
From: Brouwer, Andrew
Sent: April-17-14 10:47 AM
To: Moor, Linda
Subject: FW: Celebrate Doctors' Day - May 1st
Attachments: May1st.2014.Doctors' Day.Toolkit. OMA.pdf; 2014ThanksDocPosterFINAL.pdf

For agenda.

From: Bates, Tina **On Behalf Of** Mayor Van Bynen
Sent: April-16-14 10:30 AM
To: Brouwer, Andrew
Cc: Mayor Van Bynen
Subject: FW: Celebrate Doctors' Day - May 1st

For circulation to members of Council.

Tina Bates

Assistant to the Office of the Mayor
ext. 2003

From: Foote, Valerie [<mailto:Valerie.Foote@oma.org>] **On Behalf Of** President
Sent: April 9, 2014 3:54 PM
To: President
Subject: Celebrate Doctors' Day - May 1st

Afternoon,

On behalf of the Ontario Medical Association (OMA), I would like to take this time to invite you to join us as we recognize the work of Ontario's physicians on Doctors' Day on May 1st. This day was officially proclaimed by the Ontario government in 2011 to celebrate the province's 26,000+ physicians and to mark the birthday of Canada's first female physician, Dr. Emily Stowe.

Starting May 1st, the OMA will launch a public campaign to showcase the work of physicians in patient care, research, education and health system transformation. The campaign features earned and social media, MPP engagement opportunities with physician leaders and local physician appreciation events organized by health stakeholders.

Throughout the month of May, patients and their families, health care professionals, the general public and others will also be invited to celebrate Doctors' Day by submitting a thank-you note to their doctor through www.ontariosdoctors.com or by tweeting #thanksdoc.

We invite you to participate in this provincial-wide campaign by showcasing the physicians who work in your local communities and to encourage your constituents, their families and others to send a personalized message to their physician.

To support you in your efforts, we have provided you with a Doctors' Day Toolkit. This toolkit was provided to key OMA health care stakeholders and we felt you might also find it valuable and of interest so I have provided it here for you. Enclosed you will find a downloadable Doctors' Day poster, key messages, sample tweets and release, fast facts

about doctors and other information. Its contents are meant to help develop ideas and support your efforts to celebrate with your constituents in your local community.

If you have any questions or concerns, please do not hesitate to contact Christina Cunningham, OMA Public Affairs at Christina.cunningham@oma.org.

Thank you for your support!

Sincerely,

Dr. Ved Tandan
President-Elect

Doctors' Day: May 1st, 2014

*A public campaign to recognize the contributions of Ontario doctors
in patient care, research, health system leadership and education*



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1. Overview of Doctors' Day in Ontario

Celebrate Doctors' Day in Ontario on May 1st

Every day, more than 320,000 patients across the province are treated and cared for by a doctor. Whether it's in a hospital, a long-term care home, a clinic or at home, Ontario's doctors are making a positive difference in the lives of patients by providing high-quality care when it's needed most.

In 2011, Doctors' Day was recognized as the official day of appreciation for Ontario's medical profession. The date of May 1st was chosen as Doctors' Day to mark the birthday of Canada's first female physician, Dr. Emily Stowe.

On May 1st, the Ontario Medical Association will be launching its annual public campaign to recognize the extraordinary contributions made by Ontario doctors in the health care system. From **May 1st until the end of the month**, patients and their families, health care professionals and others can celebrate Doctors' Day by submitting a personalized thank-you message to their doctor through **www.ontariosdoctors.com** or by tweeting **#thanksdoc**.

2. Key Themes

- High-quality care
- Patient-centred care
- Collaboration
- Compassion
- Trusted leaders and innovators
- Dedication

3. Communications Objectives

- Showcase the role and achievements made by Ontario's doctors within your organization and their impact on advancing patient care, research, education and transforming the health care system.
- Encourage public discussions with patients about doctors and their role as trusted, caring and innovative leaders in the health care system.

4. Key Audiences

- Patients, their families and friends
- Health care professionals, health administrators, staff
- MPPs, mayors, city councillors and other elected officials
- LHINs, government officials
- General public

5. Key Messages

- Every day, more than 320,000 patients across the province are treated and cared for by an Ontario doctor.
- Whether it's in a hospital, a clinic, a long-term care facility, a research lab or at home, Ontario's doctors are working hard to make sure patients get the care they need.
- Bring the people of Ontario together to build a singular message of appreciation for Ontario's doctors.
- Starting May 1st until the end of the month, thank the doctor who makes a difference to you and your family.
- Visit www.ontariosdoctors.com and send a thank-you message to your doctor.

6. Suggested Ideas to Celebrate Doctors' Day in Your Organization

As part of this year's campaign, the OMA is inviting hospitals, LHINs and other health partners to celebrate Doctors' Day by recognizing the doctors who work in their organization/community and to encourage patients to send a thank-you message (starting on May 1st until the end of the month) through the OMA's new public-facing website at: www.ontariosdoctors.com.

The OMA is providing partner organizations with a Doctors' Day communications toolkit (includes an electronic Doctors' Day poster, sample news release, fast facts, sample tweets) to support their internal and external communications activities.

Suggested ways to mark Doctors' Day in your own organization include:

- Identify a staff person to lead your organization's Doctors' Day celebrations and to partner with the OMA's Public Affairs Department on earned media and other joint communications opportunities.

- Print the downloadable Doctors' Day poster and post it in common areas of your organization to help promote the day.

- Profile doctors who are making a difference for patients through the local media or through your organization's communications channels (e.g. internal newsletter, website a community or foundation publication, etc.).

- Host a patient or staff tea ceremony in a common area of your organization.

- Communicate useful facts about Ontario's medical profession (Fast Facts included in the toolkit) to promote stronger public awareness about the work of doctors and their contributions to patient care and to the economy.

- Invite the local MPP to attend a Doctors' Day celebration and/or provide a supportive quote in the news release.

- Tweet pictures of your event to the OMA's #thanksdoc and on your social media sites.

Stakeholder Toolkit

Questions and Answers: Doctors' Day

What is Doctors' Day?

Doctors' Day was founded in 2011, after the Honourable Reza Moridi, Minister of Research and Innovation and MPP for Richmond Hill, introduced a motion in the Ontario Legislature to create a special day that would recognize the work of the province's 26,000 physicians.

May 1st was chosen as Doctors' Day in Ontario to mark the birthdate of Emily Stowe, Canada's first female practising physician.

The idea is spreading: Nova Scotia recently established May 1 as Doctors' Day.

Why Doctors' Day?

Doctors save lives every day, and work hard to maintain the health of all Ontarians. Doctors are also leaders in evolving the health care system to improve access to care and ensure that our system is effective, efficient and sustainable for the future. Doctors' Day is a great opportunity for patients to take a minute to say thanks!

Who was Emily Stowe?

Dr. Emily Stowe was the country's first female practising physician, and a founder of the women's movement in Canada. She was born in Norwich Township, Oxford County, Ontario, and graduated from the New York Medical College for Women in 1867. She then opened a medical practice in Toronto.

What is happening across the province to celebrate Doctors' Day?

- Starting on May 1st until the end of the month, Ontarians are being invited to go to www.ontariosdoctors.com to take a minute to thank their doctors and to share their stories! Every submission will be entered into a draw to win an amazing prize!
- On May 1st, a delegation of physicians met at Queen's Park to participate in the official launch of Doctors' Day and to join MPPs to mark the occasion. Also, a proclamation for Doctors' Day will be read in the Ontario legislature.
- Health organizations (e.g. hospitals, clinics) will be celebrating Doctors' Day in their organization and inviting patients, local MPPs and other elected officials, health partners and the community to attend.

- Look for ads in local newspapers and on Facebook to encourage the public to get involved in Doctors' Day.
- The OMA will be partnering with health organizations to profile the extraordinary work of doctors and their impact on patients through earned media stories in mainstream, trade and social media outlets.

How can I learn more/get involved?

1. Go to ontariosdoctors.com and take a minute to thank your doctor.
2. Spread the word! "Like" our campaign on facebook.com/doctorsday. Retweet us #thanksdoc.
3. Tell a friend and family members to visit www.ontariosdoctors.com (starting May 1st) to thank their doctor and to share their experiences.

Stakeholder Toolkit

Fast Facts about Ontario Doctors

- Number of practising physicians in Ontario: approximately 26,000
- Number of specialists: 14,100
- Number of general practitioners: 12,300
- Number of speciality areas of medicine: 37 ranging from medical oncology to public health
- Number of first year students enrolled in medical school in Ontario: 1,000
- Average number of years to complete medical education: 8-12 years, plus ongoing, mandatory continuing professional development courses
- Ontario's doctors treat approximately 320,000 patients each day and approximately 5.9 million in the emergency department each year.
- Average hours of work: 55 hours/week
- Each physician's office (through overhead) contributes the equivalent of 4 full-time jobs in their community, generates \$205,000 in GDP, and generates \$50,000 in tax revenue for the municipal, provincial and federal governments.¹

Other Fast Facts are available on the [ontariosdoctors.com](http://www.ontariosdoctors.com) website at:
<http://www.ontariosdoctors.com/fast-facts/ontarios-patients/>

1

B. Kralj, OMA Economics Department and E. Mansfield, MNP LLP. "Impact of physician practice overhead spending on the Ontario economy." *Ontario Medical Review*, May 2013.

Let's celebrate doctors!

May 1st is
Ontario
Doctors' Day
Thanks Doc!

This May,
help celebrate
Ontario's doctors

by posting a thank you note to our
website: OntariosDoctors.com

Every day, more than 320,000 patients
across the province are treated and
cared for by a doctor in Ontario.

Whether it's in a hospital,
a long-term care facility or at home,
Ontario's doctors work hard to make
sure patients get the care they need.

Visit OntariosDoctors.com and post
a thank you note to your doc!



Stakeholder Toolkit Sample Media Release

Possible Headline:

Patients and staff at {insert name of organization} say 'thanks' to doctors on Doctors' Day

Toronto, ON, May 1, 2014 – Did you know that every day, more than 320,000 patients across the province are treated and cared for by a doctor. Whether it's in a hospital, a long-term care home, a clinic or at home, Ontario's doctors are making a positive difference in the lives of patients by providing high-quality care when it's needed most.

To recognize Ontario's 26,000+ practicing physicians, the Ontario Medical Association (OMA) launched its annual Doctors' Day campaign starting on May 1st. During the month of May, patients and their families are invited to celebrate Doctors' Day by submitting a personalized thank-you message to their doctor through www.ontariosdoctors.com or by tweeting #thankdoc.

(Suggested quote from your organization on why it's important to celebrate Doctors' Day and how patients or staff can get take part, highlight work of doctors who are working in the organization).

"I know I speak on behalf of my colleagues when I say it is a great privilege for us to treat and care for our patients every day. Today is an opportunity when I, alongside patients, thank each and every one of Ontario's 26,000 practising doctors for the amazing work that they do," said OMA President Dr. Ved Tandan, a general surgeon from Hamilton, Ontario.

May 1st was recognized by the provincial government in 2011 as the official day of appreciation for Ontario's medical profession. The date was chosen to mark the birthday of Canada's first female physician, Dr. Emily Stowe.

For more information about Doctors' Day, please contact OMA Media Relations at: 416.340.2862 or toll-free at 1.800.268.7215, ext. 2862 or media@oma.org.

Stakeholder Toolkit

Sample Tweets

**How has your doctor
supported you?**

Let them know by saying #ThanksDoc:
www.ontariosdoctors.com
#onhealth #cdnhealth #onpoli

**Every doc has its day -
have you thanked yours?**

www.ontariosdoctors.com

**Happy Doctors' Day,
Ontario!**

#ThanksDoc
www.ontariosdoctors.com

For more information about Doctors' Day and to receive the stakeholder toolkit, contact:

Christina Cunningham, OMA Public Affairs at: 416.340.2947 or email
christina.cunningham@oma.org

Let's celebrate doctors!

May 1st is
Ontario
Doctors' Day
Thanks Doc!

This May,
help celebrate
Ontario's doctors

by posting a thank you note to our
website: OntariosDoctors.com

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