News Release ❖ Communiqué

FOR IMMEDIATE RELEASE

CFPC’s Family Medicine Forum

CFPC Celebrates 6th Annual Family Doctor Week in Canada, October 26–31, 2009

(Mississauga, ON, October 21, 2009) – Canada’s largest annual family medicine scientific program is co-hosted this year by The College of Family Physicians of Canada (CFPC) and the Alberta College of Family Physicians at the Telus Convention Centre in Calgary from October 29-31, 2009. Scientific sessions, events and keynote speakers deliver new information for family doctors to advance their profession and care for their patients.

Media representatives are welcome to attend all open sessions. Upon arrival at the Telus Centre please proceed to the VIP Room/Media Centre, Glen Room 209, to register.

“It’s a pleasure for the CFPC to host Family Doctor Week as an opportunity to recognize the essential role of family physicians across Canada and the highly valued relationships they share with their patients and professional colleagues,” said CFPC President, Dr. Sarah Kredentser. “This special week is also an opportunity for governments, health care organizations and other professionals to acknowledge that family doctors make outstanding efforts to improve access to care for their patients through their roles in clinics, hospitals, universities, nursing homes and many other healthcare facilities in Canadian communities.”

“The CFPC advocates for the best possible health care system for Canadians with family doctors playing a central role,” adds Dr. Calvin Gutkin, Executive Director and CEO of the CFPC. “Through every health care challenge that we face, family doctors provide the front line of health care and the special relationships that they have with their patients, colleagues and communities are very important and highly valued. The CFPC is honoured to acknowledge the outstanding dedication of family doctors across the country and their ongoing commitment to their patients’ health and well-being.”

Program Highlights open to media:

October 29–31
Scientific Sessions: Topics include infectious disease outbreaks, what do we really need to know about the flu?, emergency medicine, life in the (family practice) trenches, the evolution of palliative care, delivering healthcare with a team approach, doctor-patient communication, nurse and nurse practitioner sessions, the Canadian Task Force on Preventive Healthcare, primary care research networks. See the detailed program of concurrent session presentations: http://fmf.cfpc.ca/

Thursday, October 29, 2009
8:00-9:30 am: Macleod Hall, Telus Centre
State of the College Address presented by Dr. Sarah Kredentser, CFPC President

Keynote Address by Dr. Barbara Starfield, MD, MPH
Recipient of the 2009 Scotiabank – CFPC Family Medicine Lectureship Award
“Population health outcomes – Is the role of the family physician important?”
Dr. Starfield, physician and health services researcher, is a university distinguished professor of health policy and pediatrics at Johns Hopkins University. She is internationally renowned for her work in primary care. Her work focuses on quality of care, health status assessment, primary care evaluation, and equity in health.

10:00 am:
**CFPC Media Webcast:** Glen Room 209, Telus Convention Centre, Calgary
**Patient-Centered Primary Care in Canada: Bring it on Home**
**CFPC MEDIA ADVISORY TO BE ISSUED ON THURS, OCT 22, 2009**
**NEWS RELEASE ISSUED ON THURS, OCT 29, 2009** with new Decima poll results and related CFPC recommendations. Materials released at the news conference. **Media contacts for interviews as of that date:**
*Geneviève Joly, Delta Media Inc. 613-233-9191 or Jayne Johnston, CFPC at FMF Media Centre: 403-218-7840*

**Friday, October 30, 2009:**
8:00-9:30 am: Macleod Hall, Telus Centre
**Keynote Address by Susan Auch, Five-time Olympian and three-time Olympic medalist**
**“Sport and Fitness – A Prescription for Health”**
Susan Auch is a champion for sport and moreover the health benefits of sport despite her personal challenge with asthma. She is committed not only to her sport of speed skating, but also to the value of amateur sport for young Canadians. In 1995 Susan was named the Canadian Press Bobbie Rosenfeld Female Athlete of the Year, and in 1998 she was inducted into the Alberta Sports Hall of Fame. Susan retired from competitive Speed Skating after her fifth Olympic Games in Salt Lake City 2002.

**Saturday, October 31, 2009:**
7:00-8:00 am: 5th Annual Walk for the Docs of Tomorrow
5km walk and run to help raise funds for the Research and Education Foundation’s Medical Student Scholarship Program. Entrance fee: $25.00. Children and students are free. Pledge sheets are available for download at [www.cfpc.ca](http://www.cfpc.ca) Event Contact: Sandra Hollingsworth 905-629-0900 ext 244 or shollingsworth@cfpc.ca

10:00 am – 12:00 pm:
**Back by Popular Demand! History and Narrative: Stories in Family Medicine**
Come and share in the experience as the winners of the 2009 AMS Mimi Divinsky Award for History and Narrative in Family Medicine from across the country share their personal and fascinating stories of life as a family doctor.
**Media inquiries to Stephanie Fredo at sfredo@cfpc.ca**

**CFPC President’s Installation and Canada’s Family Physicians of the Year Awards Presentation –**
Dr. Cathy MacLean will be officially installed as the 2009-2010 CFPC President. That ceremony will be immediately followed by the presentations of the *Reg L. Perkin Awards* to the 2009 Family Physicians of the Year:
[http://fpoy.cfpc.ca](http://fpoy.cfpc.ca)

**SEE FPPO NEWS RELEASE AND BACKGROUNDER ISSUED ON MON, OCT 26, 2009. Media contact for interviews:**
*Geneviève Joly, Delta Media Inc. 613-233-9191*

**ABOUT THE COLLEGE OF FAMILY PHYSICIANS**

The College of Family Physicians of Canada (CFPC) is the voice of family medicine in Canada. Representing 22,000 members across the country, it is the professional organization responsible for establishing standards for the training, certification and lifelong education of family physicians and for advocating on behalf of the specialty of family medicine, family physicians and their patients. The CFPC accredits postgraduate family medicine training in Canada’s 17 medical schools.

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