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Welcome to Doctors’ Day!

May 1st, Celebrate Doctors’ Day in Ontario

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

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 Sunday, May 1st and Monday, May 2nd, the Ontario Medical Association (OMA) and health-care organizations across the province will be recognizing the extraordinary contributions made by Ontario doctors in the health care system. This year, children, who are some of our bravest and most inspiring patients, will play an integral role in helping to celebrate. From now until May 1st, elementary school children and pediatric patients will have the opportunity to colour and fill out a personalized message on a “My doc rocks because…” activity sheet. Pictures returned to us will be included in the Ontario Medical Association’s Doctors’ Day celebration and may be featured on our social media channels. For each picture that is returned, the OMA will donate $1 to the Canadian Red Cross Society.

Parents and health care professionals can also download a copy of the poster to provide to children by visiting www.ontariosdoctors.com/doctorsday.

All Ontarians can recognize doctors via social media by tweeting using the hashtags #DocsRock2016 or #PatientsFirst. You can also leave a comment on any of our Doctors’ Day Facebook posts on our Facebook page.

The OMA is providing partner organizations, like yours, 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.

Thank you for your interest and please don’t hesitate to reach out the OMA at 1.800.268.7215, ext. 2970, if you have questions or need assistance.
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 enhancing the health care system.

• Encourage public discussions with patients about doctors and their role as trusted, caring and innovative leaders of the health care system.

Key Audiences

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

Key Messages

• Every day, more than 320,000 patients across the province are treated and cared for by Ontario’s doctors.

• Whether it’s in a hospital, a clinic, a long-term care facility, a research lab or at a patient’s home, Ontario’s doctors are working hard to make sure patients get the care they need.

• Bring the people of Ontario together to celebrate Ontario’s doctors and their commitment to improving the health of all patients.

• During the month of May, thank the doctors who make a difference to you and your family.

• Get kids involved! Visit www.ontariosdoctors.com/doctorsday and download the “My doc rocks because...” activity sheet for children to colour and individualize with a message.
Suggested Ideas to Celebrate Doctors’ Day in Your Organization

As part of this year’s campaign, the OMA is inviting hospitals, LHINs, elementary schools and other partners to celebrate Doctors’ Day by recognizing the doctors who work in their organization or community.

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

• Encourage pediatric patients and elementary school age children to colour and fill out a personalized message on a “My doc rocks because...” activity sheet. Pictures returned to the OMA by May 1st will be included in the Association’s Doctors’ Day celebration and may be featured on our social media channels. For each picture that is returned, the OMA will donate $1 to the Canadian Red Cross Society. The terms of reference for participating can be found at www.ontariosdoctors.com/doctorsday. Drawings can be submitted by mail to: Mira Stojanovic, 150 Bloor St. West, Suite 900, Toronto, ON M5S3C1

• 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 (from www.ontariosdoctors.com/doctorsday) 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.). **Press release template included in this toolkit.

• 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 (**Fast Facts included in this toolkit) to promote public awareness about their commitment to patients.

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

• **Remember to tweet pictures of your event to the OMA using the hashtags #DocsRock2016 or #PatientsFirst. 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 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 28,000 physicians.

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

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 save lives and put patients first. Doctors are 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 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 patients through earned media stories in mainstream, trade and social media outlets.
• Elementary school children and pediatric patients will have the opportunity to colour and fill out a personalized message on a “My doc rocks because…” poster. Pictures that are returned to us will be included in the Ontario Medical Association’s Doctors’ Day celebration and may be featured on our social media channels. For each picture that is returned to us, the OMA will donate $1 to the Canadian Red Cross Society.

• We continue to promote our powerful Patients First video series ([http://ow.ly/103msi](http://ow.ly/103msi)) – we encourage you to host a viewing or share the videos on social media.

• We encourage you to watch out for our updates on Twitter at @OntariosDoctors, and on Facebook [www.facebook.com/ontariosdoctors](http://www.facebook.com/ontariosdoctors).

• MPPs are encouraged to visit their doctors in their offices to see what a day in the life is like for a practicing physician in this province.

• 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(s) #DocsRock2016 #PatientsFirst

How can I learn more/get involved?

1. Share a tweet or Facebook posts using the hashtags #DocsRock2016, or #PatientsFirst, and share the reasons why you love your doctor!

2. Spread the word! “Like” us on Facebook, and follow us on Twitter. Retweet us, or share our posts!

3. Provide elementary school age children and pediatric patients with a copy of our “My doc rocks because…” activity sheet

4. Contact OMA Public Affairs at Public.Affairs@oma.org
Fast Facts About Ontario’s Doctors

• Number of practising physicians in Ontario: approximately 28,000
• Number of specialists: 15,000
• Number of general practitioners: 13,000
• 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 (excluding on-call): 50 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

You can share our infographics, which we have uploaded into a Dropbox for you: [http://ow.ly/ZDjaq](http://ow.ly/ZDjaq)
May 1st is Doctors’ Day. Ontario’s doctors put patients first and are focused on providing high-quality care to make a positive difference in their lives. From diagnosing common illnesses to performing life-saving procedures, every day more than 320,000 patients across Ontario are treated and cared for by doctors.

Visit OntariosDoctors.com/DoctorsDay to show your appreciation and support for your doctor.
Children’s Activity Colouring Sheet

My doc rocks because...

__________________________

__________________________

__________________________

#DocsRock2016
Sample Media Release

Possible Headline: Patients and staff at {insert name of organization} say ‘thanks’ to doctors on Doctors’ Day

Toronto, ON, May 1, 2016 – From hospitals to long-term care homes, and from clinics to patient’s homes, Ontario’s doctors make a difference in the lives of their patients every day by providing high-quality care where and when it’s needed.

In fact, more than 320,000 patients are treated and cared for by Ontario’s doctors every day.

To recognize Ontario’s 28,000 practicing physicians, the annual Doctors’ Day campaign was kicked off today with Ontario’s youngest patients are being asked to share why their “doc rocks.” Patients from elementary schools and hospital pediatric departments across the province are invited to complete a Doctors’ Day colouring exercise and share their comments about what makes their doctor special.

“Physicians are committed to providing high quality care and are inspired by the bravery and strength of their patients – especially children. That is why we want to give those children the opportunity to share their thoughts on the special relationship they have with their doctor,” said OMA President Dr. Virginia Walley.

(Insert physician related facts about your organization such as: How many doctors work at your organization, leadership roles they hold, medical firsts, or recent clinical research findings.)

(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 to serve the patients of this great province. Today is an opportunity when I, alongside patients, thank each and every one of Ontario’s 28,000 practising doctors for the amazing work that they do each and every day,” said Dr. Walley.

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 one of Canada’s first female physicians, 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.
Sample Social Media Messages

• This May 1, Ontario is celebrating our doctor’s! Tell us how your doctor has made a difference using the hashtag #DocsRock2016!

• On May 1st we’re celebrating Doctors’ Day! Tell us what makes your doctor great: Use #DocsRock2016 in your tweets!

• May 1 is #DoctorsDay! Did you know it falls on the birthday of Canada’s first female physician, Dr. Emily Stowe? #DocsRock2016

• Did you know that Ontario’s doctors treat 320,000 patients per day? #DocsRock2016

• Did you know there are 59 million patient visits made to family doctors each year? #DocsRock2016

• Meet Dr. Doris Mitchell, a northern doctor showing how @OntariosDoctors are putting #PatientsFirst: http://ow.ly/ZDqpC #DocsROck2016

• Dr. Jennifer Brasch brings hope back into the lives of patients with addiction & mental health issues: http://ow.ly/ZDr9z #DocsRock2016

• Dr. Atilio Costa-Vitali helps patients with heart disease manage their symptoms from their homes. http://ow.ly/ZDry6 #DocsRock2016

• Dr. Stephen Kosar provides vision care to those who need it most in Northern, ON: http://ow.ly/ZDrXS #DocsRock2016 #PatientsFirst

• Fun fact: on average, one physician in Ontario creates the equivalent of 4 full-time jobs in their community #DocsRock2016

• Fun fact: on average, physicians in Ontario create an estimated 96,000 full-time jobs in Ontario. #DocsRock2016

• Doctors save lives every day, and work hard to maintain the health of all Ontarians. #DocsRock2016

• Share your Doctors’ Day celebration photos by using the hashtag #DocsRock2016

• Happy Doctors’ Day to all of the hard working Ontario Doctors! Your commitment to patient care does not go unnoticed! #DocsRock2016

• Has your doctor made a difference in your community? Tell us how by using the hashtag #DocsRock2016