

# Alberta Doctors' Digest

## Share the Care campaign promotes quality care during pandemic

In the early months of COVID-19, it became apparent that its impact would be huge. Physicians were deeply concerned. Obviously we were worried about the safety of Albertans and keeping the health care system on its feet for sick patients. We were also worried, though, because of what has been seen in other jurisdictions.

Specifically, patients delay or avoid seeking care because they are afraid of becoming infected or because they don't want to be a burden. Later on, though, that delay in care means a wave of more patients acutely ill with conditions that could have been managed.

That was the mindset of the Board of Directors when we directed that the AMA run a campaign called [Share the Care](#), kicking off the week of April 6. The goal was to encourage Albertans to be aware of and practice healthy behaviors – including staying in touch with their family physician, pediatrician or any other physician with whom they have an ongoing therapeutic relationship. Additionally, we wanted to recognize the contributions of our team mates and colleagues in the other health professions and on the front lines.



The Share the Care campaign encouraged Albertans to stay in touch with their family physician, pediatrician or any other physician with whom they have an ongoing therapeutic relationship.

It was great to see how well the campaign did and how many people engaged with it by using tools on the website and even uploading videos. I have to give a special shout out to the [dancing doctors and staff at the Rockyview maternity clinic](#) whose video went viral with hundreds of thousands of views worldwide.

It's the partnership between patients and physicians that makes for the best quality of care. I am glad that we were able to help keep those relationships in place during COVID.

It's all far from over. We are starting to see some of the unavoidable swell of care needed as a result of delay, but still I believe we will get through this together.

Editor's note:

Through various online, social media and advertising channels, the campaign messages appeared 58 million times (impressions) and drove 300,000 clicks to the StayHealthyAB landing page during the eight-week campaign. The campaign saw a high number of positive comments on social channels, with many people expressing gratitude to physicians, indicating they understand the value of physicians within the Alberta health care system.