



WORLD FAMILY DOCTOR DAY

World Family Doctor Day (FDD) – 19th May - was first declared by WONCA in 2010 and it has become a day to highlight the role and contribution of family doctors and primary care teams in healthcare systems around the world.

This celebration is the perfect opportunity to acknowledge the central role of Family Doctors in the delivery of personal, comprehensive and continuing health care for all patients. It's also a chance to celebrate the progress being made in family medicine and the special contributions of primary care teams globally.

This year's theme was: Family Doctors, Always There to Care!



FAMILY DOCTORS ALWAYS THERE TO CARE

3 PILLARS OF WORLD FAMILY DOCTOR DAY 2022



This year's campaign were based on THREE fundamental pillars: Always, There, Care.



ALWAYS

Family Doctors are present at all times, and **continuity** is a fundamental feature of their work. They continuously provide care in all stages of patients' lives, and throughout the big and small moments. **Continuity** is also present in care through the ongoing follow-up carried out to patients, where coordination with other levels of care and health care professionals is crucial. Lastly, **continuity** represents their constant preparation and skills development, uninterrupted research, and the ability to adapt and build resilience to change, technologies, methodologies, and educational strategies.



THERE

Family doctors and primary care professionals are **there, wherever and whenever needed**. Always at the front line—in war, health crises and times of peace. They are part of the communities they work with, proactively reaching and engaging with members, sharing their core values, creating a **unique connection** with their patients, and building **bonds of trust**.



CARE

Delivering **accessible, equitable, sustainable, high-quality** care is Family Doctors' *raison d'être*. Being a Family Doctor is both a privilege and a responsibility, always looking after people and providing what is necessary for their welfare and protection, identifying their patients' needs to guarantee the fundamental right to health.



The three fundamental pillars of World Family Doctor Day were also available in:

- [Español](#)
- [Français](#)
- [中文](#)



WFDD2022 MEDIA KIT

To help tailor every communication and simplify all the advocacy efforts, for the 2022 edition we created a Media Kit with all the campaign elements. The graphic identity and messages of the “Family Doctors, Always There to Care” campaign were present on the 19th of May worldwide, in multiple languages and creative formats!



WONCA MESSAGES

We released two videos: one with a message from WONCA President, Dr Anna Stavdal, and a second one with WONCA President-Elect, Assoc Prof Karen Flegg. Both videos highlighted the crucial role of Family Doctors and Primary Care teams in providing quality health services for all. They also promoted the 2022 campaign and invited the audience to join the celebration.



MEDIA KIT & MESSAGES



WONCA REGIONS

AFRICA REGION

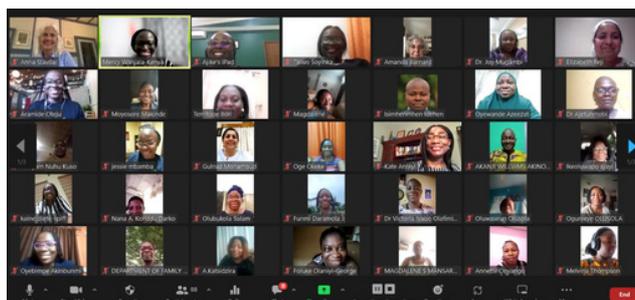
When WONCA declared World Family Doctor Day WFDD on 19 May every year in Cancún, Mexico 2010, many family physicians and general practitioners from Africa Region were there. Every year since 2010, family Doctors in the WONCA Africa region participate in this global event.

This year's theme – 'family doctors always there to care', is very apt as it encapsulates the essence of the family physician who is always there to care.

Many countries in the WONCA Africa region participated in this year's celebration. In Nigeria, national and regional events were carried out successfully, with 2 to 7-day activities depending on their nature. Thirteen states of Nigeria, including Lagos, Cross River, Oyo and Rivers States, had a variety of activities, including Health walk-in beautifully branded WFDD t-shirts, Free Medical Outreaches in underserved communities, health talks, Career counselling for medical doctors, Radio / TV shows, free continuous professional development lectures for doctors and dinner night.

The Wonca Working Party on Women in Family Medicine WWPWM organized an event on 19 May 2022, focused on 'the uniqueness of women family doctors: always there to care'. Speakers from West Africa, Central/East Africa and South Africa participated in this session, along with WONCA President Prof Anna Stavdal, Dr Dan Abubakar, WONCA Africa President, Chair of WONCA Working Party on Women Dr Mimi Doohan and Past Chairs Dr Amanda Barnard and Dr Kate Anteyi. This event gathered over 100 doctors from Africa and beyond.

WONCA REGIONS



WORLD FAMILY DOCTOR DAY 2022
THEME
FAMILY DOCTORS
ALWAYS THERE TO CARE

18TH MAY, 2022
HEALTH TALKS
FREE MEDICAL OUTREACH
@ESUK UTAN, NNPC DEPOT CALABAR | BY 9:00AM-3:00PM

19TH MAY, 2022: ACTIVITIES INCLUDE

- MODELS OF CARE IN MEDICINE
- CHRONIC CARE: ITS PRINCIPLES IN TYPE 2 DM GUIDELINES
- CONTINUITY OF CARE IN MULTI-SPECIALISTS SETTINGS
- HOME BASE CARE: ITS BENEFITS TO PATIENTS AND CAREGIVERS
- CEO Interview
- RADIO & TV INTERVIEW

@MIKEL'S PLACE OPPOSITE NAVY REFERENCE HOSPITAL, CALABAR.

SOPPON
Society of Family Physicians of Nigeria

Celebrates the
2022
WORLD FAMILY DOCTOR DAY
17-19 MAY 2022
2000H | 0447 822 8102
President: A. Adeniran

Topic
FAMILY DOCTORS
always there to
CARE

List of Events

- Medical Outreach (in location in Bridge market) May 17
- Guest Lecture May 19
- Medical Outreach (in Ojo/Agbege at New Winehouse market) May 18
- Other Attractions: Radio Health Campaign, Television Health Campaign

Dr Amos Okedare (Chairman), Dr Michael Daramola (Secretary), Dr Yusufi Sanjidi (P.R.O.)



WORLD FAMILY DOCTOR DAY

WONCA REGIONS

Many African countries took this day as an opportunity to call government agencies, medical houses, and legislative and executive arms of government to create awareness of the critical roles of family doctors in health care systems. Ghana, for example, planned an advocacy meeting headed by the Society of Family Physicians of Ghana SOFPOG, a well-attended meeting with stakeholders, and the Minister of Volta Region and the Regional Health Directorate.

Social media was not left aside as many African doctors promoted the campaign on their channels, especially the vibrant and energetic young doctors of Afriwon Renaissance.

I want to thank the leaders of the Member Organizations MOs for mobilizing their members for the WFDD celebrations and working as a team with other MOs to make this year's event a huge success.

Remember that family doctors are always there to care.

Dr Dan Abubakar,
President WONCA Africa Region



ASIA PACIFIC REGION

In the Asia Pacific Region, the Royal Australian College of General Practitioners (RACGP) promoted World Family Doctor Day as a timely reminder that general practice care needs a shot in the arm to ensure GPs can continue to meet patient needs.

Through a video, the RACGP President Adj. Professor Karen Price invited the audience to join the 2022 campaign and recognise GP contributions to healthcare.

In China, WONCA's three member organizations jointly organised the celebration of World Family Doctor Day 2022 with the theme of "Contract with family doctors and keep healthy". The event was successfully held both online and in person. It showed the situation of primary care practitioners and managers, community residents, and local health organizations in China to the public. About 250,000 people watched the celebration and gained a deeper understanding of family medicine. The General Practice Branch of Cross-Strait Medicine Exchange Association organized a special online event for all family doctors. The Chinese Taipei Association of Family Medicine also carried out a mountain hike at the Warship Rock in the Yangming Mountains to commemorate this celebration.

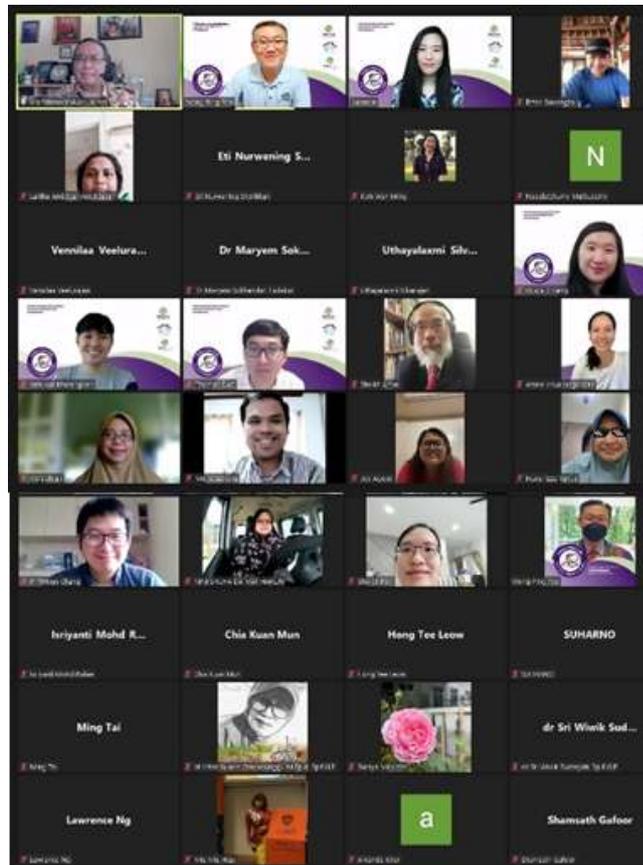


WONCA REGIONS



WORLD FAMILY DOCTOR DAY

The Rajakumar Movement (TRM), WONCA Asia Pacific Region (APR) organised a much awaited get together session virtually to celebrate World Family Doctor. The session started with an impactful opening speech delivered by Associate Professor Dato' Dr Muhammad Husni Jamal, President of WONCA APR, followed by YDM video showcase and performances by young doctors in the region.



WONCA REGIONS



EAST MEDITERRANEAN REGION

The WHO EMRO Regional Director issued a statement to highlight the importance of implementing family practice in the countries of the region. The regional activities included:

In Afghanistan, the AFMA Free Health Camp at Qambar Intersection, a place located in the fifth district of Kabul Municipality. Afghan Association of Family Medicine Doctors (AFMA) with the cooperation of members (AFMA) in cooperation with the Ministry of Health, Kabul Public Health Department, launched a specialized health camp in the centre of Kabul province.

In Algeria, the 3rd Western Regional Meeting of the Algerian Society of General Medicine. A meeting to remember. The theme for this year's WONCA is "family doctors always there for care." They were there for their training, for their developers, for their patients." All generations attended. Also, the Secretary of the society created a video about general practice role in Algeria. Also, a talk was produced on the Mostaganem radio show about family doctor day.

In Bahrain, the Department of Family and Community Medicine at the College of Medicine and Medical Sciences at the Arabian Gulf University, in cooperation with the World Health Organization office in Bahrain, celebrated the International Day of the Family Physician, in the presence of the Director of the WHO Office in Bahrain, Tasneem Atatreh, and the Vice President of Medical Services in Primary Health Care at the Ministry of Health, Dr Mona Al-Tahw.

In Egypt, the Ministry of Health and Population celebrated the International Day of Family Medicine, which falls on May 19 of each year, under the patronage of Dr Khaled Abdel Ghaffar, Minister of Higher Education and Scientific Research and Acting Minister of Health and Population, at the headquarters of the Princess Fatima Academy for Vocational Medical Education. The celebration of cooperation between the health care and nursing sector of the Ministry and the World Health Organization came in the presence of a number of

Ministry leaders and representatives of United Nations bodies. WONCA EMR president was a guest speaker at this event. Also, family physician created a video for the Arabic version of the WONCA tree and explained the skills that a family doctor must have.

In Iraq, colleagues created an educational brochure by the Iraqi family medicine association highlighting the role of family physicians and the important role that they play in providing optimal and comprehensive primary health care.

In Jordan, the Jordan Society of Family Medicine (JSFM) & AlRazi-Jordan celebrated WFDD, Dr M R Tarawneh JSFM president delivered a speech on this occasion. Also, a radio episode was done that day by Dr. Hadeel Al-Jarboua, family medicine specialist, at the Ministry of Health the health, highlighting the importance of the day and the role of the family doctor in evaluating healthy and nutritional behaviour.

In Morocco, MG Morocco thanked all the general practitioners, Moroccan and international for their work and their investment. It thanked them for their work in the field, for the growing number of research projects in general medicine, for a strong involvement in professional and institutional think tanks, for everyone contributes daily to improving the care of patients and their entourage, and for promoting General Medicine/Family Medicine, through media and radio show.

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In Oman, an awareness campaign on the prevention of high blood pressure. As the world hypertension day is on the 17th of May so the association chose to celebrate the day by shedding the light on the family physician's role in the prevention of hypertension. A radio show and TV show was done on behalf of this event.

In Palestine, health education sessions were conducted, and a poster was developed showing gratitude to every family physician for their dedicated work. Also, a memorable gift carrying the theme of the day was gifted to the family physicians working in the PHC.

Qatar celebrated WFDD by conducting a Family Doctor Research Day on the 19th of May by presenting 7 different research topics. Multiple School Visit to Leabaib HC PHCC Family doctors, headed by Dr Maryam Ali Al Hitmi, Consultant Family Medicine, celebrated World Family Doctor Day by welcoming ZIKRIT KINDERGARTEN FOR GIRLS, to inform them of the vital role Family doctors play in providing comprehensive and ongoing healthcare services to the community, as well as, introducing them to PHCC's Rashid Family characters, with whom the kids played and received give-away colouring book kits. During the event, family doctors talked about several topics with the students of autistic spectrum disorder and special needs and highlighted the important role family doctors play in society and primary care systems. At the end of the day, students and family doctors created art crafts and gave them away to the school as a memorable gift.

In Saudi Arabia, a radio show was done by the MO highlighting the importance of the three pillars of the celebration.

In UAE, the Emirates Family Medicine Society withhold the celebration for 40 days as they are in the mourning period.

Lastly, the regional Young Doctor Movement, Al-Razi joined the celebrations with graphics and a video.



EUROPE REGION

The Portuguese Association of General and Family Medicine (APMGF) celebrated World Family Doctor Day (WFDD) in 2022 with a debate about the current and future role of family doctors in the healthcare system and how they can contribute to improve the proximity of primary healthcare services to the population. This debate took place in a Lisbon Hotel, but was also broadcast live on APMGF's website and social media. Alongside APMGF's president, Nuno Jacinto, the panel also included the head of the Portuguese Medical Council and the former Healthcare Secretary of State and current Member of the European Parliament (MEP) Manuel Pizarro.

APMGF's president was also a guest on a morning news show, on a national TV station, where he had the opportunity to describe, in detail, some of the most important challenges family doctors face today and the core values of Family Medicine that must be preserved at all cost, especially in a post-pandemic era when health inequalities tend to increase. Finally, APMGF released social media content devised to generate awareness about this unique day, focusing on the close bond between family doctors and their patients.

Member organizations in other European countries such as France, Ireland, Spain and others promoted WFDD 2022 campaign on social media with videos and graphics.





IBEROAMERICANA REGION - CIMF

Multiple organizations from WONCA Iberoamericana - CIMF celebrated World Family Doctor Day with activities, videos, photos and graphic material. The Waynakay Movement (YDM) also joined the celebration on social media.





NORTH AMERICA REGION

World Family Doctor Day was promoted by the AAFP, the CFPC, the CCFP and STFM. The WONCA NA region President tweeted out materials provided by World WONCA from @BU_GHC, and promoted a similar tweet from the Primary Health Care Performance Initiative (PHCPI) (@improvingphc).

AAFP @aafp · May 19
 "Family" might mean different things in different communities, but the important role a family doctor plays is consistent. Today, we're celebrating the special role FDs play. Tell us, what's your favorite thing about practicing family medicine?
 #WFDD2022 #WorldFamilyDoctorDay



#ThankYouFamilyDocs

MAY 19 FAMILY DOCTOR DAY

#AlwaysThere2Care

#WorldFamilyDoctorDay

Thank you for the care you continue to provide to your patients, and for your leadership as we work together to achieve our mission of **Leading family medicine to improve the health of all people in Canada.**

Happy Family Doctor Day from your friends and colleagues at the CFPC.

THE COLLEGE OF FAMILY PHYSICIANS OF CANADA

BU GHC @BU_GHC · May 19
 #FamilyDoctors are key to achieve #UHC & deliver affordable high-quality #primaryhealthcare for all as part of multidisciplinary #PrimaryCare teams. Join the call to ensure there is a well-respected professional FM pathway for docs in #PHC. #WorldFamilyDoctorDay #WFDD2022





SOUTH ASIA REGION

Several member organizations from the WONCA South Asia region celebrated World Family Doctor Day with multiple activities, videos and photos. The Spice Route Movement (regional YDM) also celebrated WFDD2022 with a live session on family medicine.



YOUNG DOCTORS' MOVEMENTS

The WONCA Young Doctors Movements gathered family doctors around the globe to celebrate the WorldFamily Doctor Day. YDM prepared a promotional video for the WFDD with contributions from all regions which was well-received by social media. The multiple movements also had their own celebrations with digital sessions, activities and social media publications.





WFDD ON SOCIAL MEDIA

World Family Doctor Day had a relevant presence on social platforms, mainly Twitter, Instagram, and Facebook. Top hashtags #WorldFamilyDoctorDay and #WFDD2022 and #AlwaysThere2Care had a total reach of 6.1 million users.

This year's social media frame had a total of 6,550 downloads.



WFDD2022



ALWAYS THERE 2 CARE



*ALL PLATFORMS. SOURCE: BRANDMENTIONS

