

*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:

### a. Lobby Day

- Successful engagement on this issue of Pharmacare on social media.
- One radio interview by a member of the Executive Team.
- This year, new facets of the social media strategy have been added to the Lobby Day campaign such as a promotional video and a Thunderclap campaign. These have been very well received by the membership and have allowed more general members to be made aware of the project.

### b. Bilingualism

- Thanks to the incredible efforts of Quebec Representative Emily Hodgson and her Bilingualism Taskforce, translation of our social media has gone from a reactive process to a proactive process. Our social media are now published simultaneously in both languages.

### c. Social Media Office Hours

- In Fall 2015, 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.
- A similar set of office hours is being run in Spring/Summer 2016 to keep students informed of CFMS activities during this quieter season.

### d. @CaRMs Live

- Following the success of the @CaRMS\_Live campaign last year, Gordon Locke and Nina Nguyen have both agreed to share their CaRMS Tour experience with our membership on twitter.
- This Twitter account followed the experience of students as they travelled the countryside on the CaRMs Tour.

### e. Instagram

- This has certainly been one of the more challenging tasks associated with the portfolio. While an instagram photo challenge is in the works to attract more attention to the

account, the Communications team will still need to think of new ways to push the profile of our newest social media account.

f. Wellness Survey

- During the entirety of the Wellness Survey Campaign, the Communications portfolio has assisted with translation and distribution of the Survey to the various schools through both social media and CFMS Representatives. With this project, the CFMS has dabbled into Facebook Ads and Facebook metrics monitoring for the first time with great success.

g. Media Engagement and Social Media Committees

- Engagement of the student members of these two committees has greatly increased this year with the completion of several key projects for the Federation. Indeed, the Social Media and Media Engagement Committee has been involved with the creation of a promotional video for Lobby Day, a new cover for the Match Book, an instagram challenge, promotional posters for various CFMS services and a new design for the Communique (to be revealed in the new school year).

h. CFMS Communique

- Once again this year, the CFMS Communique has been sent every two weeks to our membership to highlight various events and opportunities available to them. Thanks to the Social Media and Media Engagement Team, a new design for the Communique should be launched in the new academic year.

i. Minutes

- One of the least visible tasks associated with the Communications portfolio has been the creation of minutes for Exec Meetings and General Meetings. Exec updates have also been compiled after each Exec Teleconference for circulation to the CFMS Reps and MedSoc Presidents.

## 2. New CFMS Website

The CFMS has been fortunate to have an exceptional Information Technology Team in the form of Stephen Leung and Kevan Lu. We are extremely proud to announce the launch of the new and improved CFMS Website thanks to the work of our IT Team. The new website will be more visually appealing, easier to edit and will feature new sections such as a financial advice section courtesy of MD Financial Management. The Student Spotlight initiative will also be revived on the new website thanks to the collaboration of our CFMS Reps and SIGs Grant Winners.

### 3. CFMS Representatives

This year, the CFMS Reps have been instrumental in carrying out CFMS Projects this year such as the wellness survey and the Student spotlight initiative. Building on the work started last year by my predecessor, the Representatives are working to engage local students in CFMS policy discussion with many schools hosting forums to discuss CFMS resolutions.

### 4. CFMS Annual Review

It has been my pleasure to work alongside Nina Nguyen 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 for the first time two Keynote Interviews with Drs. Wendy Levinson and Monica Dutt. We look forward to the selection of the new CFMS Annual Review Editor later in Spring 2015.

***N.B: The following tasks are not part of the Communications portfolio and have been accomplished in my role as CFMS Executive Vice-President.***

### 5. External Representation

#### a. CFPC Board

- I have attended the CFPC Board meeting in Toronto on behalf of the CFMS and have had the chance to present our position paper on current issues in Family Medicine. The paper was very well received by the board and I believe that this meeting was a very good networking opportunity for the CFMS.

#### b. CaRMS Members Meeting

- I attended the CaRMS Members meeting on behalf of the CFMS. The main issue at this meeting was the potential adhesion of the FMEQ and FMRQ as one-member organizations to the CaRMS Board where they currently sit as members at large. All major players were fully supportive of that and we expect to see formal change in the new year.

#### c. FMEC PG Governance Implementation Committee and PGME Governance Council

- As the FMEC PG Governance Implementation Committee is being sunset this spring, I have attended the first ever meeting of the PGME Collaborative Governance Council in January. Aside from housekeeping items, the main issues brought up included transition to residency and generalism in medicine. Following a preliminary review of issues related to communication/privacy of learner information, the PGME Council has decided to focus first on "learning" aspects of this issue, i.e., how can information be transferred so as to enable optimal learning and progress for learners as they enter and proceed through PGME, rather than on the regulatory aspects with respect to learners. The issue of the need for generalists to serve community needs was discussed by



Council. In preparation for the spring meeting, a definition of the issue and background information will be provided to inform future discussion.

## 6. SGM Planning

Along with SGM Chair Emily Hodgson, I have been involved in planning SGM 2016 in Montreal. My contributions to this event included sending invites to various guests, helping the Chair to set the agenda and assisting her with the necessary updates on the SGM section of the website.

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

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