

Director of External Engagement 2019-2020 Summary Report

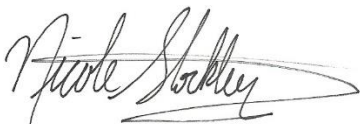
During the 2018 AMM, NL CFP members submitted a resolution requesting that “the NL CFP advocate for representation in the Department of Health for future projects”. That resolution led to the creation of the NL CFP Government Liaison position, which served to build and strengthen the relationship between the NL CFP and the Provincial Government. Following the 2019 AMM, the NL CFP Board expanded the role to include outreach to other stakeholders and partnership organizations. Consequently, the position was renamed the “Director of External Engagement” (DEE).

Starting in January 2020, meetings were held between the DEE and various partner organizations including the Newfoundland and Labrador Medical Association (NLMA), the Family Practice Renewal Program (FPRP) and Quality of Care NL (QCNL). Relationships were formalized and partnerships developed. The NL CFP was offered a seat on the QCNL Working Group, and immediately started providing input into program operations and communications. Membership on the Family Practice Renewal Committee was also extended to the NL CFP. Letters of Introduction were sent to the Minister and the Deputy Minister of Health. Work began on developing a strategy for provincial recognition of Family Doctor Day, as well as investigating the possibility of legal protection of family medicine terminology.

By the spring, as the public health crisis caused by COVID-19 unfolded, the DEE’s attention shifted to COVID-focused communication with partner organizations and members. Information coordination with careful attention to consistent messaging was given top priority. The DEE was involved in regular update meetings with the NLMA and the FPRP, and offered advice about COVID-related issues directly impacting NL CFP members. A QCNL Virtual Care sub-committee was created, and the NL CFP was asked for its involvement. This provided an opportunity to connect with various other organizations (Regional Health Authorities, NLCHI, eDocs, Department of Health, etc.) and provide input into the impact of virtual care on the services provided by Family Physicians in NL. The DEE also hosted several Virtual Morning Coffee sessions via Zoom, to help connect members and provide information on the NL CFP’s activities. World Family Doctor Day (May 19th) was promoted across the province, with special “thank you”s to the NL CFP members.

While the response to COVID-19 is ongoing, as of the fall, the DEE activities have started to return to “normal”. Regular meetings are ongoing with the previously-mentioned partner organizations, and some new project opportunities are on the horizon. Moving forward, the DEE will focus on engagement with additional organizations, with a special focus on the Government of NL, Memorial University, and the Regional Health Authorities.

Respectfully submitted by,



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