



**PUBLIC SERVICE ANNOUNCEMENT**

**This May 19th, Celebrate World Family Doctor Day**

**Edmonton, AB, May 13, 2024** – The Alberta College of Family Physicians (ACFP) is proud to celebrate the global recognition of Family Doctor Day.

First declared by WONCA ([World Organization of Family Doctors](https://www.wonca.org/)) in 2010, this annual commemoration acknowledges the outstanding contributions of family doctors in health care systems around the world.

Family physicians have the unique privilege to nurture the most trusted relationships in medicine—between patients and their family doctors—through every life stage. In times of pain, of joy, of loss, of transition, of hope, and everything in between, Alberta’s family doctors are there for you.

Their essential role in the lives of Albertans is the foundation of an integrated health care system that is accessible, comprehensive, continuity-based, and patient centred.

“Seventy percent of health care provided in Alberta is done so by family doctors. World Family Doctor Day is a day to acknowledge the central role and contribution of family doctors have in their patients’ lives,” says ACFP Executive Director Terri Potter. “Now more than ever, we need to celebrate and recognize family doctors who have been, for the majority of Albertans, their constant health care provider in an ever-changing and over-burdened system.”

The ACFP invites Albertans to celebrate their own family doctors through the ACFP’s “Family Docs Rock” campaign. Share why your family doctor rocks at [www.familydocsrock.ca](http://www.familydocsrock.ca) and you and your doctor could receive a Family Docs Rock t-shirt.

The Alberta College of Family Physicians is a provincial, voluntary organization representing more than 5,600 family physicians, family medicine residents, and medical students in Alberta. We promote excellence in family medicine through advocacy, education, and research. The ACFP is the provincial chapter of the College of Family Physicians of Canada (CFPC), the professional organization that represents more than 43,000 family physicians across the country. [www.acfp.ca](http://www.acfp.ca).

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DOCS *ROCK***



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