

# The 4 Ps of Effective Health Promotion in Family Health Teams

Wellness Matters Team:  
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## Background

### OUR VISION

To improve the health and well-being of Guelph citizens.



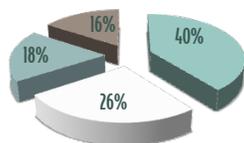
### OUR MISSION

To provide integrated health education and activities that will support positive lifestyle changes resulting in improved productivity and quality of life.



All of our Wellness Matters workshops are open to all of the community; participants do not have to be a FHT patient to attend. We believe that in order to achieve our vision of improving the health and well-being of Guelph citizens, our programs need to be as accessible as possible.

### Wellness Matters Groups



- Mental Health
- Chronic disease
- Exercise
- Nutrition

Our Wellness Matters class and workshop offerings were developed in response to feedback from Guelph Family Health Team physicians and HCPs. From there, we continue to develop an evolving curriculum to meet the needs of our patient population.

System Leadership

## Process

### OUR PRODUCT

Wellness Matters has grown to be a multi-disciplinary curriculum of over 15 workshops and classes to develop the needs of over 100,000 FHT patients and the community of Guelph.

2013 Wellness Matters Offerings

65 Workshops & Classes

213 Sessions

### OUR PLACE

Our place is our community. Wellness Matters programming extends beyond the four walls of our clinics. We offer our services at a multitude of places; from manufacturing companies to grocery stores to local running races.



### OUR PROMOTION

Our team has created Wellness Matters into a brand and utilizes a wide-variety of advertising and promotional tools to reach our patient population.

#### Social & Web Media



#### Print Media & Other Advertising



Our more unique ideas

- Ads on local radio station
- Public transit displays
- TV displays in clinics

Contact us now to register!

www.guelphfht.com  
 or call 519-837-0099



### OUR PARTNERSHIPS

Our partnerships provide ample opportunities for interdisciplinary engagement and collaboration. We have developed partnerships with local corporate work places and local community service organizations and groups.



Corporate

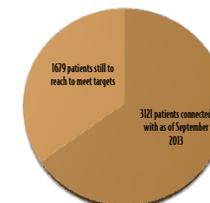


Community

Organizational Capacity

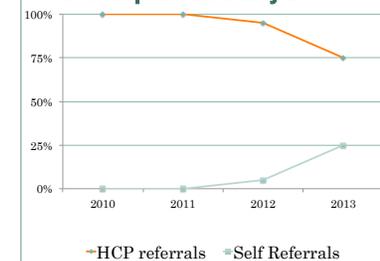
## Outcomes

### # of Wellness Matters Participants



Our product has become successful. To date, we are well on our way to meeting our fiscal 2013-2014 targets to connect with 4800 patients.

### How are patients learning about us?



Our promotion tactics and partnerships are paying off; we no longer need to rely on solely on FHT physicians to get the word out about our product.

Want more information, a copy of this poster or its associated resources?



Use your Smartphone to scan the QR Code



System Navigation

Sustainability