

# EXECUTIVE REPORT

*Christina Schweitzer, CFMS VP Communications  
Spring General Meeting Report  
April 27-28<sup>th</sup>, 2018, Halifax, Nova Scotia*



## I. DESCRIPTION OF POSITION

From the CFMS bylaws, the VP Communications shall:

- a) *Promote the CFMS and its services*
- b) *Publicize the activities of the CFMS*
- c) *Facilitate communications within the CFMS*
- d) *Keep or cause to be kept meetings of all minutes of the CFMS Board and of General Meetings*
- e) *Oversee online activities of the CFMS (including website, Facebook, Twitter, Instagram and LinkedIn accounts)*

In practice, the VP Communications guides the internal and external communications of the CFMS and manages the public profile of the Federation. She promotes the activities of the CFMS, as well as the successes and advocacy efforts of medical students across Canada. She is responsible for maintaining regular contact with medical school representatives, engaging individual members of the CFMS, and communication with external organizations when this responsibility falls outside of the duties of the President. She also serves as the Co-Editor of the *CFMS Annual Review* magazine and oversees the CMAJ Student Humanities Blog. The VP Communications is the contact person for any news media requests.

## IV. MEETINGS ATTENDED

<b>Date</b>	<b>Meeting</b>	<b>Location</b>
Sep 26, 2017	Handover VP Communications	Teleconference
Sep 26, 2017	On-boarding with CFMS President	Teleconference
Sep 28, 2017	IT planning meeting with IT Officer Sr.	Teleconference
Oct 13, 2017	CFMS Fall Board Meeting	Ottawa, ON
Oct 22, 2017	CFMS Communications Team strategy meeting	Teleconference
Oct 29, 2017	CFMS Communications Team strategy meeting with CFMS President	Teleconference
Oct 29, 2017	CFMS Media Engagement Committee onboarding	Teleconference
Oct 31 – Nov 4 2017	TEDMED Conference (as part of CMA & Joule delegation)	La Quinta, California
Nov 1, 2017	CFMS Representatives Round Table	Teleconference
Nov 5, 2017	Annual Review planning meeting	Teleconference

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Nov 8, 2017	MD Financial – CFMS Partnership meeting	Teleconference
Nov 19, 2017	CFMS Board Meeting	Teleconference
Dec 5, 2017	Teleconference with MD Financial OnboardMD team	Teleconference
Dec 6, 2017	CFMS IT planning meeting	Teleconference
Dec 10, 2017	CFMS Board Meeting	Teleconference
Jan 5-7, 2018	CFMS Winter Board Meeting	Calgary, AB
Jan 8, 2018	AFMC unmatched Canadian medical graduates meeting	Teleconference
Jan 16, 2018	Communications strategy meeting with CFMS President	Calgary, AB
Jan 19, 2018	Strategy meeting with VP Education & VP Student Affairs	Calgary, AB
Jan 28, 2018	CFMS wellness initiatives planning meeting	Teleconference
Feb 3, 2018	CFMS Communications Team strategy meeting	Teleconference
Feb 4, 2018	CFMS Board Meeting	Teleconference
Feb 5, 2018	CFMS Day of Action planning teleconference with VP Government Affairs	Teleconference
Feb 7, 2018	CFMS Day of Action communications planning teleconference with CMA	Teleconference
Feb 8, 2018	CFMS Day of Action communications planning teleconference with CMA	Teleconference
Feb 9, 2018	CFMS & MD Financial / Dragonfly meeting	Ottawa, ON
Feb 10, 2018	MD Financial – CFMS Partnership meeting	Ottawa, ON
Feb 10-11 2018	CFMS National Day of Action on Indigenous Mental Wellness – Training weekend	Ottawa, ON
Feb 12, 2018	CFMS National Day of Action on Indigenous Mental Wellness – Parliament Hill	Ottawa, ON
Feb 12, 2018	Meeting with MP Stephanie Kusie on Indigenous Mental Wellness	Ottawa, ON
Feb 13, 2018	Meeting with CMA on CFMS membership engagement strategy	Ottawa, ON
Feb 13, 2018	Meeting with MD Financial OnboardMD	Ottawa, ON
Mar 13, 2018	Strategy meeting with CFMS President	Teleconference
Mar 22, 2018	uCMG Press Conference with OMSA & Ontario MLA Gila Martow	Toronto, ON

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Mar 26, 2018	CFMS Representatives Round Table	Teleconference
Apr 1, 2018	CFMS uCMG Lobby Day planning meeting	Teleconference
Apr 9, 2018	CFMS uCMG support strategy planning meeting with VPs Finance, Education and Student Affairs	Crowsnest Pass, AB
Apr 9, 2018	uCMG Lobby Day strategy planning with VP Government Affairs	Teleconference
Apr 11, 2018	Communications team organizational structure planning meeting with Executive VP	Calgary, AB
Apr 15, 2018	Communications team organizational structure planning meeting with Executive VP	Teleconference
Apr 18, 2018	CFMS Board Meeting	Teleconference
Apr 20, 2018	Medskl – CFMS Partnership meeting	Teleconference

## II. PRIORITIES AND PROJECT AREAS

### Day-to-day activities:

- Managing internal & external communications of the CFMS
- Fielding media requests and coordinating responses
- Responding to emerging events and issues, including issuing Press Releases and Open Letters
- Managing partnerships with external organizations
- Writing the Communiqué newsletter, circulated approximately biweekly
- Social Media: managing the CFMS social media presence, promoting the work of the CFMS, encouraging grassroots member engagement (e.g. through TEDMED live tweeting, wellness challenge ideas/tips, call for Earth Day photos) and horizon scanning for medical education issues
- Promoting advocacy initiatives, articles and policy announcements that further official CFMS positions, including position statements adopted at general meetings (e.g. pharmacare)
- Chairing and overseeing the Media Engagement Committee and creation of graphics and social media posts
- #HumansOfMedicine social media series and #HowWeAdvocate used to highlight medical student successes and stories
- Coordinating with the Quebec Regional Representative and the Bilingualism Committee the translation of key website pages, press releases and posts into French

### Innovation:

- Revamping and standardizing Communiqué format with consistent graphic style and categories to improve readability, adding 'CFMS in the News' and #HowWeAdvocate content

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- Backdated issues of the Communiqué now available on the CFMS website (login required)
- Re-booted and revived the CFMS Instagram and LinkedIn accounts
- Oversaw the completion of new website development and retirement of old website
- Planning for new direct-to-member communications system to improve engagement and information flow directly to members – *to be implemented by July 2018.*
- Strategic planning for communications officers to be embedded in portfolios to improve communications efficiency and delivery – *to be implemented by September 2018.*
- Successfully advocated for the creation of student and resident-level Joule Innovation Grants: 4 grants of \$5,000 now available this application cycle

## Projects:

- Co-Editor of the *CFMS Annual Review* magazine: planned magazine theme, content, and recruiting contributors, and writing several contributions
- Planned Communications, Public & Media Relations for CFMS National Medical Student Day of Action on Indigenous Mental Wellness

## Advocacy:

- *Press releases, open letters and major announcements:*

Date	Type	Title
Apr 18, 2018	Press release	<a href="#">CFMS Response to the Release of the Results from the 2018 CaRMS R-1 Main Residency Match</a>
Apr 11, 2018	Announcement	<a href="#">Canadian Armed Forces Medical Officer Training Program for Unmatched Students</a>
Feb 21, 2018	Press release	<a href="#">CFMS Response to AFMC Report – 'Reducing the Number of Unmatched Canadian Medical Graduates: A Way Forward'</a>
Feb 12, 2018	Press release	<a href="#">Canadian Medical Students Urge The Government of Canada to Strengthen Response to Indigenous Mental Health and Suicide Crisis</a>
Nov 7, 2017	Open letter	<a href="#">CFMS Response to AFMC Support for Matching Canadian Medical Graduates</a>
Oct 31, 2017	Press release	<a href="#">Medical Students Applaud World Medical Association Statement on Bullying and Harassment within the Profession</a>

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- News media:



Date	Outlet	Title
Apr 20, 2018	CBC Radio – Metro Morning Toronto	<a href="#">New funding will help unmatched med school grads</a>
Apr 19, 2018	CBC Radio – Information Morning St John	<a href="#">New Brunswick need doctors, medical students need residency matches</a>
Apr 18, 2018	CBC Radio – Ottawa Morning:	<a href="#">Ontario to fund more residency spots for graduating doctors</a>
Apr 18, 2018	CBC News Calgary:	<a href="#">Lack of residency spots for some graduating MDs costs taxpayers, Calgary medical student advocate says</a>
Apr 17, 2018	The Star Vancouver:	<a href="#">Official data confirms more Canadian medical grads are without residency positions than ever before</a>
Apr 17, 2018	The Globe and Mail	<a href="#">More Canadian medical-school graduates than ever failed to secure residency</a>
Apr 13, 2018	Global News Radio Calgary – 770 CHQR (from 04:52)	<a href="#">Medical Graduate Residencies</a>
Apr 13, 2018	The Star Vancouver:	<a href="#">Army to recruit Canada’s growing number of jobless medical graduates</a>
Apr 4, 2018	University Affairs	<a href="#">Canada’s medical residency system is leaving some graduates in limbo</a>
Mar 22, 2018	HealthyDebate	<a href="#">Medical students who don’t match through CaRMS: “It’s like a scarlet letter”</a>
Mar 7, 2018	CMAJ News	<a href="#">Medical trainees want benefit of doubt when reporting harassment</a>
Feb 12, 2018	CBC Radio – All in a Day Ottawa	<a href="#">Indigenous Mental Health</a>
Jan 31, 2018	CMAJ News	<a href="#">Incentivizing young doctors to practise in underserved areas</a>
Jan 29, 2018	CMAJ	<a href="#">Unmatched Canadian medical graduates</a>
Jan 25, 2018	CMAJ News	<a href="#">More supports for unmatched medical students coming soon</a>

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Jan 18, 2018	Maclean's	<a href="#">Doctors-in-training are growing extremely nervous about the lack of opportunities</a>
Dec 12, 2017	CMAJ News	<a href="#">Are medical associations relevant to young doctors?</a>
Nov 28, 2017	CMAJ News	<a href="#">Medical schools addressing student anxiety, burnout and depression</a>
Oct 24, 2017	Vancouver Metro News	<a href="#">Want healthier kids? UBC docs prescribe nature's Rx</a>

## Other portfolio functions:

- Overseeing ongoing IT & website management, CMAJ blog
- Chairing the CFMS Representatives (VP Externals) Round Table (function performed by Cory Lefebvre, Ontario Regional Representative and Communications Attaché)
- Minuting of CFMS Board Meetings and General Meetings (function performed by Cory Lefebvre, Ontario Regional Representative and Communications Attaché)

## III. NEXT STEPS FOR COMMUNICATIONS PORTFOLIO

- Continue the CFMS' public statements regarding matching Canadian Medical Graduates and support for unmatched graduates - *ongoing*
- Finalize direct-to-member communications system to improve engagement – *implementation July 2018*
- Re-establish CFMS presence on LinkedIn – *re-launch at SGM 2018*
- Publish the 2018 CFMS Annual Review magazine – *launch at SGM 2018*
- Prepare welcome packages for incoming first-year students, including new direct-to-member communication agreement – *launch July 2018*
- Promote member engagement, 'good news stories' and peer support initiatives on social media, as well as highlighting local student initiatives and successes (e.g. Humans of Medicine, #HowWeAdvocate, #DearFutureMD, CFMS National Wellness Initiative) – *ongoing*
- Media Engagement Committee to create new CFMS branded materials (e.g. logos, letterhead) with improved resolution, official document templates, and brand visual identity guide – *by AGM 2018*
- Preparation of a 'CFMS Communications How-To Guide' for CFMS Board, task forces/committees/working groups, and partners wishing to submit content for social media and/or Communiqué, to streamline Communications Processes – *by AGM 2018*

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## IV. REFLECTIONS & CONCLUSIONS

It has been an honour and a privilege to work with the CFMS membership, teams, committees and the CFMS Board this year. I continue to be inspired by the amazing things that you do, and it is a pleasure to share these with the CFMS membership, influencers and stakeholders in Canadian medical education, and the Canadian public at large. In the second half of my term as VP Communications, I look forward to continuing to streamline the communications processes of the CFMS, improve member engagement and promote the work of the CFMS and its members like you.

All the best,

**Christina Schweitzer**, *MPhil (Cantab), BSc, Gates Cambridge Scholar*  
MD Program (2019) | University of Calgary | Yellowknife, Northwest Territories Clerkship Site  
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