

Monday, September 14, 2009

Colleagues,

On Saturday, September 12, the ACFP hosted an interactive forum to explore and problem solve this dilemma:

Messaging to various stakeholders regarding Family Medicine has been mixed. We tell the public and media that Family Medicine is in trouble - not enough resources, respect or manpower. On the other hand, we tell medical students what a great career it is being a Family Doctor!

Our expected outcome therefore was to build consensus around strategic messaging and delivery.

Despite the outstanding weather (and quite possibly the last summer weekend of the year), more than 20 individuals came together and actively participated in the forum. There were individuals representing:

- Alberta Health & Wellness
- Government of Alberta
- Alberta Health Services
- Public
- Departments of Family Medicine
- Family Medicine residents
- Medical organizations
- Medical students
- PCNs
- Rural & Urban Family Physician members

The day began with a bird's eye view of the perceptions and realities of Family Medicine as well as a snapshot of the findings of in depth epidemiological research studies that demonstrate and quantify how essential family physicians are to health and the health system. This was followed by two panel discussions and then rotating small group discussions.

The small group discussions were lively, insightful and creative. The synergy created by having such committed and energetic individuals produced a plethora of ideas and thoughts.

At the end of the day, I made a commitment to circulate a document with specific actionables to the participants. We will be presenting this to the Board for ratification in October and informing our members thereafter.

The agenda, discussion questions and a list of participants follows.

Stay tuned for further developments.

Comments or questions? Or, if you would like to add your thoughts - contact me anytime at acfpres@acfp.ca

Rick Ward, MD CCFP FCFP

ACFP MESSAGING FORUM
SATURDAY, SEPTEMBER 12, 2009
Red Deer Lodge Hotel & Conference Centre
4311 - 49th Avenue, Red Deer, AB

| TIME | ACTIVITY |
|--------------------|--|
| 7:45 - 8:30 | Breakfast |
| 0830 - 0845 | Welcome Dr. Rick Ward, President ACFP |
| 0845 - 0915 | Setting the Stage Dr. Cathy MacLean, Head, Department of Family Medicine, University of Calgary and Incoming President, College of Family Physicians of Canada |
| 0915 - 1010 | Panel 1 The Government Dr. Raj Sherman, Parliamentary Assistant, Alberta Health and Wellness Medical Students Harbir Gill, Class of 2011, University of Alberta The Press Michelle Lang, Medical Reporter, Calgary Herald |
| 1010 - 1025 | Refreshment Break |
| 1025 - 1110 | Panel 2 Alberta Health Services Pam Whitnack, Executive Vice President, Rural, Public and Community Health Alberta Health & Wellness Glenn Monteith, Assistant Deputy Minister – Health Workforce Division The Medical Profession Dr. Linda Slocombe, Board member, Alberta Medical Association; President CAPA (Calgary and Area Physicians' Association) |
| 1110 - 1200 | Small Group Breakout Session |
| 1200 - 1300 | Lunch |
| 1300 - 1340 | Small Group Breakout Session |
| 1340 - 1410 | Small Group Breakout Session |
| 1410 - 1430 | Networking / Refreshment Break |
| 1430 - 1500 | Summary of Breakout Sessions |
| 1500 - 1530 | Panel Response/Discussion Closing Remarks and next steps |

ACFP Messaging Forum - Questions

Question 1: Who are our audiences when we tell the story of Family Medicine?

- Who should we be talking to about Family Medicine?
 - Which audiences are the priorities?
 - Which groups are the most difficult to access?
 - Which groups are the 'hardest to sell'?
 - Which groups align with our messages? Which groups are likely to oppose our messages?
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Question 2: What message should be given?

- What is the key message that should be given?
 - What are the secondary messages?
 - How do we deal with conflicting messages?
 - Are there misconceptions that should be addressed and challenged?
 - If the messages should be different for different audiences (example – public, health administrators, other specialists, medical students), what are they?
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Question 3: Who should be delivering the messages and what methods should we use to get the message across?

- Who are the best spokespersons for Family Medicine – professional groups within the discipline? Patients? Politicians?
- Is any group giving a message that is not useful or conflicting?
- What is the best way to get our message across? Consider the different audiences (medical students, public, media, government, administrators, other health care professionals) and the various techniques (print, media, presentations, etc.)

ACFP Messaging Forum – Participants

| Name | Title | Representing |
|-------------------------------|--|---|
| Glenn Monteith | Assistant Deputy Minister, Health Workforce Division, Health and Wellness | Alberta Health & Wellness |
| Dr. Raj Sherman | Parliamentary Assistant, Alberta Health and Wellness | Alberta Health & Wellness |
| Pam Whitnack | Executive Vice President Rural, Public & Community Health, Alberta Health Services | Alberta Health Services |
| Dr. Linda Slocombe | Board member, Alberta Medical Association; CAPA President | AMA |
| Sharon Johnson | Assistant Executive Director (Health Economics) | AMA |
| Dr. Diane Brox | Section of General Practice | AMA -SGP |
| Dr. Allan Bailey | Spruce Grove | Community Family Physicians |
| Dr. Guy Gokiert | Westlock | Community Family Physicians |
| Dr. Karen Lundgard | Grand Prairie | Community Family Physicians |
| Dr. Marc Klasa | Calgary | Community Family Physicians |
| Dr. John Pasternak | Council President, College of Physicians and Surgeons of Alberta | College of Physicians and Surgeons of Alberta |
| Dr. Fred Janke | Honourary Treasurer | Executive - ACFP |
| Dr. Paul Humphries | President-Elect | Executive - ACFP |
| Dr. Rick Ward | President | Executive - ACFP |
| Dr. Yolanda Alcaraz-Limcangco | U of A – Resident & ACFP Board Member | Family Medicine Residents |
| Michelle Lang | Calgary Herald | Media |
| Alaina Aguanno | U of C Medical Student Representative, Former ACFP Board member) | Medical Students |
| Amber Jorgenson | FMIG Leader - U of C First year | Medical Students |
| Harbir Gill | Class of 2011, University of Alberta | Medical Students |
| Katie Hegan | FMIG Junior Rep - U of A | Medical Students |
| Wendy Armstrong | Edmonton (Policy Analyst/Consultant | Public |
| Dr. Michelle Levy | Undergraduate Program Director, Dept of Family Med, U of A | U OF A - Dept of Family Medicine |
| Dr. Cathy MacLean | Head, Department of Family Medicine, University of Calgary | U OF C - Department of Family Medicine |