EMERGING LEADERS IN HEALTH PROMOTION
GRANT PROGRAM

Supplementary Information
Related to Your Grant

sponsored by
The Alberta Medical Association, MD Financial Management, the
Canadian Medical Association and Joule
CONTENTS

1. Acknowledging support from the AMA, MDFM, CMA and Joule (Logos, etc.)

2. Photographs taken during your project – technical requirements

3. Photo consent form – “Consent for disclosure of personal information”

4. Media relations tips – for ELiHP funded projects

5. Sample of "Final Report" template
Section 1

Acknowledging support from:

The AMA, MDFM, CMA and Joule
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Terms Contained in the Grant Agreement

- The Grant Recipient agrees to include, in writing on written project materials and promotion about the project, or verbally in verbal presentations/promotion, that the project is supported by an “Emerging Leaders in Health Promotion” grant funded by the Alberta Medical Association, MD Financial Management, the Canadian Medical Association and Joule (note: association names to be written in full).

- The Grant Recipient gives permission for the AMA to publicize the AMA’s support for the project, the nature of the project being supported, and the eventual outcomes achieved by the project on the AMA website and in AMA communications vehicles.

Use of AMA, MDFM, CMA and Joule logos

To obtain the logo files (for print/web use in jpeg, gif or tiff formats), please contact:

Vanda Killeen (vanda.killeen@albertadoctors.org)
Senior Communications Consultant, AMA Public Affairs
780-482-0675
Section 2

Project photographs

Technical requirements
Project Photographs

Wherever possible, it’s important to record some elements of your project with photos.

The photos represent you (as project lead and, if applicable, members of your project team) and the nature of your project, i.e. any activities that take place as part of your project, perhaps a representative photo of some of the participants in your project, key activities, locales, etc. From the photos you take, select up to five and submit them to the AMA, along with your project final report. NOTE: Please do not 'insert' photos into your final report file; send them as separate files/attachments to your email. (See “Photo subject permissions,” below.)

Background: The final reports (and photos) are used by AMA Public Affairs as the basis of the ELiHP project profile articles that are published in Alberta Doctors’ Digest (ADD).

Photo quality - high resolution

Photos of high resolution reproduce much better in the online ADD. Therefore, it's preferable that photos are taken with a camera, as opposed to a smartphone. The camera doesn't have to be a DSLR (i.e. it can be a 'point-and-shoot' camera).

Photo orientation

For optimal appearance of the photos in ADD, landscape (horizontal) orientation is best. This applies whether taking photos of individuals or groups of people.

Photo subject permissions (consent forms)

Due to provincial privacy legislation, photo consent forms are required to be completed by any/all identifiable persons appearing in your photos. This includes you and any members of your project team, as well as any members of the public (whether children or adult)s. NOTE: If a photo of a person or group of people is taken from behind, so that there are no identifiable faces, then no consent form would be required.

NOTE: Without completed (signed) consent forms, any sharing of ELiHP project-related photos, via social media/online channels or in any other way, contravenes the Personal Information and Protection Act of Alberta.

Photo consent form – The AMA’s photo consent form is included with ELiHP documents that are forwarded to grant recipients by Jodi-Ann Sadler, Coordinator, AMA Professional Affairs. (See Section 3 for sample)

Questions?

If you have any questions or concerns regarding project photos or consent forms, please contact: Vanda Killeen (vanda.killeen@albertadoctors.org), Senior Communications Consultant, AMA Public Affairs, 780-482-0675
Section 3

Photo Consent Form

“Consent for Disclosure of Personal Information”
CONSENT FOR DISCLOSURE OF PERSONAL INFORMATION

I, _______________________________ hereby authorize and give consent that the Alberta Medical Association shall have the right to use any/all photographs, audio and video recordings (whether supplied/provided to the AMA or taken/produced by the AMA or its representative) of me (and/or my minor child/children) for all purposes relating to AMA business, including illustrations on the AMA website or in other AMA publications, social media or displays. Unless requested otherwise, I authorize and give consent to the AMA to permanently retain the photos, audio or video recordings. The AMA will not make them available for any other purpose. I understand I may withdraw my consent at any time by contacting Manager, Website by email or in writing.

Protection of privacy: Please direct any questions regarding this consent form and collection to Manager, Website, Alberta Medical Association, 780.482.2626.

By completing this form, you consent to allow the AMA to collect and use personal information by way of photo, video or audio recording (including identifying you by name) and to disclose/use this personal information via our website or publications.

Your information will be safeguarded, retained and disposed of in accordance with the records retention and disposition schedules of the Alberta Medical Association.

Your name (please print):

Date:

Signature: ____________________________________________

Signature of consent by parent/guardian required on behalf of child/children under the age of 18
Section 4

Media Relations
for
ELiHP funded projects
Media Relations
“Emerging Leaders in Health Promotion” Funded Projects

Congratulations on receiving an Emerging Leaders in Health Promotion grant. While you develop and implement your project, you may wish to consider how media can further promote and generate interest in your project. You may choose to engage members of the media or they may approach you. Either way, it’s important to be prepared. Following are some tips for managing your interactions with the media:

Working with the media: Inform AMA Public Affairs
- If you plan to contact or are contacted by media, please inform AMA Public Affairs. When communicating with the media, AMA Public Affairs can:
  - Review and/or help you prepare your key messages and advise on dissemination.
  - Provide you with background and contact information about the reporter/media outlet.
  - Scan the media for any coverage and possibly profile the coverage (in an AMA publication, on the web, etc.).
- If your project has communications support from another organization (e.g., the university), please ensure any media efforts (such as a news release, news conference or response to a media inquiry) are coordinated with the AMA.

If you wish to promote your project with the media, consider:
- Being available to speak with the media; provide the media with reliable contact information.
- If you are connecting the media (reporters and/or photographers) with any other partners/participants in your project, consider privacy and confidentiality. Get the approval of the partner/participant before arranging any media meetings and for photos and obtain a signed photo consent form to accompany submission of photos to AMA Public Affairs.

Tips for working with the media:
- Plan your messages (5Ws): Know what you want to say, and say it with sincerity and enthusiasm.
- Be succinct. The average media story is 15 seconds long; it’s about brevity and clarity.
- Be sure of your facts. You do NOT have to answer every question on the spot. If you’re not 100% certain of the answer, tell the reporter that you will check and get back to him/her.
- If guesting on a TV or radio show, contact AMA Public Affairs for guidance and assistance with preparation.

Acknowledging grant sponsors
Take every opportunity to acknowledge – in promotional and project materials, when speaking to the media, in oral presentations, etc. – the AMA, MDFM, CMA and Joule as grant sponsors. This exposure will help increase the profile of the grant and the sponsors.

- For example, you can begin your conversation(s) with the media (and others) by saying, “With support from the Alberta Medical Association, MD Financial Management, the Canadian Medical Association and Joule, this event/project seeks to raise awareness about …”
- To avoid confusion with other organizations with similar abbreviations, please always state the names in full.

Questions? Need advice on communicating with the media? Contact Vanda Killeen, Senior Communications Consultant, AMA Public Affairs, at 780.482.0675 or vanda.killeen@albertadoctors.org.
Section 5

"Final Report" template
EMERGING LEADERS IN HEALTH PROMOTION
GRANT PROGRAM
2019/20

Final Report:
[insert Project’s title]
[insert name of Grant Recipient]

sponsored by

The Alberta Medical Association, MD Financial Management, the Canadian Medical Association and Joule
OVERVIEW OF THE PROJECT

- Describe the health promotion/health advocacy issue the project was targeting and why it was important to address this issue.
- Summarize the project’s objectives, as stated in your original application; if not already specified in these objectives, state how many individuals in your target audience you expected your project to reach.
- If you found that you had to change your project in some way from what you described in your grant application, explain briefly what changes you made and why they were necessary.
- Summarize the project’s important timelines – e.g., planning period, important milestones during delivery – such as date or time period for specific events delivered for your target group, project’s completion date – and describe the specific activities that were part of the project and the number of times they occurred.
- Summarize any promotional activities carried out to engage your target group in your project.
- Summarize your project’s key players – i.e., note how many medical students or resident physicians were involved and identify any other non-medical students or residents/collaborators who played an important role.
- Define the leadership role played by the medical student(s) or resident physician(s); how were they directly involved in project planning or project implementation?

MENTORSHIP

- Identify your mentor and a provide brief summary of why this individual’s background was of value to your project.
- Briefly summarize what specific types of support the mentor provided to you/your project team.

EVALUATION RESULTS OF THE PROJECT

- Indicate if the project was carried out in full or was terminated early.
- Describe the evaluation method used and, if applicable, explain if it differed in any significant way from the method you described in your grant application.
- Summarize the evaluation results, starting with the number of individuals in your target group that you actually reached.
- Briefly summarize the conclusions the leaders of the project were able to draw from these results. What lessons should be learned from the results obtained? For example, is there something you would do differently next time?
FINANCIAL SUMMARY

Overview
- Briefly review: (1) your project’s estimated budget; (2) the amount applied for from this grant and amount of the grant received; (3) funding obtained from other sources, if applicable; and (4) what the project’s final total cost was based on your expenditures.

Details – Budget versus actual costs [tabulated form]
- Reproduce the budget from your original grant application, including an additional column for actual project expenditures; also note any unanticipated expenditures that were not included in your original budget; the terms of the grant letter of agreement specify that unspent grant funds have to be returned to the AMA unless the amount is insignificant.
- If you used grant funds to purchase reusable equipment/materials for your project, the grant letter of agreement stipulates that you need to obtain AMA agreement for what happens to these after your project; specify here what agreement was reached.
- If the project has been successful and you would foresee it continuing into future years after the Emerging Leaders grant ends, how could the project become sustainable?

VALUE OF THE PROJECT

- In your view, how has this project helped you develop health promotion advocacy skills?
- In your view, how has this project helped you develop leadership skills?

ACKNOWLEDGEMENTS

- If applicable, acknowledge other individuals or organizations who were not necessarily directly involved but may have contributed to the project in an important way – e.g., support from within the faculty other than a mentor; organizations who may have provided in-kind support or donations; schools or other groups you delivered your project to, etc.

FINAL THOUGHTS

- Provide any concluding remarks you wish to make.

APPENDIX [optional]

- If you developed educational materials/presentations for your project and would like to include a copy to complement the written information, feel free to include this material.