*The following is a brief update of activities completed and on-going over the course of the previous 6 months.*

1. **CFMS Communications and Social Media**

Throughout the year, the Communications Portfolio has worked to provide the student membership with regular updates on the goings-on of the CFMS and its partners and to connect with students on issues important to them.

The following are a few examples of Communications projects completed and in progress:

* 1. Lobby Day
* Successful engagement on this issue of Pharmacare on social media.
* One television interview and two radio interviews with members of the Executive team.
* Follow-up Opinion Editorials have been successfully featured in national media outlets.
  1. Bilingualism
* Thanks to the incredible efforts of Quebec Representative Carl White Ulysse and his Bilingualism Taskforce, our social media content is fully bilingual.
  1. Social Media Office Hours
* In Fall 2014, each Executive member was tasked to provide social media content for one week with updates from their portfolio.
* Created an exceptional volume of content and engaged directly with students.
* Will run a similar set of office hours in Spring/Summar 2015 to keep students informed of CFMS activities during this quieter season.
  1. @CaRMs\_Live
* The hard work from Eve Purdy of Social Media Committee and other 4th Year members lead to the successful @CaRMs\_Live initiative.
* This Twitter account followed the experience of students as they travelled the countryside on the CaRMs Tour.
* With over 250 followers, we are pleased at the traction this initiative has made.
  1. Global Health PIH Campaign
* In partnership with the Global Health Portfolio (GHP), we have worked to promote the Share the Health campaign.
* Moving forward, given the volume of this and other GHP campaigns, the Communications portfolio will seek to find a designated GHP media contact.
  1. Instagram
* This project had been hoped to go live in time for SGM 2015, however, it is currently scheduled to become active in the early Fall in alignment with AGM 2015.
  1. Elections Strategy
* Darya Kurowecki from the Media Engagement Committee has been working with the Government Affairs Portfolio to create media materials to inform students of election issues and encourage medical student voter turnout in Fall 2015.
  1. Media Engagement Committee and Social Media Committees
* Engagement of the student members of these two committees has been the most challenging task within this portfolio. While there have been some specific projects that have been assigned to specific members, it has been difficult to generate sufficient activity for all students to be actively involved. It will be a priority in the second half of this term to look for meaningful ways for these committees to contribute to the CFMS.

1. **CFMS SGM Chair**

With the assistance of President Bryce Durafourt, VP Education Irfan Kherani, as well as Western Representative Taneille Johnson and the UBC Team, I have worked over the past several months to coordinate an exciting SGM. We have been endeavouring to create an even more engaging SGM, including Education, Advocacy, and External panels and a CMA Leadership Training event that will be of tremendous value to our student leaders in attendance.

1. **Update of the CFMS Website**

The CFMS has been fortunate to have an exception Information Technology Team in the form of Franco Datillo and Kevan Lu and with the support of VP Education Irfan Kherani.

The following have been website priorities both completed and still in progress:

* **Enhanced Members Only Section (*in-progress)***
  + Capable of hosting documents
  + Updated Databases
* **Education Section (*in-progress)***
* **Global Health Revamp (*in-progress)***
  + Creating a more user-friendly drop down menu
  + Creating an organizational structure that ensures accountability to specific Officers
* **About Us Section (*near completion*)**
* **Identification and Correction of dead links (*complete*)**
* **Enhanced E-mail Capabilities (*complete*)**

1. **CFMS Representatives**

This year, the CFMS Representatives have made it a priority to enhance connection with students both locally and throughout Canada. To better connect our Representatives, we have created a Facebook group. As mentioned, we have also created CFMS Representative e-mail addresses, which will become active in Spring 2015. Lastly, the Representatives are working to engage local students in CFMS policy discussion with many schools hosting forums to discuss CFMS resolutions.

1. **CFMS Representative to Resident Doctors of Canada**

It has been my pleasure to liaise with RDoC on behalf of the CFMS. Alongside the President and Vice-President Services, I attended the RDoC Resiliency Summit in Winter 2015, which was an informative session on the new curriculum on resilience in healthcare being created and soon to be implemented by RDoC.

1. **CFMS Annual Review**

It has been my pleasure to work alongside Yin Hui collating and editing the CFMS Annual Review. Yet again, this publication has grown in size and in breadth of material – including photo essays, art, opinions, experiences, and so much more. We are so pleased to feature a Keynote Interview with Dr. Danielle Martin. This year, we worked with a new publisher, T&G, and have been pleased with their service. We look forward to the selection of the new CFMS Annual Review Editor later in Spring 2015.

1. **The Rounds**

Past Vice-President of Communications Mimi Lermer made initial contact with the Rounds in early 2014. Since this time, my further discussions have lead to a partnership dialogue now being facilitated by Vice-President Finance Franco Rizzuti. We look forward to the development of this future partnership.

Should there be any questions pursuant to this update, please do not hesitate to contact me.



**Anthea Girdwood**

Vice-President Communications, 2014-2015

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