



ASSOCIAÇÃO PORTUGUESA DE MEDICINA GERAL E FAMILIAR - APMGF

The Portuguese Association of General and Family Medicine (APMGF) was heavily invested, during World Family Doctor Day (WFDD) 2021, in creating public awareness about the importance of family doctors for the strengthening of health services and systems and for the well-being of citizens, especially during a pandemic. This was mainly done through press releases for mainstream and specialized media outlets. Elected officials of the National Board of APMGF were interviewed by TV news services and newspaper journalists regarding this subject. The National Conference of Family Medicine Residents and Young Doctors was organized by APMGF between May 19 and 21, to further bolster the landmark celebration.

APMGF also offered to its members, during this special date, a copy of the book “Happy Family Doctors... Why Not?”, written by Portuguese family doctor Alexandra Fernandes. This work was originally published with the support of APMGF and contains, in fact, a personal and intimate narrative/experience of what it means to be a family doctor, portraying the challenges, anguishes but also the joys and little moments of success of everyday life as a health professional who cares and listens to people as they deserve. Sharing the book “Happy Family Doctors... Why Not?” on May 19 made all the sense, taking in consideration that APMGF decided to celebrate the date with the national motto “Building the future with family doctors... Being a family doctor and being happy!”.

Tiago Reis, Consultant - Communication & Image

Book “Happy Family Doctors... Why Not?”, written by Portuguese family doctor Alexandra Fernandes