

**KA07**

**From individual to collective efforts towards health equity or what family medicine can learn from Canada geese?**

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The link between improved health equity and systems anchored around robust family medicine has been clearly demonstrated. Yet, even where quality family medicine is widely accessible, individuals faced with adverse social determinants of health such as poverty, precarious employment and social isolation become sick and die earlier than their peers. What might be the role of family physicians, of family practice teams and indeed of the discipline of family medicine in addressing health inequity? In this presentation, we will draw from the published literature and from examples of equity-focused efforts in the Canadian and other contexts to explore how family medicine might be leveraged at the individual and collective levels to advance health equity.