



Care
Safe
Trust

Regulated Health Professionals

Public Awareness Campaign

Public Awareness Campaign Background

- Limited public understanding
- Less likely among new Canadians
- All health profession regulators will benefit from enhanced public awareness

Purpose

- Deliver a common message about the role of professional self-regulation
- Health professionals work under specific legislation and professional standards and ethics
- Why and how the public can contact a regulator

Audience

- General public
- Material adapted in English, French, Spanish, Cantonese/Mandarin, Punjabi, Korean, Vietnamese, Tagalog, Farsi

Delivery

- 12 month campaign
- Press release Sept 16 to regulators- Sept 17 to media
- Bus shelters launch Sept 16 Metro Vancouver, Kelowna, Prince George, Victoria and Nanaimo
- Website launch Sept 16 (multi-language)
- Closed captioning TV on Global BC Starts Sept 16 /4 weeks
- Ethnic print advertising launch w/o October 14 for 4 weeks in 20 publications
- Articles/ speaking engagements ongoing
- Poster Templates – Multi Language available October 4

Care

Make sure your health professional is regulated, licensed and accountable.

Regulated Health Professionals Our purpose, your safety

Audiologists, Chiropractors, Certified Dental Assistants, Dental Hygienists, Dental Technicians, Dentists, Denturists, Dietitians, Hearing Instrument Practitioners, Licensed Practical Nurses, Massage Therapists, Midwives, Naturopathic Physicians, Nurse Practitioners, Occupational Therapists, Opticians, Optometrists, Pharmacists, Pharmacy Technicians, Physicians and Surgeons, Physiotherapists, Podiatrists, Psychologists, Registered Psychiatric Nurses, Registered Nurses, Social Workers, Speech-Language Pathologists, Traditional Chinese Medicine Practitioners and Acupuncturists



For more information visit www.bchealthregulators.ca

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KEY MESSAGES

On September 16 the more than 20 regulators of BC's health professionals launched an unprecedented public awareness campaign to say “**our purpose, your safety**”.

These Colleges regulate over 100,000 licensed health professionals in BC . Regulatory colleges exist for the protection of the public.

All of the Colleges have contributed financially to the public awareness campaign themed “**our purpose, your safety,**” it is designed to raise awareness about the role Colleges play in patient and client safety, how they are regulated and why you should choose a regulated professional.

The campaign includes: a website, province wide bus shelters, closed captioning television, posters, and select print media.

The planning for this campaign began late last year

Press release

BC health regulators launch unprecedented campaign to say “our purpose, your safety”

Colleges that regulate over 100,000 licensed health professionals in BC have come together to launch “our purpose, your safety,” a campaign designed to raise awareness not only about the role Colleges play in patient and client safety, but also which professions are regulated, why it’s important to choose a regulated health provider, and what can be done if patients have concerns about the care they receive.

“British Columbia’s health regulators protect patients by ensuring consistent standards for regulated health professionals - from nurses and physicians to audiologists and dietitians,” says Minister of Health Terry Lake. “This awareness campaign will help ensure that the public is aware of the important role BC’s health regulatory colleges play in patient safety and our health care system.”

Colleges ensure that their registered professionals practise safely, ably and ethically. By setting and enforcing standards of practice, Colleges ensure that British Columbians can count on their health professional to deliver safe and acceptable care. “Regulatory colleges exist for the protection of the public,” says Dr. Heidi Oetter, Registrar and CEO of the College of Physicians and Surgeons of BC. “We make sure that anyone who uses the designation of any of the more than 20 regulated health professions is registered with their respective college and meets all of the required conditions.”

These conditions include graduation from a recognized school and successfully completing a rigorous examination process before being granted the privilege to practice. Health professionals must also complete criminal record checks, provide proof of good character, renew their registration each year and keep their skills and knowledge up to date. That is why it is so important that British Columbians ensure their health professional is indeed registered and licensed.

“Health professionals are dedicated to their patients’ wellbeing,” says Oetter. “But if there is a concern, patients need to know they can come to us. All complaints are investigated, and may lead to remedial or in some cases, disciplinary action. This campaign is about letting the public know that we’re here for them.”

The campaign launches September 16 and includes bus shelter and newspaper advertising, a website in nine languages (www.bchealthregulators.ca) and select television spots. It is the first campaign of this nature ever carried out in British Columbia.

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Website

bchealthregulators.ca