

### **Definition/Description:**

Description of the communication between WRHA and General Public.

### **Source:**

Director, Communication and Public Relations, Winnipeg Regional Health Authority.

### **Findings/Highlights:**

- The WRHA is committed to finding an effective means of communication with the community.
- WRHA communications branch has experimented with a variety of different approaches including 2 page articles in the Free Press, flyer inserts and 'Reports to the Community'.
- Currently, the primary method of communication with the community is to provide information at point of care (physician offices, community offices and facilities) through a publication called 'Aspire'. It contains general information about the WRHA and is published quarterly, with the first issue having been distributed in April 2003.
- Additionally, information stands will be set up at various sites to provide information to the public on specific health or service related topics.
- Another important communication tool is the WRHA web site.
- A wide range of information is accessible through the Web site including general information about the WRHA and its programs and services, information and advice on specific health-related topics, several Population Health reports, maps and population pyramids as well as current employment opportunities.
- For the first time, our Annual Report (for FY 2002/03) has been posted on the Web.
- The WRHA also addresses 5 – 8 media inquiries per day, on topics ranging from health and wellness, to service delivery, patient safety and budget / accountability. This is a primary information-sharing vehicle.