

Explore ideas, share experiences, take action.

Welcome to the CMA's
community engagement
platform.

Why Community Matters

As an advocacy organization with a vision of a *vibrant profession and a healthy population*, we believe in a few things.

We believe that helping physicians to address the health issues and causes they care about is essential.

We believe that advocating for a better health care system starts with bringing all voices to the table.

And we believe that we can achieve much more as a **community** of engaged stakeholders working toward common goals than any of us can on our own.

The CMA's focus on community is about all these things — bringing together groups of people with shared passions and interests related to health to explore ideas, share experiences, solve problems and take action.

Together, we have an opportunity to come together as physicians, stakeholders and patients to address the most pressing issues currently affecting the health care system, the profession and Canadians.

The CMA's community engagement platform is a virtual space for physicians and other stakeholders, including patients, to gather to address health issues they're passionate about. The platform hosts communities of interest, where participants can advance the topics they care about *and* meaningfully contribute to the CMA's policy and advocacy work.

How you can contribute to community

1. **Support communities led directly by physicians**

A community of interest may be launched by a group of physicians or stakeholders who are passionate about a topic, such as gender equity in medicine or substance use. Such a community could be a grassroots approach to a topic the CMA is addressing, or it could be an opportunity for physicians to take action on a topic the CMA isn't currently focused on. The CMA will seek to support these member-led communities with advice and resources to advance their community objectives. To support this initiative, the CMA launched a new grant program to support communities of interest led by physician members.

2. **Join a community led by the CMA on one of the association's priority advocacy issues (coming in 2019!)**

A community of interest may be launched by the CMA to ensure we receive ongoing input on and to build awareness of an issue the CMA has prioritized, such as physician health and wellness. The CMA will leverage these communities to gather member input, keep physicians informed, consult on policy and advocacy approaches, and mobilize physician advocates on a particular topic.

3. Provide feedback to the CMA

The CMA's community engagement platform also makes it easy for you to provide input directly to the CMA — to give feedback on a draft policy, to let us know what areas you think we should focus on and to share your experiences with the association and your peers.

How communities can make a difference

We believe that whether you're working locally, provincially/territorially or nationally, advocating for a better health care system starts with bringing all voices to the table.

At the national level, the CMA's role is to support members in delivering the best care to patients. Regardless of the issue at hand, we do that by collaborating with physicians and stakeholders as we all work toward achieving a meaningful outcome. We're focused on improving that collaboration through meaningful consultation and engagement, powered by a community engagement approach.

So how will communities and the work we do on our community engagement platform make a difference?

Provide feedback on policies

Our members and stakeholders are able to contribute directly to our policy consultations through this community engagement platform — to weigh in on the positions that will advance health care and influence change and to discuss these positions with others affected by them, in an open and transparent way.

Discuss what matters to you

This platform is also a space to hold generative discussions, gather feedback and share experiences to influence and inform the CMA's priorities and strategic direction. You are asked which issues and causes should form the basis of our advocacy work. You can participate in discussions about difficult issues. You can let us know what's working and how we can improve.

Influence through action

The best indicator of where the CMA should focus its work is our members. What matters to you matters to the profession. The communities you choose to launch and invest in will provide us with a strong signal of what we should integrate into the CMA's work. Communities of interest can submit and weigh in on member proposals on policy issues, present their work at the Health Summit, apply for grant funding to support their objectives, and participate in opportunities like regional member forums.

Community Guidelines

Participating in community

These rules of engagement are applicable to all communities on the platform. Communities of interest may have also adopted additional rules of engagement in support of their community objectives. Please familiarize yourself with all relevant rules of engagement before participating in a community and be prepared to play by the rules.

We believe that communities are key to realizing a vibrant profession and healthy population. Professionalism, integrity, compassion and community building are our values. Creating a safe space to share stories and experiences is of the utmost importance to us.

We encourage the following:

- **Honest and open dialogue:** This community platform is intended to be used for helpful exchange between participants. Please be yourself and be sincere in your interactions.
- **A supportive and collaborative spirit:** It's the responsibility of every participant to create a safe space to share stories and support one another.
- **Sticking to the topic at hand:** We're working hard to meet our objectives. Please keep the conversation on target or move it elsewhere.
- **Respectful discourse:** While we're all here for the same overall purpose, we come from different perspectives. Our objectives and approaches might be different. Be open to diverse perspectives and remain respectful when they differ from your own.

Participants can expect:

- a warm welcome;
- the opportunity to be an active participant in the community or communities that interest them;
- to benefit from collective wisdom and shared experiences and resources;
- open moderation (comments are live when posted and not reviewed beforehand); and
- that all members will play by the rules as determined by the members themselves.

We will not stand for:

- intimidation;
- comments that are discriminatory, hateful, defamatory, offensive or abusive, illegal, that violate privacy or confidentiality or that are of a commercial interest;
- sacrificing collegiality because of differing opinions; or
- sharing of another's personal information — including that of patients, providers and peers.

Should you come across a comment that does not follow the guidelines above, please click on the "report" link or email yourvoice@cma.ca.

As our community platform grows and evolves, so too will our rules of engagement. As a member of one or more communities on the platform, your ideas and insights will help shape the way forward.

Getting to know the community platform

How to register

The CMA's community engagement platform is accessible to CMA members (medical learners and physicians) and to non-members (including allied health providers, policy-makers, stakeholders, patients and the public).

All users of the platform must log in using a cma.ca login to participate in discussions and access communities. If you aren't currently registered to cma.ca, you can do so as a physician/medical learner or as a non-physician. If you're a physician or medical learner, you'll be asked to provide your CMA ID. If you don't know your CMA ID, please contact the Member Service Centre at 888-855-2555 (toll-free) or at memberservicecentre@cma.ca.

To register:

- 1) Go to community.cma.ca
- 2) Click on "Join or log in"
- 3) Enter your cma.ca login information. If you don't have an account, select "Don't have an account" for instructions on how to create one.

Once you've logged in, you'll return to the community engagement platform to explore and engage!

Getting started

First, complete your profile. We encourage you to include a photograph and share your background and interests. This will allow community members to get to know one another and connect over shared passions.

Second, review the community playbook and rules of engagement.

Third, browse the community of interest overviews to see if there's a community of interest on a topic you're passionate about.

If you wish to join a community of interest, click on "Communities of Interest" at the top left of the navigation bar, then "click to join" to request membership for participation. Once your request has been reviewed, you'll receive an email notification including a link to the community of interest. Please note that these communities of interest (and all related information) are only available in the community leaders' preferred language.

Components of community

Currently, the CMA's community platform includes several ways for you to get involved:

Blog: Community managers will use blogs for commentary on a specific topic or area of expertise. Participants can comment and provide feedback on the content.

Forum: A forum is a discussion and/or question-and-answer area with threads that contain posts that are replies, suggested answers or verified answers. Community managers and participants can start discussion threads, post questions and suggest answers. In addition to the discussion threads, platform users have the ability to provide quantitative and qualitative feedback on policies and proposals confidentially to the CMA via a feedback form.

Resources: Communities will include collections of files available for download and commenting, including articles, images and videos. Community managers and participants can start discussion threads, post questions and suggest answers.

Registration and permissions

Terms and conditions and privacy

The platform is subject to cma.ca's [Terms and Conditions](#) and [Privacy](#) policy.

Permissions

Some areas of the platform are accessible only to CMA members (such as the CMA Member Community); these are places where we'll gather feedback and input from our members on our areas of focus and strategic direction.

Communities of interest will have different participants depending on the topic they're addressing — some may be open for anyone to participate, while membership in others may be by invitation. Each community of interest will clearly state which types of users are participating in the community so you will know who you're interacting with.