

## **Explanation of Member Proposal 5 – Member Communications (Advisory)**

*Submitted by Dr. Anirudha Garg, MSc, MD, CCFP, FRACGP (District 7)*

This proposal originates from a clear, persistent need expressed by OMA members and leaders for stronger, more consistent communication at the Constituency Group level, particularly within Districts.

As district executives, our core responsibility is the timely and effective representation of physician interests in our regions. To fulfill this duty, we require the ability to engage in direct and timely communication with our district members. The inability to access and maintain comprehensive, up-to-date email distribution lists is a significant, practical barrier to efficient leadership and member engagement.

The motion proposes a focused operational solution: That the Ontario Medical Association Communications Department assist each district in acquiring and maintaining a fulsome email distribution list of physicians within their respective districts. This support is essential to enable effective and timely two-way communication between district executives and their constituents.

We fully recognize that any provision and maintenance of these distribution lists must be in strict compliance with all applicable privacy legislation, regulations, and OMA policies regarding the protection and appropriate use of member information. This ensures that the essential goal of enhanced communication is achieved while upholding the highest standards of member confidentiality and consent.

We also acknowledge that information shared at the constituency level must reflect the full picture of the OMA's work, integrating broader organizational context where relevant. By leveraging central support for robust communication tools, we can ensure that all district-level messaging is clear, effective, and contextualized.

Ultimately, voting to pass this advisory motion sends a clear signal of interest to the OMA Board for enhanced constituency group-level communication tools. It formally prioritizes empowering district executives to conduct their representative work more effectively, which in turn leads to a more informed and engaged membership base. This input will guide the board's consideration of next steps for policy and operational implementation.