

Northern Ontario School of Medicine



École de Médecine du Nord de l'Ontario  
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# Welcome Bienvenue

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Northern Ontario School of Medicine



Mii Kwen Daan  
Continuing the Dialogue

Northern Ontario School of Medicine  
Communications Report

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## Northern Ontario School of Medicine



The Role of the Communications Unit of the Northern Ontario School of Medicine is to:

- Ensure that all public and organizational materials reflect the School's Vision, Mission and Guiding Principles.
- Develop and implement communications strategies and plans on an organizational and unit level.
- Manage media relations.
- Support all NOSM units in their efforts to promote and report on activities to internal and external audiences.
- Manage [www.normed.ca](http://www.normed.ca)
- Special events.

[www.normed.ca](http://www.normed.ca)

## Northern Ontario School of Medicine



### Vision & Mission

The Northern Ontario School of Medicine (NOSM) is a pioneering faculty of medicine working to the highest international standards. Its overall mission is to educate skilled physicians and undertake health research ***suited to community needs***. In fulfilling this mission NOSM will become a cornerstone of community health care in Northern Ontario.

[www.normed.ca](http://www.normed.ca)



# Northern Ontario School of Medicine

## Corporate Materials

### Re-branding

- Focus groups and consultation with all stakeholder groups.
- New logo includes: the **trillium** - a woodlands flower and emblem of the Province of Ontario; the **teaching circle** from the Aboriginal culture, which represents the continuum of learning and teaching in the circle of life; the **fleur de lis**, which is the broadly recognized emblem of Francophones and our Franco-Ontarian communities.



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## Corporate Materials

- Vision, Mission & Guiding Principles in 3 languages
- Thank you cards in 3 languages
- Holiday cards in 3 languages
- Organizational Power Point template in 3 languages



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### Corporate Materials

- Initial marketing materials model
- New marketing materials in process with Aboriginal students
- Reflective of Northern Ontario
- Admissions flyer partially in Oji-Cree
- Aboriginal Affairs Unit brochure and display unit



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## Northern Ontario School of Medicine



### Applying NOSM's Vision & Mission

The Communications Unit aims to highlight the cultural diversity of Northern Ontario in all marketing efforts.

Key communications tools include:

- Northern Passages newsletter.
- [www.normed.ca](http://www.normed.ca).
- Media.

www.normed.ca



# Northern Ontario School of Medicine

## Northern Passages

- Published quarterly.
- Aim to include relevant Aboriginal content in each issue:
  - Integrated Community Experience
  - Aboriginal communities
  - Module 106 Pilot Project
  - Aboriginal Reference Group
  - Cultural supports for Aboriginal and Francophone students
  - Admissions process



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## Northern Passages

- Oji-Cree content.
- Targeted distribution (distribution in review by Communications sub-committee):
  - All regional First Nation communities.
  - Aboriginal health centres and organizations.
  - Key health care providers and administrators in Aboriginal communities.
- Distribution to First Nation communities via printed copies.
- Aboriginal Editorial Board reviews content.

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## Northern Ontario School of Medicine



### Northern Passages Aboriginal Editorial Board

Provides advice to the Northern Ontario School of Medicine's publications/communications initiatives in order to reflect the perspective of NOSM's Aboriginal partners and to enhance and maintain NOSM's relationship with the Aboriginal community.

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## Northern Ontario School of Medicine



### Aboriginal Editorial Board

Membership includes representation from:

- Aboriginal Affairs
- Human Sciences
- Student Affairs
- Communications
- UME
- Student body
- Faculty Development.

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# Northern Ontario School of Medicine

## Aboriginal Editorial Board



- Provides input on potential stories.
- Reviews draft content for accuracy and appropriateness.

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- All media releases, reports, newsletters and publications posted to [www.normed.ca](http://www.normed.ca).
- Aboriginal initiatives page:
  - Link to “Follow Your Dreams” workshop report.
  - Overview of NOSM Aboriginal Initiatives.
- Recommendations for revisions currently under review by NOSM website working group.



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Recommendations include:

- Student Affairs
  - Aboriginal applicant statistics.
  - Aboriginal student recruitment initiatives.
  - Aboriginal student support.
  - List organizations and communities represented on Aboriginal Reference Group.
- Outline role of A.R.G. and its sub-committees.
- Describe Module 106 and list communities involved.

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Recommendations include:

- Describe role of Aboriginal Affairs Unit and list members.
- Link to Aboriginal Placement Pilot Report.
- Highlights and report of “Continuing the Dialogue” workshop.

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### Media

- Media distribution list includes Aboriginal media throughout the region and province.
- Regional First Nation Chiefs.
- Physicians & allied health care providers.
- Members of the Aboriginal Reference Group.
- K-net.

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### Media

- Media releases/conferences to communicate Aboriginal initiatives:
  - Media releases following Aboriginal Reference Group meetings.
  - Module 106 Pilot.
  - Aboriginal Communities Orientation.
  - Mini Medical School.
  - Aboriginal Community Placement symposium.

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### Media

- Features in targeted publications:
  - Bear Country Magazine.
  - Wawatay and Anishinabek News.
- Dean's Column:
  - Provides information on current activities.

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## Northern Ontario School of Medicine



### Support to Units

- Mission & Vision applied when developing communications plans for all units.
- Examples:
- NOSM Bursary Fund Campaign:
    - Specific advertisements prepared for Aboriginal publications.
    - Promoting opportunities for Aboriginal students to potential donors.
    - Use of Aboriginal model in promotional materials.
  - Inaugural Year Events:
    - Slogan in 3 languages.
    - Slogan appeared on materials relating to events, banners.

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