

Choosing Wisely at Island Health

Patient-Centred Public Awareness Campaign

11 RECOMMENDATIONS

POSTERS AVAILABLE



Why create a Public Awareness Campaign?

Patients are important partners in healthcare and informed patients are empowered to make better decisions.

The campaign was developed by providers and patient partners in partnership to:

1. Promote conversation between patients and providers,
2. Develop of awareness of tests and treatments that may not provide patient benefit, and
3. Identify Choosing Wisely Canada as a trusted resource for patients.

What are we hoping to achieve?



Our hope is to highlight areas of care where patient education can help reduce unnecessary testing or treatments.

Ultimately we aim to :

- Make conversation easier by laying groundwork.
- Achieve better outcomes for patients.
- Advocate for stewardship of resources to ensure the *right test at the right time*.



Opportunities to make change through Quality Improvement.

While this is first and foremost an awareness campaign, there are opportunities to use our posters as a stepping stone for quality improvement.

Consider partnering with initiatives such as the [FPSC Practice Support Program](#) to start your QI journey!

We invite participating sites to share how they are working towards quality improvement.

Are you interested in participating?



If you are interested in displaying one or more campaign posters at your site please reach out via email:

MedStaffQI@islandhealth.ca

We would love to hear from you!