

Spotlight: Crown Point Family Health Centre — Raising Awareness About Health and Social Issues



When the Hamilton Family Health Team challenged its members to work together to find ways to educate patients about important health and social issues, Crown Point Family Health Centre jumped at the opportunity. This large team of family physicians, allied health professionals and administrative staff came together to find ways to increase awareness about healthy eating, how to get support for mental health concerns, how to recognize signs of child abuse, and more.

Office manager Dawn Atwell explains that, for each of the challenges, "...we set a goal of what we wanted to achieve as a team and strived to meet that goal together. We learned some things ourselves along the way."

For example, the team learned about child abuse prevention last fall. Every October, the Ontario Association of Children's Aid Societies presents Go Purple Day, where Ontarians are encouraged to wear purple (the official colour of child abuse prevention) and learn how to recognize child abuse, how to report it, and how to support victims. The team at Crown Point embraced this challenge by wearing purple and educating themselves and their patients about child abuse, and anyone else they can connect with!

Dawn tells us, "I was not in the office for Child Abuse Prevention day, but I still wore purple and tried to spread awareness ... I shared information about it with my daughter, who then wore purple to school and enlightened her teacher. While I was out at a health care appointment with my father that day, I asked the staff there if they were wearing purple to raise awareness. I learned that they had just gotten new uniforms which happened to be purple, so this turned into another opportunity to share information."

Increasing awareness about health and wellness issues has been a worthwhile experience for both patients and providers. Dawn says, "This gave us more opportunity to work together as a whole team towards our common goal of better care and educating our patients, ourselves, our families, and others. It helped build our team relationships. We function very well together."

Crown Point Family Health Centre continues to participate in patient awareness challenges, and other clinics are following suit!

