



DOCTORS' DAY

Toolkit

Ontario Medical Association | April/May 2019 | www.oma.org

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Happy Doctors' Day

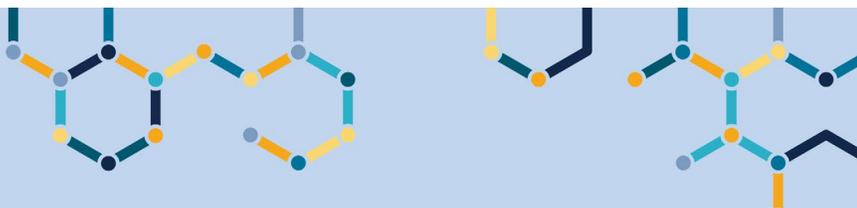
Celebrate Doctors' Day in Ontario on May 1st

On Wednesday, May 1st, the Ontario Medical Association (OMA) and health care organizations across the province will be recognizing the amazing contributions made by Ontario's Doctors.

Every day in Ontario, doctors treat more than 340,000 patients. Whether in a hospital, long-term care facility, clinic, or at a patient's home, Ontario's doctors are committed to providing high quality care that patients deserve.

To join us in celebrating doctors, Ontarians can participate in a digital campaign entitled #DoctorsDay where they can share positive stories and interactions they've had with their doctor. All participants are also encouraged to share their story on social media using the campaign hashtag #DoctorsDay. Full campaign information is available on page three of this toolkit.

In addition to our own campaign, the OMA is providing partner organizations, like yours, with a Doctors' Day communications toolkit (*includes key messaging, fast facts, sample tweets, electronic Doctors' Day posters, etc.*) to support internal and external communications activities that you may want to champion on your own.



Doctors' Day Communications Objectives

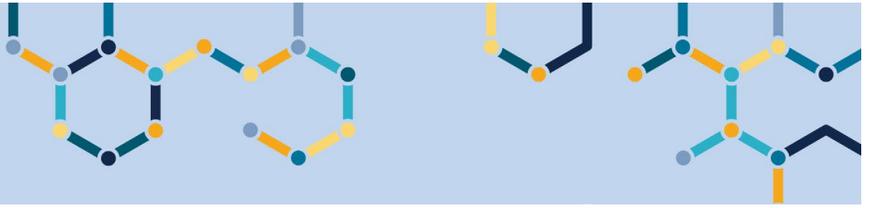
- To highlight and celebrate doctors' expertise, dedication and value to patient care.
- Highlight the achievements and inspirational stories about doctors and showcase their impact on advancing patient care, research, education and bettering the health care system.
- Encourage public discussions about doctors and their role as trusted, caring and innovative leaders in the health care system.
- Recognize and celebrate the human elements of being a doctor in Ontario.

Key Audiences

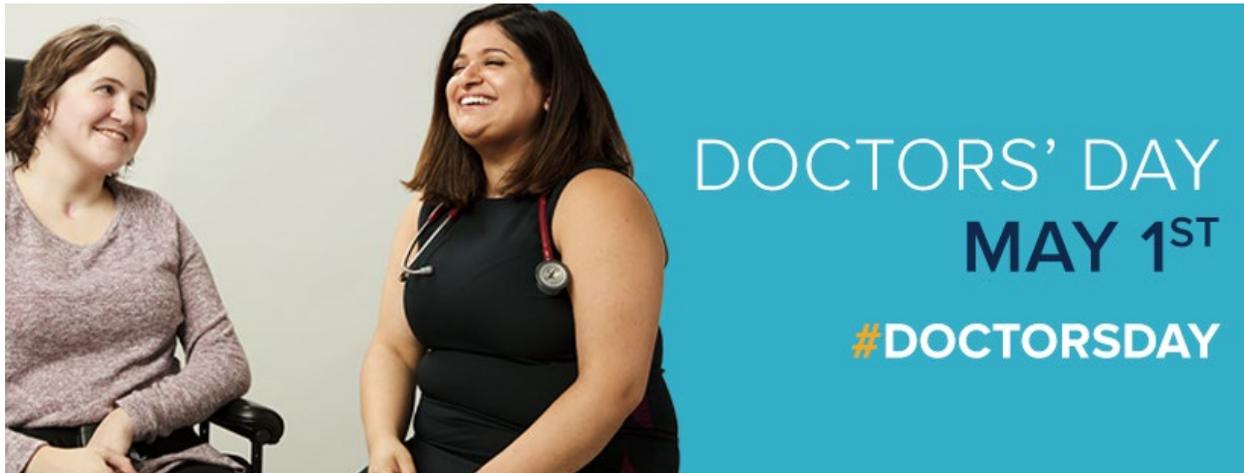
- Patients, their families and friends
- Health care professionals, health administrators and staff
- Government officials, MPPs, Mayors, city councillors and any other elected officials

Key Messages

- Every day, more than 340,000 patients across Ontario are treated and cared for by a doctor in Ontario.
- Ontario's doctors work hard to ensure that patients are getting the care they need, whether it's in a hospital, long-term care facility, clinic, research lab or directly in a patient's home.
- Nothing is more important to a doctor than the care and well-being of their patients.
- To celebrate Doctors' Day in Ontario, Ontarians are encouraged to share how their doctor has helped them.



2019 CAMPAIGN: #DoctorsDay



Few people have as intimate a view of us as doctors do. They're around for the most stressful parts of life – as well as some of the most miraculous. We come of age with them, they listen to our fears and questions without judgement and they help us grow old with dignity. Regardless of the obstacles or how hard things can get, Ontario's doctors have an oath to be with patients. Because nothing is more important to doctors than the well-being and health of their patients and their families.

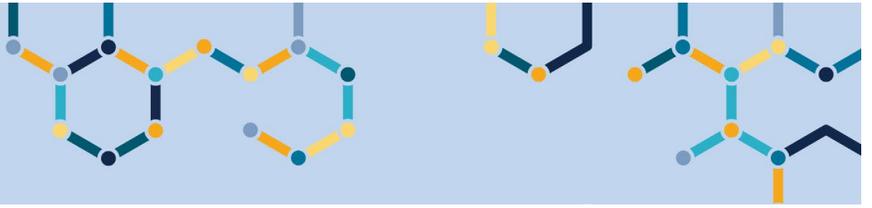
Beginning on April 24th, we want to give Ontarians the opportunity to celebrate Doctors' Day by sharing a positive story or interaction that they've had with their doctor.

Potential story themes could include, how a doctor helped:

- treat an illness
- make a patient's experience more comfortable
- by going above and beyond their call of duty
- advocate for the patient within the health care setting

Ontarians can submit their story at oma.org/doctorsday. Patient stories will be shared through the OMA's social media channels throughout the month of May.

Join the conversation and help us celebrate by using the hashtag **#DoctorsDay** on social media!



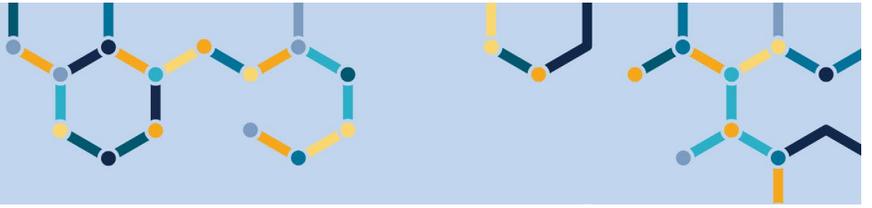
Learn More & Get Involved

1. Learn more and submit your story via oma.org/doctorsday
2. Like us on Facebook: facebook.com/ontariosdoctors and follow us on Twitter @ontariosdoctors
3. Spread the word! Retweet us or share your own tweet using the hashtag #DoctorsDay

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

- Identify a staff person to lead your organization's Doctors' Day celebrations and/or to partner with the OMA's Public Affairs Department on earned media or other joint communications opportunities.
- Print the Doctors' Day posters 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.). Share the profiles on social media using the #DoctorsDay hashtag.
- Highlight the contributions of physicians who have been part of medical "firsts" that have taken place at your institution.
- Host a tea or coffee hour in a common area of your organization.
- Communicate useful facts about Ontario's medical profession (fact sheet included in this toolkit) to promote public awareness about their commitment to patients.
- Invite a local MPP to attend a Doctors' Day celebration and/or provide a supportive quote in a news release.

Remember to tweet pictures of your event to the OMA using the hashtag #DoctorsDay. You can also tag our Twitter handle @OntariosDoctors on your social media posts.



Doctors' Day Q&A

What is Doctors' Day?

Doctors' Day was founded in 2011, after former politician, Reza Moridi, 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 physicians.

Why was May 1st chosen as Doctors' Day?

May 1st was chosen as Doctors' Day in Ontario to mark the birthday of Dr. Emily Stowe.

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.

Why Celebrate Doctors' Day?

Doctors work hard every day to treat and care for their patients. Leaders in evolving health care, doctors are committed to improving access to care so that the health care system is effective, efficient and sustainable for the future.

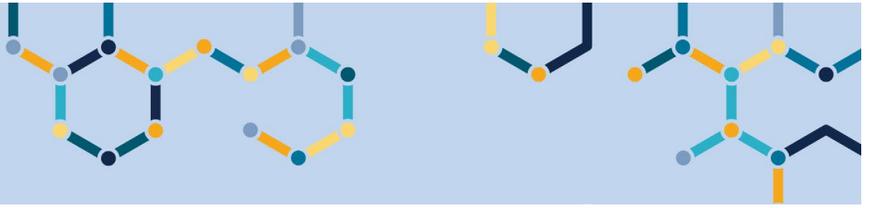
Doctors' Day is a great opportunity for patients and colleagues to take a minute to celebrate!

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

The OMA will be partnering with health organizations to profile the extraordinary work of doctors and their impact on patient care through a digital campaign. The OMA's Doctors' Day campaign will begin on April 24th and run throughout the month of May, encouraging Ontarians to help us celebrate by submitting a positive story or interaction that they've had with their doctor.

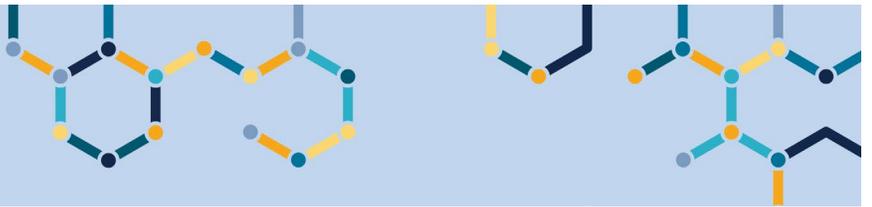
Health organizations (e.g. hospitals, clinics) will be celebrating Doctors' Day in their organization and inviting patients, local MPPs and other elected officials, health partners and the community to attend. Take photos and tweet them at @OntariosDoctors with the hashtag #DoctorsDay

We encourage you to look for updates on Twitter at @OntariosDoctors and on Facebook www.facebook.com/ontariosdoctors.



Fact Sheet: Ontario's Doctors

- Number of practising physicians in Ontario: approximately 31,500
- Number of specialists: 15,700
- Number of General & Family practitioners: 14,800
- Number of residents: 4,600
- Number of medical students: 3,400
- Number of specialty areas of medicine: 47 ranging from medical oncology to public health
- Average number of years to complete medical education: 8-12 years, plus ongoing, mandatory continuing professional development courses
- Ontario's doctors treat approximately 340,000 patients each day and approximately 6.3+ million in the emergency department each year
- 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



Sample Tweets

May 1 is #DoctorsDay! @OntariosDoctors treat more than 340,000 patients every day. Help say thank you by writing a story about a doctor who has made a difference in your life! oma.org/doctorsday #DoctorsDay

In celebration of #DoctorsDay on May 1, tell us about your doc! Share your story about a doctor who has made a difference in your life here: oma.org/doctorsday

Do you know a doctor who has made a difference in your life? May 1st is #DoctorsDay, and to celebrate @OntariosDoctors are gathering thank you notes from patients. Click the link to share what your doctor means to you! oma.org/doctorsday #DoctorsDay

Happy #DoctorsDay to Ontario's 31,500 practicing physicians. Thank you for your hard work and dedication & to ensuring all patients receive the high-quality care they need. #DoctorsDay

From primary care to specialist care, @OntariosDoctors are dedicated to patients. Happy #DoctorsDay to all our amazing doctors & thank you for everything you do!