



News Release

Immediate Release:
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Provincial campaign raising awareness of language as a critical component of quality health care

- **Edmonton** — Réseau santé albertain's most comprehensive campaign ever is creating a buzz and generating unprecedented levels of web site activity at reseausantealbertain.ca, more than 2,000 visits at launch time.

"If our government was wondering just how important it is for Alberta's Francophone population to have access to French-language health care, the answer was as swift as it was enthusiastic. We were surprised by the extent of the positive response received from across the province in support of French-language health services," says Dr. Denis Vincent, Chairman of the Board, Réseau santé albertain, the provincial network responsible for developing French-language health services.

In the fall of 2015, Réseau santé albertain rolled out the first phase of a two-pronged awareness-raising campaign to promote consumer demand and to encourage health care providers to provide French-language health services.

Following a successful launch in October involving the participation of key community leaders and stakeholders, Réseau santé albertain reached out to health care providers and Francophones across the province in successive waves of advertising and direct marketing, via email blasts, the Internet as well as social and conventional media. Audience response was both positive and significant:

- Facebook ads alone generated about 1,300 web site visits;
- More than 27,000 Francophone Facebook users were reached by the ad campaign;
- Close to a thousand health care access points in the province received a display tool allowing them to promote their French-language services capability;
- Key provincial organizations have pledged support for the campaign including:
 - the Federation representing some 28,000 Franco-Albertans aged 50+ primarily accessible via radio and other conventional and social means;
 - the Federation representing all four French-language school boards and 37 schools which together provide direct access to a pool of 8,500 students and their families;
 - Cultural communities which host meet-and-greet activities for hundreds of immigrants and newcomers every year, perfect venues for community outreach

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Next Phase

In the new year, Réseau santé albertain undertakes the next phase of the campaign, inviting all French-speaking Albertans 18 and over to take part in online surveys about health care needs and access. One survey is specifically designed for health care professionals. Respondents need only go to reseausantealbertain.ca, and click on [Quiz Me](#) to fill out a questionnaire. Survey results will provide accurate data which Réseau santé albertain can then use to inform the health care decision-making process at all levels of service planning, development and provision.

About Us

Working collaboratively with the health system and health care professionals, Réseau santé albertain raises awareness, provides support and engages stakeholders for the purpose of improving access to linguistically appropriate care for Alberta's Francophone population. Learn more at reseausantealbertain.ca.

- 30 -

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