening news programming.

1 million

views of digital ads, running on major provincial news websites (e.g. Global, CTV, Postmedia, CBC, and Rogers Networks). Ads drove more than 1,600 clicks to myfamilydoctorcares.ca

250,000

views of organic social media posts which drove increased engagement, and an unprecedented increase in followers:

Twitter	+8%
Instagram	+6%
Facebook	+3.5%

ADVOCACY

1,711

letters sent by members of the public to their local MLAs via myfamilydoctorcares.ca

(please scroll to the bottom of the webpage to see letter template)

COLLABORATION

Connecting with other organizations and grass roots groups was key to our success. We worked with BC Family Doctors (BCFD) and other family doctor organizations, as well as the patient-led advocacy group, BC Health Care Matters, who organized the public rally on Family Doctor Day.

ADVOCACY TOOLKIT

Providing BCCFP members with detailed instruction on how to get involved in advocacy actions, as well as key campaign talking points. The toolkit was viewed 1,500+ times.

MLA MEETINGS

Asking members to contact and/or meet with their MLA was an important part of the advocacy strategy, both to raise awareness of the issue among MLAs and to encourage attendance at our Day at the Leg meetings with government on BC Family Doctor Day.

ADVOCACY TRAINING

A series of storytelling workshops were provided to help members more effectively advocate for family medicine.

Day at the Legislature

The BCCFP once again asked that May 19 be named BC Family Doctor Day. This year, a day of meetings at the BC Legislature were planned, with the goal of educating and building relationships with government.

KEY ACTIVITIES

MLA BREAKFAST

More than 40 family physicians joined the BCCFP at the MLA breakfast, which was attended by 40 MLAs (18 NDP, 19 BC Liberals, 2 Green Party), as well as 9 members of cabinet.

ONE-ON-ONE MEETINGS

with the Premier's Chief-of-staff, the Minister of Health, the Minister of Advanced Education and key members of the Opposition Party.

QUESTION PERIOD

We were very pleased to see Question Period in the House focus almost exclusively on family medicine, with Liberal Opposition holding the Minister of Health to task with the information we shared at the breakfast meeting.

Central to every conversation that took place was the urgent need to transform the system, and the ask that solutions be informed by the expertise and experience of family doctors.

The BCCFP is under no illusion that what the My Family Doctor Cares campaign has accomplished is enough. However, we were encouraged by government's acknowledgment that family physicians are integral to health care in BC, and that the BCCFP is a "critical validator" of any future plans.

We have work to do, and the BCCFP is committed to doing that work on behalf of our members.

For more information about the My Family Doctor Cares campaign, please contact office@bccfp.bc.ca