

South East LHIN launches campaign to Build Public Awareness on Local Programs and Services

March 19, 2014

NEWS

From March 20th through till the end of May, the South East Local Health Integration Network (LHIN) will be launching a campaign aimed at building public awareness on local programs and services funded by the South East LHIN and offered through our Health Service Providers.

The campaign is aimed at informing residents of the South East about what programs and services are available to them or their family members, what they are accomplishing, and at which point in the 'Patient Journey' should they be accessed.

A community brochure drop through local weekly papers will kick off the campaign on March 20th. The brochure will also be featured on the South East LHIN website along with 'Client Care' videos at www.southeastlhin.on.ca. Anyone looking to obtain a hard copy of the brochure can also contact the LHIN office at 613.967.0196.

Supporting our Health Service Providers to provide better care for residents of the South East LHIN aligns with the Ontario government's [Action Plan for Health Care](#) and its commitment to provide the right care, at the right time, in the right place.

QUOTES

"As our population ages, it is imperative that seniors and their families are aware of what programs and services are available at home and in the community. By enhancing public awareness we are ensuring that patients are receiving the right care when and where they need it most."

- **John Gerretsen, MPP Kingston and the Islands**

"Investments to community-based programs and services will not only lessen the pressure on our hospitals, it will ensure the right care is accessible closer to home, where people need it most."

- **Paul Huras, CEO South East LHIN**

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