

Key Messages Guide for Twitter

The following guide is to help members of the Association of Family Health Teams of Ontario (AFHTO) use Twitter as a communications tool to create awareness and conversation with various levels of government and Ontario's communities about the benefit of interprofessional primary care.

Through these tweets we want to educate people about what a FHT/NPLC does, how they deliver comprehensive primary care, what makes them cost-effective and who they benefit.

Below is a list of suggested tweets that you can use to engage people in conversation through Twitter. Where possible please #hashtag key words like #onpoli, #bettercare, #bestvalue, #healthyfamilies,, etc. This will assist in creating easy-to-search words and phrases. Also, if you would like to direct people to the AFHTO platform release, you can insert the following link directly into tweets: <http://bit.ly/SXWreY> (the Twitter-friendly link for the brochure).

Suggested tweets:

Family care teams provide value for health dollars by diverting patients from costly ER visits.

Family care teams are developing new ways to better manage care for high-users and patients with chronic diseases. #HealthLink

Family care teams make it easier for health care providers to focus on patient care, leading to greater patient satisfaction.

Ontario's family care teams provide same day/next day appointments in 95% of cases

@WHO has found that countries w/ strong primary care systems have healthier populations.

@WHO has found that countries w/ strong primary care systems are able to use health care resources more efficiently

Family care teams are key to integrating the care of health professionals from all sectors.

3/4 of Ontarians do not yet have access to the benefits of family health team care.

Evidence & experience shows that team-based comprehensive family care delivers better health & better value to patients.

Compared w/ other developed countries, Canada's primary health care sector is inadequately supported. How can we change this?

To date, ON FHTs have enrolled almost 1 million Ontarians who did not previously have a doctor.

Research shows that team-based care can improve health outcomes for patients w/ chronic and complex conditions.

Gov't support is needed to expand access to high quality, interprofessional primary care.

Increased access to interprofessional family care teams for Type-2 diabetics can reduce medical complications by 15%/yr.

Evidence shows that interprofessional family care teams have multiple benefits compared to care provided by a solo provider.

Gov't must adopt a funding system that supports team-based care - a model that has proven benefits for patients & the health care system.

Supportive public policy, education for patients & providers, and evaluation research is needed to advance team-based family care.

Here is a list of key, influential people across Ontario to include in your tweets. For local advocacy please engage in conversation with your local Family Health Teams (FHTs), Nurse Practitioner-Led Clinics, Community Health Centres (CHCs), your city's public health unit, local hospitals and your constituency's MPP.

Key Contact	Position	Twitter Handle
Deb Matthews	Minister of Health and Long Term Care	@Deb_Matthews
Helena Jaczek	Parliamentary Assistant to Minister of Health and LTC	@HelenaJaczek
Christine Elliott	Health Critic, PC Party of Ontario	@ChrisElliottPC
Kathleen Wynne	Premier of Ontario	@Kathleen_Wynne
Tim Hudak	Leader of PC Party of Ontario	@TimHudak
Andrea Horwath	Leader of Ontario NDP	@AndreaHorwath
Mme. France Gelin	Health Critic, Ontario NDP	@NickelBelt
Ontario Ministry of Health and Long Term Care	-	@ONTHealth
Kelly Grant	Health News Reporter for Globe and Mail	@KellyGrant1
Andre Picard	Public Health Reporter for Globe and Mail	@picardonhealth
Theresa Boyle	Health Reporter for Toronto Star	@TheresaBoyle
Healthy Debate	-	@healthydebate
Longwoods.ca	-	@longwoodsnotes
CBC Health	-	@CBCHealth
CBS Health	-	@CBSHealth
AFHTO	-	@afhto
Better Care. Faster.	Coalition of health organizations - http://www.bettercarefaster.ca	@BtrCareFstr