



CFMS
Canadian Federation
of Medical Students

FEMC
Fédération des étudiants et des
étudiantes en médecine du Canada

Medical students to celebrate National Seniors Day with #Snap4Seniors and #SnapPourAînés

October 1, 2018 - FOR IMMEDIATE RELEASE

The CFMS National Seniors Strategy Task Force is excited to deliver a social media campaign with the intention of bringing additional awareness to seniors care in Canada through, education, advocacy, and knowledge translation.

Today, October 1st, 2018, is National Seniors Day! It is a day to celebrate and highlight older adults across Canada, acknowledging their lifelong contributions to their families, communities, and society. From Monday, October 1st to Friday, October 5th, the CFMS will be celebrating National Seniors Day and the week with various themes to highlight seniors care in Canada. The following themes for each day will help guide the day in reflections/posts/photos/videos shared on social media:

1. Healthy Aging
2. Choice in Care Settings
3. Advance Care Directives
4. Medical Education and Palliative Care
5. Community Health
- 6.

We encourage CFMS members to submit posts for this social media campaign. The posts can be on any of our social media platforms (Twitter, Facebook, and Instagram) and they can be anything from sharing a photo with a caption or a video outlining your knowledge of seniors care, what you learned from a patient/preceptor, or a special moment with an older loved one, or why you think seniors care and improved seniors care matters for Canadians.

We are using the hashtag "#Snap4Seniors" and "#SnapPourAînés" to help build momentum and identify posts so that the CFMS can help amplify the message. We hope many medical students across the nation will participate and encourage their families, friends, colleagues, professors, and preceptors to do so as well!

Please contact Taylor Woo and Shanza Hashmi, co-leads of the CFMS National Seniors Strategy Task Force at NationalSeniorsTF@gmail.com for more information!

Quotations from the CFMS Board of Directors:

"As medical students progress through their training and education, we are learning and practicing to become compassionate and competent physicians to provide care for our seniors and older adults in various healthcare settings. We wholeheartedly recognize the importance of ensuring that medical education and training reflects the realities and needs of seniors, and that

appropriate and sufficient healthcare resources are made available for the benefit of all seniors in Canada.” - Yipeng Ge, CFMS Director Government Affairs

About the CFMS

Founded in 1977 by Canadian medical students, today 41 years later the Canadian Federation of Medical Students (CFMS) represents over 8,400 medical students at 15 medical schools across Canada. Under our 2017-2022 Strategic Operations & Human Resources Plan, the CFMS represents medical students to the public, the federal government, and national and international medical organizations. As the national voice of Canadian medical students, the CFMS are tomorrow's physicians leading for health today with the aim to connect, support, and represent its membership as they learn to serve patients and society.

www.cfms.org

Follow us on Twitter, Facebook and Instagram: @CFMSFEMC

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NATIONAL SENIORS WEEK

MONDAY

healthy aging

TUESDAY

choice in care
settings

WEDNESDAY

advanced care
directives

THURSDAY

medical education
palliative care

FRIDAY

community health

Send in
your
videos,
photos,
posts to
National
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STRATEGY TASK FORCE

OCTOBER 1-5TH
#SNAP4SENIORS