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**FOR IMMEDIATE RELEASE**

**Primary Health Care Framework: An investment in patients**

FREDERICTON, August 8, 2012 - “Today’s announcement is a positive shift in health care delivery that will ultimately optimize the skills of all health providers to the benefit of New Brunswick patients” said France Marquis, President of the Nurses Association of New Brunswick (NANB), representing 8,900 registered nurses and nurse practitioners in the province. For 25 years, a quarter of a century, registered nurses in New Brunswick have been advocating for a “primary health care” focus in the organization and delivery of health services. Research clearly indicates this model of care delivery demonstrates its effectiveness in improving health status and outcomes focusing on the needs of the patient relative to the social determinants of health, and not on providers.”

The government’s recent policy initiatives and investments in poverty reduction, early childhood development, post-secondary education and primary health care indicates their recognition of the role social determinants play in overall health status and outcomes and reiterates a commitment to action in these areas to ensure the well-being of our population and sustainability of our publicly funded, not-for-profit health care system.

The NANB has been an active member of the Primary Health Care Steering Committee and is committed to continued collaboration with government and other health care providers in advancing this change.

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For more information or to arrange an interview, please contact:

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