



PUBLIC SERVICE ANNOUNCEMENT

World Family Doctor Day, May 19th—Celebrating Alberta’s Frontline Physicians

Edmonton, AB, May 12, 2026 – The Alberta College of Family Physicians (ACFP) joins the celebration of family physicians in Alberta and around the globe on World Family Doctor Day (WFDD). First introduced by the [World Organization of Family Doctors \(WONCA\)](#) in 2010, this annual celebration has grown into a meaningful moment to honour the family physicians who are at the heart of our health care system—providing care that is personal, comprehensive, and continuous. [This year, the Government of Alberta has officially declared May 19th as World Family Doctor Day across the province.](#)

“Family physicians provide lifelong care, supporting patients, and building trusted relationships through every stage of life. They deliver 70% of health care across Alberta and Canada, making them a vital foundation of our health system. World Family Doctor Day is an opportunity to recognize and thank family physicians for the compassionate, consistent, and reliable care they provide every day. Amid growing pressures on the health care system, their steady presence has never been more important. This day is both a celebration of the individual contributions family physicians make in the lives of their patients and communities, and a reminder of the importance of supporting family medicine for the future,” says ACFP Executive Director Georgina Altman.

To mark the occasion, the ACFP invites Albertans to recognize or thank their family doctors through its *Family Docs Rock!* public awareness campaign. Share your story of appreciation at www.familydocsrock.ca for a chance for you and your doctor to receive a free *Family Docs Rock!* t-shirt.

For over a decade now, the *Family Docs Rock!* campaign has garnered more than 200 patient stories of gratitude from across Alberta while showcasing the value of family physicians and their trusted relationships with their patients.

About the Alberta College of Family Physicians

The ACFP is a member-based, not-for-profit organization representing more than 6,000 family physicians, family medicine residents, and medical students across Alberta. It is the provincial chapter of the College of Family Physicians of Canada (CFPC), the credentialing body responsible for the specialty of family medicine. It supports members by providing continuing professional development (CPD) opportunities and upholding the established standards for CPD delivery set by the CFPC. For more information on the ACFP, visit www.acfp.ca.

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