



Press release

For immediate distribution

### **Launch of the Étoile Santé campaign to recognize health professionals who offer French-language health services**

**WELLINGTON, PEI, December 10, 2014** – The PEI French Health Network (PEIFHN) is pleased to announce its new Étoile Santé campaign, whose purpose is to promote, recruit and make people aware of health professionals who offer French-language health services in Prince Edward Island.

Finding French-language health professionals and accessing the services they offer remains a challenge in increasing French-language health services here in Prince Edward Island. It is crucial to make French-language professionals more accessible and visible in the community. It's the raison d'être of this new campaign which aims to promote awareness of French-language health services offered in the province.

We therefore encourage people to nominate health professionals who actively offer French-language health services in Prince Edward Island. Here are a few examples:

- Offer of service in French upon arrival at the emergency department, which helps relieve stress, especially in a crisis situation;
- Accessibility of French brochures, explanations or consent forms during a medical procedure;
- Provision of services in French by a therapist, which allows the patient to better express his or her needs.

All nominated individuals will receive a recognition award. Furthermore, starting in January 2015, a health professional who has distinguished himself/herself will be recognized in a monthly article appearing in the province's French newspaper, *La Voix acadienne*.

PEIFHN also took the opportunity to design a new logo, Étoile Santé, just for this campaign.

For more information on the Étoile Santé campaign or to nominate someone directly on the PEIFHN's Web site, go to [www.santeipe.ca](http://www.santeipe.ca).

*The PEI French Health Network is a non-profit organization that collaborates with various partners in order to improve access to quality French-language health services and programs for Prince Edward Island's Acadian and Francophone population. The organization brings together representatives from target community groups, educational facilities, health professionals, health service managers and the provincial government. It is also one of 16 networks that make up the Société Santé en français.*

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