



Choosing Wisely at Island Health Patient-Centred Public Awareness Campaign

Choosing Wisely is about providing good patient care by using the right tests and treatments at the right time. With [over 400 recommendations](#) across a large number of clinical specialties, and [a selection of helpful patient resources](#), the amount of information can be overwhelming and hard to navigate.

Inspired by the [“Lessons from Creating a Thriving Choosing Wisely Program & Culture in a Community Hospital” presentation by Dr. Renato Pasqualucci and Dr. Charles Winegard](#) at the Choosing Wisely Canada (CWC) National Meeting in May 2021, our Patient-Centred Public Awareness Communications Campaign aims to bring the patient perspective and provider expertise together to identify potentially unnecessary low-risk tests and treatments.

The campaign began by focusing on public awareness in the community through patient education and promotion of conversation in primary care settings. We are currently preparing to launch posters at Island Health Urgent Primary Care Centres (UPCCs) and other community sites island-wide. The project garnered attention at the British Columbia Patient Safety Quality Council (BCPSQC) Quality Forum in May 2022 and we began exploring methods to expand the campaign to emergency department waiting rooms in each of the health regions in early fall 2022.

Goal

1. Promote conversation between patients and providers,
2. Inform the public using accessible language on low-risk Choosing Wisely Canada recommendations for tests and treatments that may not provide patient benefit, and
3. Identify Choosing Wisely Canada as a trusted resource for information.

By promoting patient and provider conversations around appropriate care that benefits patients, and by providing trusted patient education resources in both the community and in emergency department waiting rooms, we hope to empower patients as partners in their care and set expectations of when tests and treatments are appropriate.

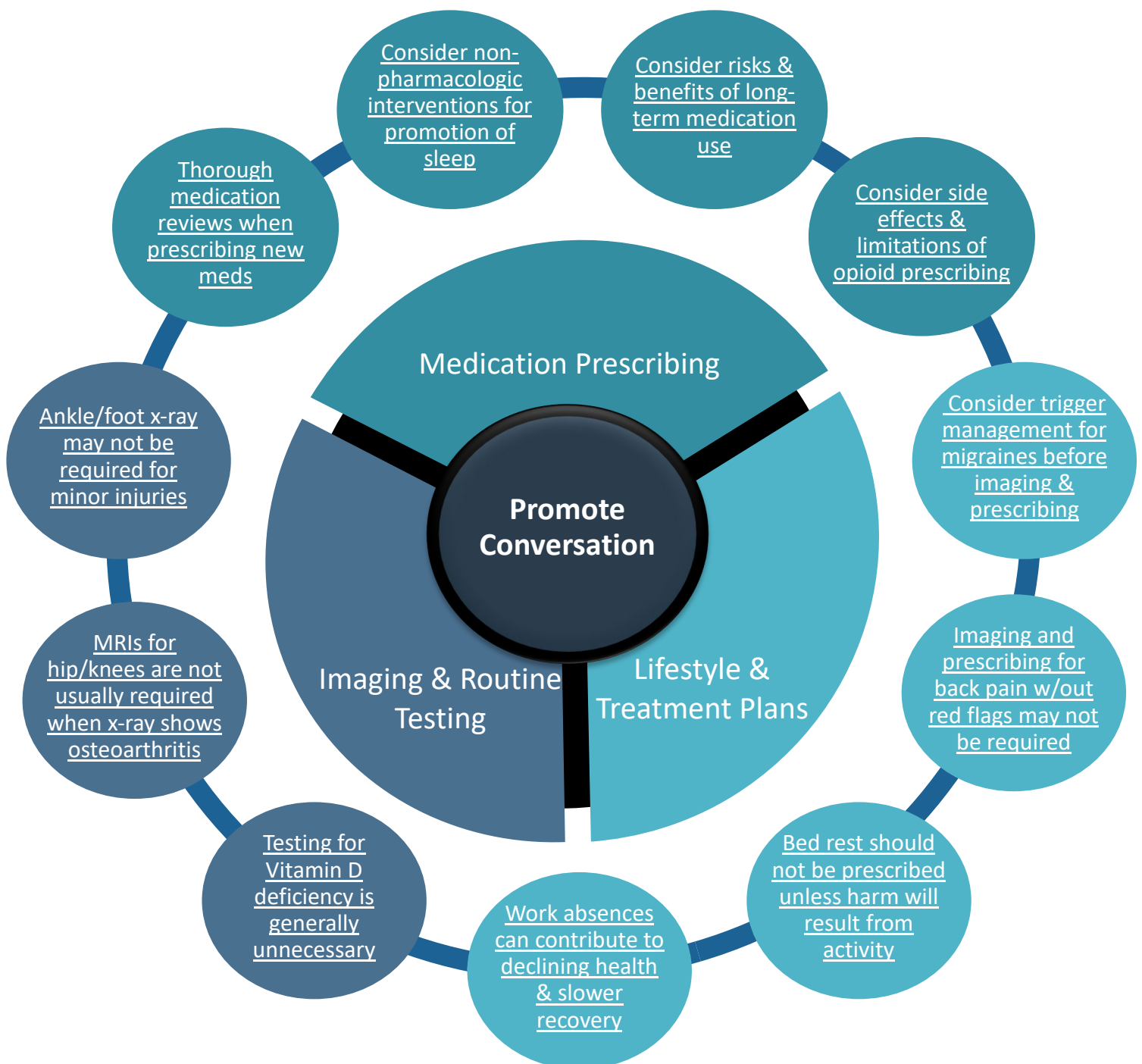
Community Based Public Awareness and Patient Education

A working group, whose membership prioritized equal representation of patients and providers, developed the campaign between January and July 2022.

This group short-listed low-risk CWC recommendations and identified key messaging designed to appeal to patients in the community.

Our final eleven recommendations fit into three categories considering:

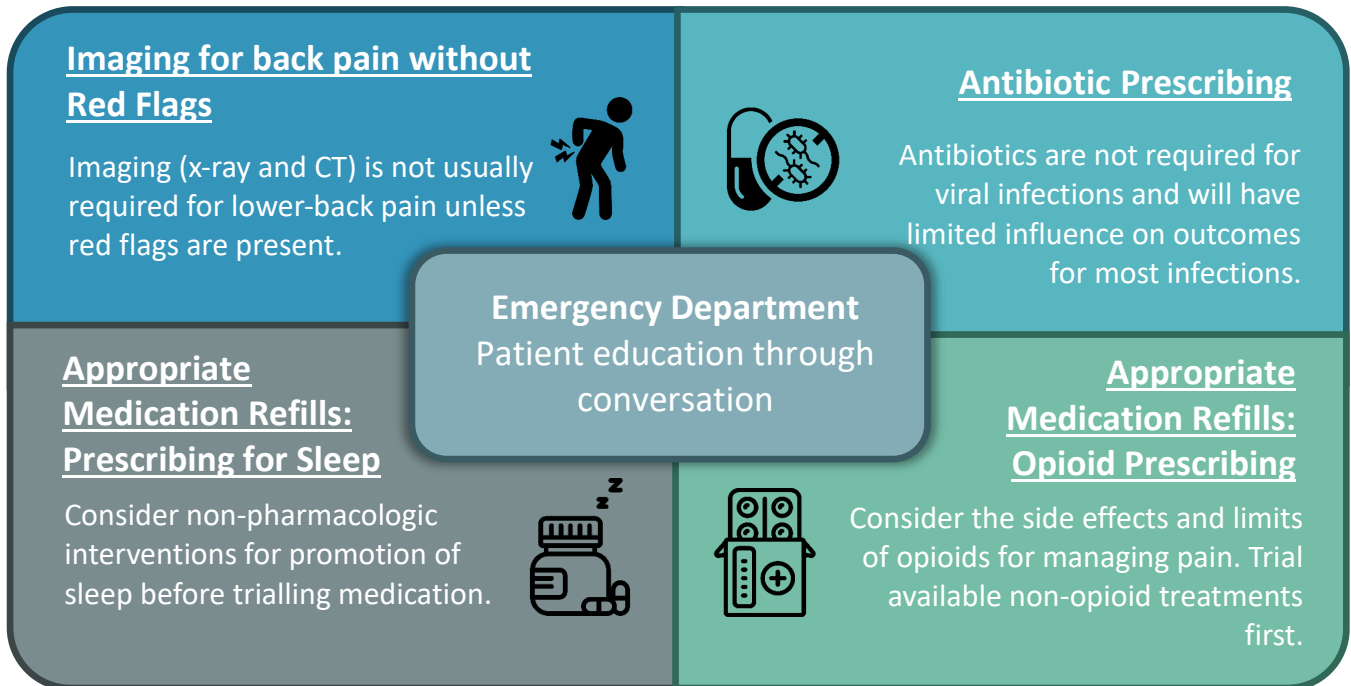
1. Patient perspective by identifying tests and treatments that have broad appeal and ones where a patient has awareness.
2. Provider perspective by highlighting recommendations that will enhance patient care and appeal to providers as frequently requested tests/treatments.



Emergency Department Waiting Rooms: Setting Expectations and Sharing Knowledge

In September 2022, four emergency department (ED) physicians representing four sites island-wide reviewed the 11 campaign recommendations alongside additional CWC ED recommendations to identify and prioritize low-risk tests and treatments that commonly present in the ED.

Their four recommendations represent interventions commonly requested in the ED by patients. Sharing specific information about the recommendations will benefit patients and help set their expectations of what their treatment in the ED may include.



The work is in alignment with existing Island Health Communications campaigns aimed at educating patients on emergency room wait times and the triage process.

Who we are

Physician participation was funded through Health System Redesign. Project support, creation of materials, and an evaluation framework was developed in summer 2022 by Charuta Saha, BCPSQC Summer Student Intern.

Primary Care Campaign: Annemarie Elderkin, Patient Partner; Bernie Lafrance, Patient Partner; Dr. Chris Kwiatkowski, Family Practice; Enise Olding, Patient Partner; Francesca Chiste, Nurse Practitioner, Family Practice; Fred Apstein, Patient Partner; Dr. Jennifer Oates, Geriatric Psychiatry; Dr. Louis-Philippe Plante, Emergency Medicine; Sarah Porter, Island Health; Susan Barr, Patient Partner; and Dr. Valerie Ehasoo, Geriatric & Youth, Primary Care

Emergency Department Campaign: Dr. Louis-Philippe Plante, CDH; Dr. Neil Rogers, NRGH; Dr. Mike Thomson, RJH/VGH; Dr. Jason Wale, RJH/VGH; and Sarah Porter, Island Health.

Two Environments, One Common Purpose

Both our community based and emergency department public awareness campaigns are about **providing good patient care**. Reducing frequency of less beneficial tests and treatments ensures these resources are more readily available when appropriate and meaningful. This also importantly helps reduce patient exposure to harm.

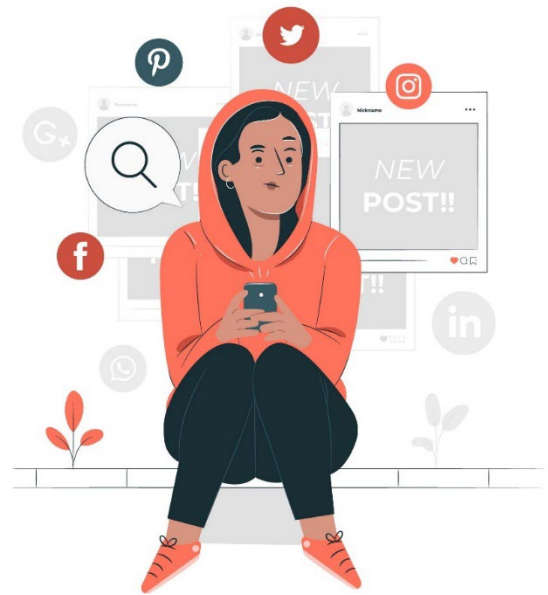
The key messaging for all selected recommendations focuses on promoting conversation between patients and providers.

Strategy

In partnership with Island Health Communications, the selected low-risk recommendations will be featured in materials to be shared in the community at Island Health owned & operated UPCCs, primary care offices, and emergency department waiting rooms island-wide.

Our goal is to have this valuable awareness campaign represented in all fourteen local health areas.

As the work grows we aim to share this information more broadly in external provider settings, using Island Health social media, and through the creation of a dedicated Island Health Choosing Wisely patient resource page on the public-facing website.



Opportunities for Involvement

If you are interested in reviewing the materials developed as part of the campaign or participating by displaying the posters in your practice please email Sarah Porter at MedStaffQI@islandhealth.ca.



Please visit the Choosing Wisely at Island Health Medical Staff website to learn more about Choosing Wisely initiatives and projects that are currently underway.

<https://medicalstaff.islandhealth.ca/choosing-wisely-canada>



**doctors
of bc**

The Health System Redesign Initiative is supported by three Joint Collaborative Committees of Doctors of BC and the Ministry of Health: Shared Care, Specialist Services, and General Practice Services Committees.



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