

**EMERGING LEADERS IN HEALTH  
PROMOTION (ELiHP) GRANT  
PROGRAM**

**Project Promotion &  
Representation Guide**

sponsored by

**The Alberta Medical Association and MD Financial Management /  
Scotiabank Healthcare+**



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## SECTION 1

### Acknowledging sponsor support

#### Terms Contained in the Grant Agreement

- In any communications related to promotion or representation of an ELiHP project, such as a website, a PowerPoint presentation, signage, a brochure or information sheet, etc.; or in any verbal representation of said ELiHP project, the Grant Recipient agrees to include a statement acknowledging the sponsorship support of their ELiHP project by the [Alberta Medical Association](#) and [MD Financial Management / Scotiabank Healthcare+](#). (*Note: Organization names to be written in full.*)
- The Grant Recipient gives permission to the AMA to write a **profile story of the project**, to appear in [Alberta Doctors' Digest](#) (ADD) and potentially to be promoted via AMA's social media. The project profile is written by AMA Public Affairs staff and is based on your submitted Final Report. The profile includes: a description of the project; identification of team members; outcomes achieved; photos and/or video (submitted with Final Report); and a statement about project sponsorship.
- The Grant Recipient gives permission to the AMA to share the contact information of project members with the ELiHP grant sponsor, MD Financial Management / Scotiabank Healthcare+, for an opportunity to engage with grant recipients in matters related to the grant program.

#### Use of sponsor logos

To obtain the Alberta Medical Association and MD Financial Management / Scotiabank Healthcare+ logo files, please contact:

Vanda Killeen, Senior Communications Consultant, AMA Public Affairs  
[vanda.killeen@albertadoctors.org](mailto:vanda.killeen@albertadoctors.org)  
ph. 780.482.0675

**NOTE:** In your logo request, identify the medium(s) you require the logos for, e.g. on a website, in a presentation, on a poster, brochure, sign, t-shirt, etc. This helps us provide the logo to you in the most appropriate format (e.g. jpg, tiff, eps).

## SECTION 2

### Project photos/video - TIPS & Requirements

#### A picture is worth a thousand words!

We encourage you to record highlights of your ELiHP project in photo and/or video form. Images add greatly to your project profile in ADD (see Section 1). If your project doesn't lend itself to photos, please at least submit a photo of yourself, as the project lead, and members of your project team (if you had one). Following are a few image tips and requirements:

#### TIPS

- Photos can be taken with either a camera or a smartphone.
- Because ADD is an electronic (online) magazine, a **horizontal/landscape orientation** works and looks much better than a vertical orientation.
- Be aware of photo quality and composition; the better the images, the better the story.

#### REQUIREMENTS

- **AMA Consent for Disclosure of Personal Information form**  
Provincial privacy legislation requires the gathering and retention of signed consent forms on behalf of any/all individuals who are identifiable (i.e. their face is visible) in a photo or video.\* If a photo or video is shot from behind, so that you cannot clearly see faces, then consent forms aren't required.
  - You will need to provide all photo subjects with the consent form (next page). If a photo subject/project participant does not want their photo taken (or to appear in a video), please ensure their wishes are supported. A parent or guardian is required to sign the consent form on behalf of children/teens under 18.
  - Signed consent forms AND images (photo or video) should be submitted to the AMA *preferably at the same time* as you submit your Final Report (Section 5 of this document). If you have several forms and cannot scan/email them, please contact Vanda Killeen, AMA Public Affairs\* to make alternative arrangements. (If the images and the Final Report are larger files, you may need to send in separate emails.)

Please do not *insert* photos into your Final Report document. You can refer to them (with number, letter, etc.) but in order to be included with your project profile story, they need to be attached to your email, as individual files.

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

**Questions?** Contact Vanda Killeen, Senior Communications Consultant, AMA Public Affairs, at [vanda.killeen@albertadoctors.org](mailto:vanda.killeen@albertadoctors.org) or at 780.482.0675.

## SECTION 3



### 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 photos, audio, video and written files (whether supplied/provided to the AMA or taken/produced/drafted by the AMA or its representative) of me or by me (and/or my minor child/children) for all purposes relating strictly to AMA business, including display 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, video or written files.

#### Withdrawing consent

I understand that, at any time, I may request my consent be withdrawn immediately by contacting the AMA representative(s), below. I also understand that due to the complexities of information technology, it may be impossible to ensure that my photo, audio, video or written files are permanently removed in their entirety from internet sources.

#### Primary AMA contact [to be completed by responsible AMA staff member]

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

#### Secondary AMA contact [to be completed by responsible AMA staff member]

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

#### 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 (including identifying you by name) by way of photo, video, audio or written files 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 (required):	

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

## SECTION 4

### TIPS for successful promotion & representation of ELiHP projects

#### **Congratulations on receiving an Emerging Leaders in Health Promotion grant!**

Many ELiHP projects include promotional products and activities, such as social media, websites, printed products (e.g. brochures, posters, t-shirts), written and verbal presentations, media announcements, etc.

As stated in Section 1 (page 2) of this *Promotion & Representation of your ELiHP Project Guide*, the Grant Agreement requires any promotion or representation of ELiHP projects to include acknowledgement and/or representation (via logos) of the ELiHP grant program sponsors: the **Alberta Medical Association and MD Financial Management / Scotiabank Healthcare+**. (See *Acknowledging grant sponsors*, below.)

#### **Logos**

The Alberta Medical Association and MD Financial Management / Scotiabank Healthcare+ logos are obtained by contacting **Vanda Killeen, Senior Communications Consultant**, AMA Public Affairs, at [vanda.killeen@albertadoctors.org](mailto:vanda.killeen@albertadoctors.org) or 780-482-0675. (**Note:** In your logo request, identify the medium(s) you require the logos for, e.g. on a website, in a PowerPoint, on a poster, brochure, sign, t-shirt, etc. This helps us provide the logo to you in the most appropriate format (e.g. jpg, tiff, eps).

#### **IMPORTANT! Step Number ONE - Whitelist AMA domain/emails**

To facilitate a smooth and unimpeded (i.e. no blockage of emails by firewalls) flow of emails between you and AMA staff, **please “whitelist” the AMA domain (@albertadoctors.org) and/or AMA email addresses**, e.g. [vanda.killeen@albertadoctors.org](mailto:vanda.killeen@albertadoctors.org); [jodi-ann.sadler@albertadoctors.org](mailto:jodi-ann.sadler@albertadoctors.org).

- How to whitelist in **Outlook.com** (updated for 2021): <https://www.whitelist.guide/outlook/>
  
- How to whitelist in **Office 365**:
  1. Open the **Exchange Admin Center**;
  2. Click on **Protection**;
  3. Click on **Spam Filter**;
  4. Double click on **Default**.
  5. Click on **Allow Lists**;
  6. Under **Allow Lists**, click the + to **add** a new email **address**;
  7. In the window that pops up, **add** the **address** you'd like to let through; and
  8. Click **Save**.
  
- How to whitelist in **Gmail** (updated for 2021): <https://www.whitelist.guide/gmail/>
  
- How to whitelist in **Yahoo Mail** (updated for 2020): <https://www.whitelist.guide/yahoo/>

**Working with media? Begin by calling AMA Public Affairs**

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If you plan to contact or are contacted by media, please get in touch with AMA Public Affairs ([vanda.killeen@albertadoctors.org](mailto:vanda.killeen@albertadoctors.org)). We can then assist you by:

- Reviewing and/or helping you prepare key messages;
- Providing you with a news release template;
- Advising you on media distribution (and providing you with a list); and
- Advising you on the logistics of planning and hosting a news conference.

### **Considerations when promoting your project with media**

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- Ensure that phone numbers, emails, etc. noted in your news release or social media announcement are correct and that the project contacts provided are readily available to speak with the media.
- Besides yourself, you may identify project participants (or leaders) who could speak well of the project and who you would like to forward the media to. Prior to doing this, make sure it's okay with the (potential) spokesperson, confirm their availability and ensure that they are aware of the project's key messages. If you do line up a project spokesperson with a media rep, let them know asap that the media may be contacting them.
- If the media wishes to get photos or video of your project or project activities, discuss the media's attendance beforehand with the project participants and leaders and **obtain signed *AMA Consent for Disclosure of Personal Information forms*\*** from everyone who agrees to it. **NOTE:** You will need to either advise anyone who did not sign a form to remain off-camera and/or advise the media of the person/people who do not want their image to be captured in any photos or video.

### **Acknowledging grant sponsors**

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Take every opportunity to acknowledge – in promotional and project materials, when speaking to the media, in presentations, etc. – Alberta Medical Association and MD Financial Management / Scotiabank Healthcare+ sponsorship. This exposure increases the profile of the grant and sponsors.

- For example, you can begin an interview or conversation with the media (and others) by saying, “With support from the Alberta Medical Association and MD Financial Management / Scotiabank Healthcare+, this Emerging Leaders in Health Promotion project seeks to raise awareness about ...”
- To avoid confusion with other organizations with similar abbreviations (e.g. the Alberta Motor Association), please state both sponsor organization's names in FULL.

### **\*Photos and Consent for Disclosure of Personal Information form**

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- “A picture is worth a thousand words!” Taking photos or video of your project and participants is a valuable record for you, and it's also a real benefit to your *project profile* (page 3 of this Guide).
- The photo/video consent form is in Section 3 (page 7) of this Guide.
- The AMA requires signed consent forms for every identifiable person in any project photos or video that you submit as part of your Final Report (page 3).

**Questions?** Contact Vanda Killeen, Senior Communications Consultant, AMA Public Affairs, at [vanda.killeen@albertadoctors.org](mailto:vanda.killeen@albertadoctors.org) or at 780.482.0675.

SECTION 5

***EMERGING LEADERS IN HEALTH PROMOTION  
GRANT PROGRAM  
2021/22***

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

sponsored by

**The Alberta Medical Association & MD Financial Management /  
Scotiabank Healthcare+**



**Scotiabank.**  
Healthcare+



**“Emerging Leaders in Health Promotion” grant program**  
*[insert Project’s title]*  
**[insert date this final report is written]**

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**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 provide a 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.