THE COLLEGE OF FAMILY PHYSICIANS OF CANADA



LE COLLÈGE DES MÉDECINS DE FAMILLE DU CANADA



Elevator Pitch:

Family medicine is a very broad discipline and accounts for more than 55% of health care encounters. Only a tiny fraction of research funding goes to family medicine. Family doctors depend on research to help them give the best and most up-to-date care for their patients. Too many decisions come from research into specialist care and not directly from family medicine. You can help us change this. You can help us increase awareness, capacity- and capability-building; access funding; develop and implement innovations; and celebrate our successes.

Key Messages to Support Family Medicine Research Developing communications tools to support the goals of the Section of Researchers' Blueprint

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ACCESS FUNDING DEVELOP & IMPLEMENT member & public awareness **Canadians need** INNOVATIONS research as a core competency role in CFPC REFORM CLINICAL RESEARCH POSITIONS 🛱 EXCHANGE requirement for faculty advancement ADVOCACY: DECISION MAKERS \leq More than 55% of health care encounters CANADIAN AND Grow are in family medicine and general practice arising in family practice protected career opportunities time, support career **HORE APPLICATION OF** advancement FUNDING RESEARCH IN PRACTICE CULTURE MEMBERSHIP VALUES RESEARCH How do we get our message across?

more funding 실실 ADVOCACY: research & evaluation EXAM, ACCREDITATION for research in family medicine 신입 STAKEHOLDERS Canadians need More MORE celebrating our successes & RESEARCH research accomplishments widen scope of SOR membership 🖌 INFORMATION to support day-to-day practice MORE RESEARCHERS IN UNIVERSITIES O STRATEGIES CAPACITY up-to-date patient care INTERNATIONAL COLLABORATION PBRNs RESEARCH SKILLS FOR PRACTICING FAMILY DOCTORS Canadians need more trained capacity-building family medicine researchers culture change CAPACITY AND CAPABILITY **Example to answer questions**

Family Medicine Is the Cornerstone of the Health Care System

Key messages will help to achieve the objectives in the CFPC Section of Researchers' Blueprint for Family Medicine Research Success 2012–2017



LEADERSHIP IN BUILDING RESEARCH Canadians need a Culture Ethat values and supports research in family medicine **ADVOCACY EXTERNAL RELATIONS**