

HealthChange Alberta Identity

Following an engagement process with our broader HealthChange community, HealthChange Alberta developed a new identity in 2024. It is aligned with the Alberta Health Services brand and distinct from the HealthChange Australia program where the methodology originated. HealthChange Alberta is committed to delivering our provider education in ways that meet the needs in the Alberta health system.

Our Tagline

'Partnership in Practice'

- Reflects the main objective of HealthChange's methodology: to help providers partner with patients and families when delivering their services. It embeds shared decision-making and a collaborative approach into provider practice so that:
 - what matters to patients and families drives their care
 - patient expertise in their own lived experience is respected and incorporated
 - patients and their family caregivers can take an active role in their care
- Captures HealthChange Alberta's commitment to collaborating with partners to improve the experience of patients, family caregivers and providers in our health system.

Our Image

The Lodgepole Pine

- The lodgepole pine is an official symbol of Alberta. The name is derived from its use by First Nations peoples in constructing their lodges and teepees. It is often the first to grow in abundance in disturbed sites such as burned areas. This is a meaningful metaphor for people who experience personal growth and positive change when taking action to address a health issue, or when working through challenges they may experience in the health system.
- The lodgepole pine represents triumph of life, adaptability, steadiness, resilience, wisdom, longevity, peace, and giving love and hope. These attributes and actions are all integral for moving through a change process and for supporting someone who is making changes for better health outcomes and quality of life.

