



Health Observances Communication Campaign

Summary of Challenge

The pandemic brought into sharp focus how misinformation can threaten health. Patients trust their doctor more than others to tell the truth about health issues and know how best to protect the health of the public¹. However, battling misinformation has become daunting for physicians, and can lead to burnout and harm physician-patient relationships.

Addressing Needs

A recommendation from a family physician proves highly influential in patients' decision-making. However, addressing misinformation with patients—in person or online—is largely absent from medical education, leaving physicians to rely on their own strategies. By providing campaign resources and educational materials, the AAFP seeks to empower family physicians to lend their voices to public health issues through national and local initiatives.

Each year, the AAFP recognizes several population- and health-related observances to promote the role of family physicians in the health of their communities, as well as to celebrate family physicians, and to strengthen and equip them with resources. The AAFP positions family physicians as trusted messengers of health information through resources such as earned media, social media activations, development of media resource hubs, toolkits for chapters, social media toolkits for member influencers, and partnerships with other organizations.

Partnership Opportunities

Each of the three health observances listed comes with two partnership opportunities—a baseline level of partnership, which is the activity the AAFP plans to do on an annual basis, and expansion activities, which provide additional reach and impact during the designated month.

Each opportunity has potential for a partner to work with the AAFP to help determine topical focus areas and geographic targeting.

Opportunity 1: National Immunization Awareness Month

Promote routine vaccination, debunk vaccine misinformation and encourage reliance on family physicians as trusted messengers for vaccine information. Past collaboration includes #VaxChat with HHS Secretary Xavier Becerra, the Children's Hospital Association and other organizations.

Baseline Activity

- Media Relations, including a joint op-ed with another medical society, earned media coverage, pre-recorded interviews, and updated Immunization Media Resource Hub.
- Social Media, including organic social media and a live event.
- Family Physician Outreach, including stories, blogs, emails, and resources.
- Chapter Engagement, including toolkits.

Estimated Cost: \$60,000

Expansion Activities

- Satellite Media Tour
- Virtual Live or Recorded Events
- Digital Campaign, which may include paid social media, YouTube content, and podcast episode(s).
- FamilyDoctor.org Patient Information
- Sponsored Content in key outlets. Past activity allowed the AAFP to target millennial moms with messages about routine vaccination in school-age children.

Estimated Cost: \$117,500

Opportunity 2: Mental Health Awareness Month

Raise awareness about mental health and wellness, and the role family physicians play in meeting patients' mental health needs.

Baseline Activity

- Media Relations, including earned media coverage, pre-recorded interviews, and updated Mental Health Media Resource Hub.
- Social Media, including organic social media.
- Family Physician Outreach, including stories, blogs, emails, and resources.
- Chapter Engagement, including toolkits.

Estimated cost: \$43,000

Expansion Activities

- Digital Campaign, which may include paid social media, YouTube content, and podcast episode(s).
- FamilyDoctor.org Patient Information
- Sponsored Content in key outlets.

Estimated Cost: \$63,500

Opportunity 3: National Minority Health Month

The AAFP has worked with the Office of Minority Health for more than 15 years on clinical recommendations and practice ideas that can help family physicians improve care for minority patients and underserved communities. Activities include a special focus on Black Maternal Health Week, and collaboration with the Black Mamas Matter Alliance and the Student National Medical Association.

Baseline Activity

- Media Relations, including an op-ed promoting health equity and access, earned media coverage, pre-recorded interviews, and updated Media Resource Hub.
- Social Media, including organic social media and a live event.
- Family Physician Outreach, including stories, blogs, emails, and resources.
- Chapter Engagement, including toolkits.

Estimated Cost: \$64,000

Expansion Activities

- Satellite Media Tour
- Virtual Live or Recorded Events, which may include Instagram Live, *Inside Family Medicine* podcast episode, or webinar.
- Media Resource Hub focused on maternal health and reducing maternal mortality and morbidity.
- Digital Campaign, which may include paid social media, YouTube content, and influencer outreach.
- FamilyDoctor.org Content, including patient education and a maternal health hub.
- Sponsored Content in key outlets.

Estimated Cost: 154,500

Sources:

1. 2022 Edelman Trust Barometer. <https://www.edelman.com/trust/2022-trust-barometer>

Activities and cost are estimates. Please reach out to your AAFP Strategic Engagements Manager for more detailed information.