



2021 AMA Alliance Awards Ceremony



Connecting Physician Families for Healthier Communities

2021 Health Awareness Promotion Awards



Connecting Physician Families for Healthier Communities

HAP Community Service

Green County Medical
Society Alliance (MO)

‘Thank You for Making Difference’



Connecting Physician Families for Healthier Communities

“Making the Difference” Greene County Medical Society Alliance Springfield, MO

Greene County Alliance was founded in 1924 and has been a recognized community leader, actively involved in connecting physician families and improving the health and quality of life for our citizens. We have developed our own initiatives and supported those of the Missouri State Medical Association Alliance and the American Medical Association Alliance.

Like so many others, 2020 forced GCMSA to say good-bye to our engaging freedoms as we moved into a state of civil emergency, shutting down our community. Our county & city leaders mandated ordinances that prohibited public gatherings which meant our physician couple & physician family events were canceled and our visions of engaging, helping, and educating our community came to a halt.

The AMA Alliance promoted early in the pandemic, several suggestions to help state & county alliances who were unable to provide for their communities, to consider projects that would still accomplish missions to connect, educate and advocate for our communities. GCMSA took to heart the AMAA’s suggestions.

After much discussion, we decided on the use of a billboard to “thank” our essential workers. We did our research online looking for areas with high volume road traffic. Then we took to the roads searching for easily visible billboards along those roads that had quality graphics, noting the names of companies that owned those billboards. It was during this time we made the decision to concentrate on the major roads that led to our hospitals, focusing on our essential and healthcare workers. With our attention more focused on a select area, we researched the companies online, filled out their forms and made phone calls until we settled on one company that best fit our needs.


Pioneer Outdoor Sign Company was very accommodating. We were able to produce a high-resolution digital sign that captured the attention of our targeted group, with the additional bonus of educating our community and guests. We thanked our essential workers and healthcare providers, advocated for our community to follow the emergency ordinances, and educated them to MASK UP, Wash hands, and to be socially distant.

Jana Wolfe



Connecting Physician Families for Healthier Communities

THANK YOU FOR MAKING A DIFFERENCE!



The Alliance Thanks You!

If your Alliance is unable to do a project in your community at this time, take the time to thank your community for all they did to help healthcare workers during the pandemic. Ideas include taking out an ad in your local paper, newsletter, or social media outlets that reach your community. For bigger Alliances, taking out a billboard would be huge!

Thank them for:

- *Supplying meals to hospitals and fire stations
- *Making homemade masks for hospitals
- *7 pm cheers for frontline responders
- *Wearing masks in public
- *Social distancing
- *Rescheduling appointments
- *Putting off procedures and elective surgery
- *Ongoing support of healthcare workers



Our county alliance researched ways to thank our healthcare & essential workers and our community for following the ordinances put in place by our county leaders during the terrible time of the COVID-19 pandemic. Wanting to reach a large audience, we decided on the AMAA's suggestion for a billboard. We achieved our goal; thanking our healthcare & essential workers with the bonus of educating our community to MASK UP| WASH HANDS| REMAIN SOCIALLY DISTANT.



To the Essential Workers and Our Community,
We Thank You for Making the Difference

Thank you!



MASK UP | WASH HANDS | REMAIN SOCIALLY DISTANT

- ❖ Research
- ❖ Discovery
- ❖ High traffic volume
- ❖ Visibility
- ❖ Quality
- ❖ Cost

- ❖ Best options
- ❖ Availability
- ❖ Digital/classic/vinyl/painted/poster
- ❖ Size
- ❖ Target audience

- ❖ Connecting
- ❖ Advocating
- ❖ Educating

HAP Fundraising

Louisiana State Medical
Society Alliance

‘Alliance Toys for Tots’

AMA Alliance Annual Meeting – HAP–Fundraising Award: “Alliance Toys-for-Tots”

I am very excited to represent the Louisiana State Medical Society Alliance and our local Alliances.

Capital Area – Becky Davis, Avoyelles – Rose Kuplesky, Orleans – Gail Hester, and Shreveport – Cindy Leopard.

The title of our project is “Alliance Toys for Tots”.

This project was a collaborative effort with the state Alliance, local Alliances, and the Medical Society to fundraise for a substantial statewide donation. Even with Covid pandemic restrictions, we were able to mobilize Alliance members to participate. I thank them.

This past year the pandemic restrictions caused many residents to be out of work with no income and no money. Later, five very strong and destructive hurricanes made landfall on Louisiana shores destroying homes, businesses, and much in their paths. Needless to say, Louisiana was in a state of emergency and to catastrophic proportions and with many residents and families needing assistance.

The objective of this project was to provide the lower income or needy families with gifts of children’s toys and for them to hopefully have less stress during the holidays. Also, the family would then have money for necessities.

State Alliance members contributed \$5,000 and the State Medical Society Foundation raised \$6,820 in donations from their members.

The impact on the Alliance and medical community was extraordinary in assisting and “giving back” to our communities and especially to residents and families in need.

Advice to others who may be planning this type of fundraiser.

- Make this fundraiser a “family of medicine affair” by collaborating with your state medical association.
- Begin circulating project information when local Alliances are planning their new Alliance year. Suggest local Alliances to have donation information available at their regular meetings.

Emma Borders



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Louisiana State Medical Society Alliance “Toys for Tots” Fundraiser 2020



The LSMS Foundation and LSMS Alliance are a 501(c)(3) tax-exempt organization and contributions will be eligible for tax deductions.



Marci & Will Freeman

**Louisiana State Medical
Society Alliance President &
Louisiana State Medical
Society President-elect**

**present a \$5,000 donation
check to “Toys for Tots!!!”**

2021 Social Media Awards



Connecting Physician Families for Healthier Communities

Social Media Community Outreach

*Washington-Unicoi
Johnson County Medical Alliance
(TN)*

***‘A New Approach to Community
Education and Outreach’***



Connecting Physician Families for Healthier Communities

“Health Influencers” - A New Approach to Community Education and Outreach

Washington-Unicoi-Johnson County Medical Alliance, Johnson City, Tennessee

The primary goal of our alliance “Health Influencers” project was to provide accurate, timely and scientifically-based COVID-19 information on a daily basis to our growing Facebook community. County Alliance members Katrena Floyd, MD, social media chair and Stacey McKenzie, MD, president, are both well-respected medical doctors in our community. They researched, reviewed and compiled daily reports of scientific data and forecasts regarding COVID-19. Recognizing the severity and impact of the coronavirus and the rampant misinformation circulating, they began posting information in February 2020. Their posts were educational and insightful, synthesizing a wide range of medical and scientific data in a digestible, informative manner and at times cautionary.

Dr. Floyd and Dr. McKenzie posted information which often incorporated publicly available sources and briefings. For example, they studied data from the Tennessee Department of Health and briefings from the regional hospital system, the Governor, and the White House Coronavirus Task Force. We were endorsed by the Vice President for Infection Control of the region's hospital system who instructed her followers to follow us for updates when time



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constraints made her unable to post. We also increased the visibility of scientific posts from the East Tennessee State University Geoinformatics page and videos from the ETSU Dean of the School of Public Health. What began as an earnest quest for knowledge and a generous sharing of this knowledge is now viewed as a reliable and respected source for information and is poised to provide a role in future medical and educational issues. The Facebook audience first began with a small cohort from East Tennessee and Southwest Virginia when the incidence of COVID-19 was relatively low. Our average 28-day post reach prior to the pandemic was under 200. Some people in our community viewed the gravity of the coronavirus with skepticism, even parts of our medical community. Not every physician in this region supported mask-wearing, social distancing and common-sense precautions. We felt the critical need to provide accurate and data-driven analysis to grow and support scientific knowledge in the community as a whole. We were the first in our region to report that our hospital's COVID-19 unit was full. That post went viral and our page was designated a high-performing page. Since March 1, 2020, our posts have been seen by 357,300 people. Our Facebook Page Reach increased over 13,000% from pre-pandemic levels. Our Facebook platform was also able to fill a void in our community because our local health departments were not allowed by our state leadership to have a social media presence, and our county health department was without a director.

The project increased our following among physicians and health care workers and our visibility in the community. We provided frontline providers a platform to share both publicly and privately what they wished the public understood about their jobs. This boosted morale while refuting the regionally common myth that COVID-19 wasn't real. It then became a resource to help people navigate the confusing process required to obtain vaccination appointments. Various vaccine sites would also inform us when vaccine was available and we would convey that to our followers. In addition, we connected volunteers to staff vaccination clinics and shared photos of our diligent Alliance members.

This project has an important link to the AMAA mission in providing resources to physician families and being a community leader in health education. The approach and successes of this project can be modeled as a new avenue to communicate health and legislative initiatives that the AMAA strives to deliver. We believe that the gradual growth of followers on our Facebook page relied on consistently accurate and scientifically sound information that is not easily decipherable in the public news and media sources. Our Alliance was delicately poised to balance the views of the local hospital system, physicians, news media, the academic and the broader community to distill and deliver a more coherent message.

Amber Koonce

Follow us on Facebook at www.facebook.com/WUJMedicalAlliance



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Dr. Stacey McKenzie
2019-2020

Facebook Approaches and Goals:

- To refute misinformation
- To provide accurate regional data
- To inform people about appropriate agencies for testing, treatment, and vaccines
- To be a safe place for healthcare workers to feel supported
- To enlist support to contact elected officials when intervention was needed
- To promote vaccination efforts through vaccine enthusiasm and volunteering at mass vaccination centers

“Health Influencers” New Avenues for COVID-19 Health Education

2021 AMA Alliance
Social Media - Community Outreach

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Washington-Unicoi-Johnson County  
**Medical Alliance**



Dr. Katrena Floyd  
Social Media Chair

## Keys to Success:

- Moderated the comments section and challenged posts that were misinformed rather than delete them
- Responded quickly to messages and comments
- Tagged other community sites to increase visibility of both our page and theirs
- Used emojis or attached photos and graphs to spark a visual interest
- Used the hashtags #showusthedata #refutemisininformation and #datashenanigans when posting updates

## Impact:

- Gained 7 new local Alliance members
- Increased our visibility in the community
- Raised awareness and funds for other projects such as our local Ronald McDonald House
- Page followers increased to 3,786
- Our posts have reached 357,300 people since we began sharing pandemic information



[www.Facebook.com/WUJMedicalAlliance](https://www.Facebook.com/WUJMedicalAlliance)

# Social Media Member Engagement

*Cleveland-McClain Count Medical Alliance  
(OK)*

***‘Restock the Diaper Pantry’***



# ReStork the Baby Pantry

Cleveland/McClain County Medical Alliance



We learned about Diaper Needs Awareness Week from a local community partner on September 16, 2020. Since we were not meeting in person we turned to Social Media to promote and engage our members. We were able to raise \$3,000 for the pantry and connect with our members online. The pandemic has made us all expert online shoppers so the idea of ordering products from an Amazon Wishlist or sending a donation via PayPal made this an easy no contact project. We presented our donation on October 2nd. Alliance member Marcy saw the need posted to Instagram. The idea was texted to members and Jayme Shelton set up the Facebook event. He used Canva to create free graphics. We saw a need, used the tools at our fingertips, and helped some babies! Jayme Shelton

## ReStork the Diaper Pantry

Diaper Need Awareness Week was September 21-27, 2020. We held a virtual Diaper Drive using an Amazon wish list so members could add diapers to their cart and ship directly to the Diaper Pantry.

In addition to shipped diapers our County Medical Society joined us and doubled our donation.

We collected \$3000 for this community partner who provides diapers and wipes to clients.



**Cleveland-McClain County  
Medical Alliance**  
• OKLAHOMA •



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