



COLLEGE OF MEDICINE TUCSON

Family & Community
Medicine

COMMUNICATIONS **ROADMAP** 2018-2019

DARCI SLATEN, MA

FCM Director of Communications

COMMUNICATIONS IS ABOUT...



CONNECTION...

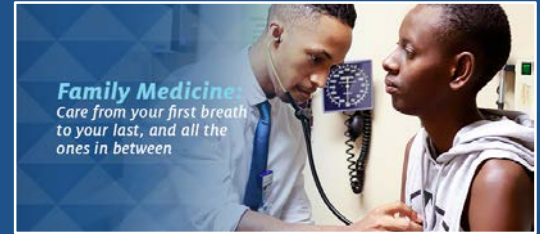
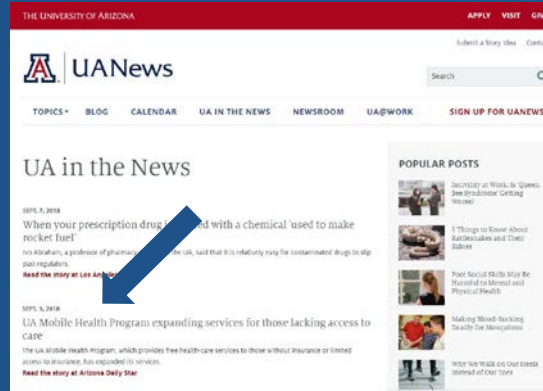




WITH COLLEAGUES (INTERNAL)...



AND OTHERS (EXTERNAL)...



...THROUGH **WORDS** AND **IMAGES**.

COMMUNICATIONS PRIORITIES, IDENTIFIED BY FCM LEADERSHIP

- ▶ 1. Develop FCM department branding in alignment with UA branding
- ▶ 2. Improve internal FCM communications
- ▶ 3. Renovate/update FCM website
- ▶ 4. Develop external communications
- ▶ 5. Join social media
- ▶ 6. Serve as FCM communications liaison to Banner

1. BRANDING



UA BRANDING: BRIEF OVERVIEW

- ▶ More than the UA logo!
- ▶ Words (storytelling)
- ▶ Color scheme
- ▶ Fonts
- ▶ Graphic elements
- ▶ Photography



▲ ▲ ▲

FCM BRAND: ANCHORED TO OUR VALUES

▼ ▼ ▼

▶ **Our brand is communicated through the stories we share, and reflect FCM's values:**

- ▶ Diversity and inclusion
- ▶ Social responsibility
- ▶ Compassion
- ▶ Innovation
- ▶ Collaboration
- ▶ Communication
- ▶ Integrity
- ▶ Excellence

FCM BRANDING: IN PROGRESS



- ▶ Objective: Develop FCM brand identity in alignment with UA Branding Guidelines
- ▶ Purpose:
 - ▶ Visually connects FCM to UA
 - ▶ Communicates to outside audiences that FCM is UA
 - ▶ Branded presentation bolsters credibility of FCM presenter

▲ ▲ ▲

2. INTERNAL COMMUNICATIONS

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A photograph of a group of people in an office setting, overlaid with a blue tint. In the foreground, a man with a white beard and mustache, wearing a light blue shirt and a red and white patterned sash, is smiling and holding a ceremonial object. He is surrounded by a group of people, including a man in a blue shirt and glasses, a woman in a white shirt, and a woman in a dark blue shirt. The background shows office cubicles and a door.

INTERNAL COMMUNICATIONS



- ▶ **Objective: Improve internal FCM communications**
 - ▶ Audience: FCM faculty, staff, residents/fellows
- ▶ **FCM Matters**
 - ▶ **Purpose:** to keep FCM dept. updated/engaged
 - ▶ Sent 1x month (based on survey results)
 - ▶ New design aligned with UA brand
 - ▶ Now sent as an e-newsletter
 - ▶ Measurable
 - ▶ [Archivable](#)

INTERNAL COMMUNICATIONS

THE UNIVERSITY OF ARIZONA HEALTH SCIENCES

COLLEGE OF MEDICINE TUCSON
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GRAND ROUNDS

Sleep, Health Disparities, and the Role of the Primary Care Physician

Omavi Bailey, MD, MPH

Sleep Medicine Fellow, Division of Pulmonary, Allergy, Critical Care and Sleep Medicine, UA Department of Medicine; Post-doctoral Excellence in Research and Teaching (PERT) I & II

Thursday, September 13, 2018
12:30pm - 1:15pm



Omavi Bailey, MD, MPH

DESCRIPTION: Dr. Omavi Bailey will discuss a bio-psychosocial approach to understanding the relationship between sleep disorders and health disparity, with a focus on the role of the primary care physician in addressing such disparities and their impact on mental and cardiometabolic health.

ABOUT DR. BAILEY: Dr. Bailey's research interests broadly encompass investigating the impact of time and circadian rhythm disorders on health disparities in the US and Africa. As an epidemiologist and primary care physician specialized in sleep medicine, he is bringing his clinical experience in sleep medicine with his research interests in health disparities and population health, to identify critical disparities that impact on underserved populations in the US and West Africa, while his research background has progressed on investigating the role of sleep in health disparities among people of African ancestry in both the US and West Africa. His objective is to help uncover mechanisms for the racial/ethnic disparities in the diagnosis, the clinical management, and prognostic outcomes for such chronic and potentially life-threatening conditions including or eliminate these disparities. Since becoming a PERI scholar at the UA, Dr. Bailey has focused his research on investigating the impact of genetics in the relationship between sleep and depression in people of African ancestry. He and his team have found that disrupted sleep is more prevalent in African Americans, non-Hispanic whites, and is independently associated with depression. They are now evaluating a potential genetic link that may predispose African Americans to depression via circadian phase shifts.

LOCATION: UA Ahronson Admin Offices
501 N. Arizona Way
FCM Conference Room,
Room 221 (second floor,
north side of building).

The presentation will be available to attend remotely, via Zoom
Meeting Join from PC, Mac, Linux, iOS or Android: <https://uofa.zoom.us/j/44609292>
or via telephone: +1 669-900-6832 (US Toll)
Meeting ID: 361 100 157

If you have any questions, please call 602-8764.

THE UNIVERSITY OF ARIZONA HEALTH SCIENCES

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Aug 26, 2018

DEPARTMENT ANNOUNCEMENT

Dear FCM Colleagues,

I am excited to announce that the Department of Family and Community Medicine is now on Facebook! Carol Stefan and Patricia Pfeiffer have been working hard on building FCM's social media presence, and here is the first fruit of their efforts.

Here's the link: <https://www.facebook.com/UAFamilyCommunityMedicine>

Please "like" the page, and feel free to share it with your friends, family and others who you think might be interested in what the department is doing.

By actively participating in social media, we aim to:

- Raise awareness about FCM in our community and beyond
- Highlight the exceptional work of our faculty, providers, researchers, residents, fellows, students and staff
- Connect with our community by providing helpful, relevant and timely health information
- Engage external stakeholders and FCM supporters.

Other internal communications (coming soon):

- ▶ FCM Clinical Notes
- ▶ Comms about higher level issues at COM/UAHS/UA

Dear Colleagues:

I am all responsibilities on behalf of Stefan, Carol L. (Lobato) - Interim Director, Internal Medicine -

We all have Family and Community Medicine and Banner - University Medicine

Family Medicine physicians Nicole Munch-Berard and George Dimick will provide a suite area of primary care services for patients of all ages across Tucson.

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Research Support, 12M-16M 2018: wwwBanner.com/uaahs

TUCSON AND **Mesa:** **Patricia Pfeiffer, MD, MPH**, assistant professor, and **Nadine Enneking, MD, PhD**, assistant professor, have joined the University of Arizona Department of Family and Community Medicine and Banner University Medicine.

Dr. Patricia Pfeiffer will provide family medicine care to patients at the Banner-UniversityMedicine.org/locations/tucson, at 3030 N. Country Club Road, and Banner University Medicine care at Banner - University Medical Center South, 5001 N. Oracle Road, and Banner University Medicine care at Banner - University Medical Center North, 1100 N. Oracle Road.

Dr. Nadine Enneking clinical and research interests include women's health, substance use disorders, intimate partner violence, care for the medically underserved, social determinants of health, and the integration of public health and primary care. Individual clinical research focuses on adolescent health care needs.

Dr. Pfeiffer received her medical degree from Penn State Health and her master's degree in public health from Carleton College in Minnesota. She completed her Family Medicine Residency Training at the University of California, San Francisco (2012).

Dr. Enneking has worked throughout her career on various clinical and research projects at UC/UCSF and conducting her research on social determinants.

Dr. Enneking will provide family medicine care to Tucson at Banner - University Medical Center, 2150 N. Campbell Ave.



COLLEGE OF MEDICINE TUCSON
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3. FCM WEBSITE



[Home](#) [Directory](#) [News](#) [FCM Matters](#) [Contact](#)

WAYS TO GIVE

[ABOUT](#)

[EDUCATION](#)

[FACULTY](#)

[RESEARCH](#)

[COMMUNITY](#)

[PATIENT CARE](#)



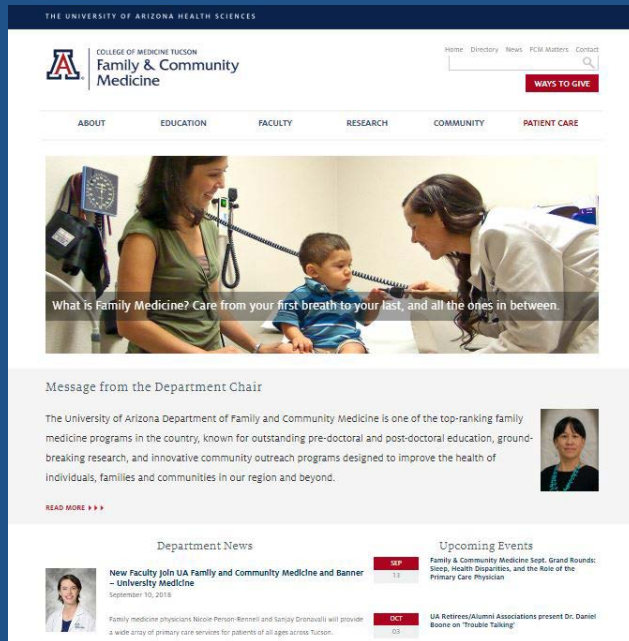
Our mission: Advancing the health of individuals and families from all backgrounds and cultures through innovation and leadership in education, research, community engagement and the delivery of exemplary primary care.

View

Edit

Access control

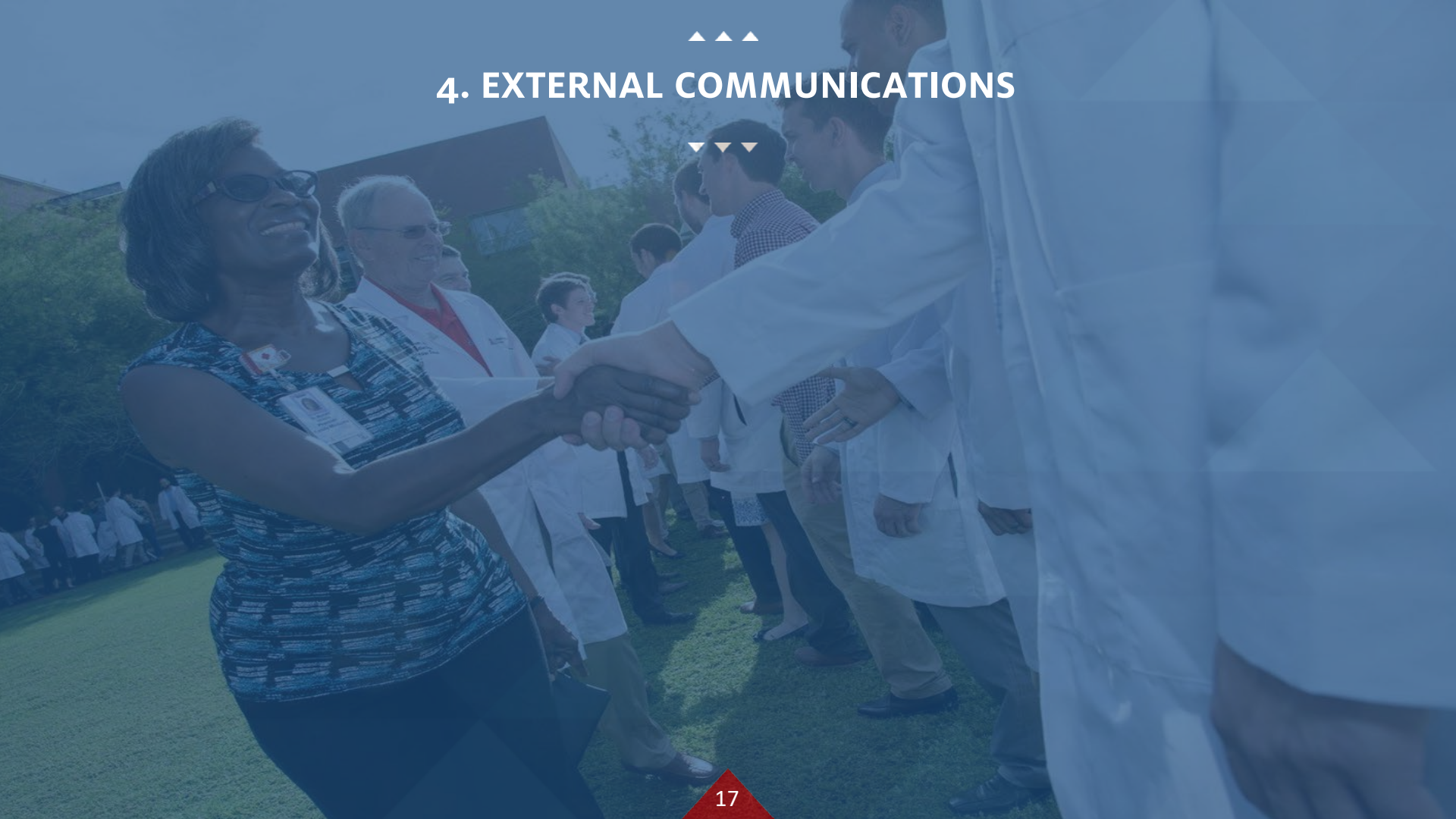
FCM WEBSITE



▶ Objective: Renovate and update FCM website

- ▶ Homepage re-designed (completed)
- ▶ Restructured residency program pages (completed)
- ▶ Patient Care page created (completed)
- ▶ Remove stock photos/replace (in progress)
- ▶ Faculty directory (in progress)
- ▶ Fellowship programs (in progress)
- ▶ Community outreach programs
- ▶ Research
- ▶ Other

4. EXTERNAL COMMUNICATIONS



EXTERNAL COMMUNICATIONS



- ▶ **Objective: to connect with outside audiences; raise awareness**
 - ▶ New releases/media advisories
 - ▶ FCM Matters (now external newsletter as well as internal)
 - ▶ UAHS/COM announcements
 - ▶ Facebook posts
 - ▶ Outreach collateral: brochures, flyers, etc. (print/digital)
- ▶ **External audiences (not all!)**
 - ▶ Tucson community
 - ▶ UA/COM/UAHS colleagues and units
 - ▶ Potential donors
 - ▶ Existing donors
 - ▶ Banner partners
 - ▶ FCM alumni

FACEBOOK: WELCOME TO 21ST CENTURY, FCM!



- ▶ Objective: to connect with community and others; raise awareness
 - ▶ Launched Aug. 28
 - ▶ Nearly 100 followers since launch



6. BANNER LIAISON

Find a Doctor

Find a Medical Location

Conditions + Services

Get Care Now

Conditions & Treatments

Screenings & Diagnostics

What to Expect

Ask the Expert

Education & Support



LIAISON TO BANNER



Banner
University Medicine

- ▶ **Objective: Serve as liaison to Banner for family medicine clinical marketing needs**
 - ▶ Review family-medicine content that will be used in Banner recruitment ads
 - ▶ Connect FCM faculty to Banner marketing, when in need of clinical-specific materials; assist with content development
 - ▶ Work with Banner marketing on potential community-outreach opportunities
 - ▶ Provide family medicine content to Banner, for website/other digital channels



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THANK **YOU!**