

**August 23, 2018**

**NEWS RELEASE**

## **Use Your Emergency Department Wisely Campaign Launches**

**Boundary, B.C.** – A campaign encouraging patients to call their family doctor first when they need non-emergency medical attention has launched in Boundary communities.

Residents and visitors to the Boundary area will see posters springing up on community bulletin boards, Interior Health health sites, medical clinics, and pharmacies that ask: “Need Help in Boundary Today?”

The campaign is a joint effort of the Kootenay Boundary Division of Family Practice, Boundary Health Care Cooperative, and Interior Health.

“The goal is to help people choose the right care at the right place, so they can avoid waits for medical attention, get care close to home, and ease the pressure on the Emergency Department at Boundary Hospital in Grand Forks,” says Boundary Health Care Cooperative member, Dr. Nathan Dalla Lana.

Medical clinics in Christina Lake, Grand Forks, Greenwood, Midway, and Rock Creek have added nurses and social workers to their staff and urgent appointments are available.

“We want to get the message out that people are often better off to call the medical clinic first if their illness or injury is not an emergency.” adds Dr. Dalla Lana.

The campaign shares information about places to receive care other than Emergency, including:

- Pharmacists, who can help with certain conditions, as well as provide urgent medication refills.
- HealthLink BC at 811, which provides trusted health advice from nurses, dietitians and pharmacists seven days a week, 24 hours a day.

“We really want to encourage people to think about options to the Emergency Department,” says Cheryl Whittleton, Interior Health Kootenay Boundary Health Services Administrator. “By taking pressure off Emergency for health conditions that can be handled in the community, residents and visitors help ensure everyone is getting the care they need in the right place.”

*Interior Health is committed to promoting healthy lifestyles and providing a wide range of quality health-care services to more than 740,000 people living across B.C.'s vast interior. For more information, visit [www.interiorhealth.ca](http://www.interiorhealth.ca), follow us on Twitter @Interior\_Health, or like us on Facebook at [www.facebook.com/InteriorHealth](http://www.facebook.com/InteriorHealth).*

*The Kootenay Boundary Division of Family Practice represents doctors in 14 communities across the region. The Kootenay Boundary Division works to improve patient access to local primary care, increase local physicians' influence on health care delivery and policy, and provide professional support for physicians. For more information visit [www.kbdivision.org](http://www.kbdivision.org), follow us on Twitter @divisionsbc\_KB or like us on Facebook at [www.facebook.com/kbdivision/](http://www.facebook.com/kbdivision/). The Division of Family Practice initiative is funded by a joint committee of the BC Ministry of Health and Doctors of BC.*

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