Welcome
Bienvenue
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.

**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.
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.

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
**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

**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
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

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.
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.

Aboriginal Editorial Board

Membership includes representation from:

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

www.normed.ca
Aboriginal Editorial Board

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

www.normed.ca

Northern Ontario School of Medicine

www.normed.ca

- All media releases, reports, newsletters and publications posted to 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.

www.normed.ca
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.**

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.
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.

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.
Media

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

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.