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

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Canadians need more funding for research in family medicine to support day-to-day practice. More than 55% of health care encounters are in family medicine and general practice. 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.

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.

How do we get our message across?

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