

# DEAN ENGAGEMENT

(12/10/2020-05/10/2021)

## Twitter



Increased  
Twitter  
followers  
to 2091

**183.3K**  
Tweet Impressions

## Monthly Impressions Breakdown

April: 77.7K      February: 45.9K  
March: 65.9K      January: 42.4K

## Northern Routes Blog



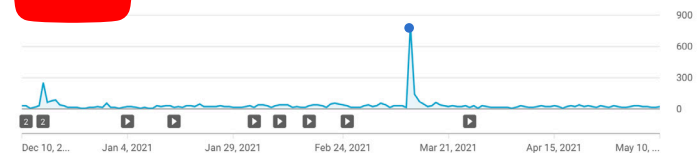
**4,118**  
Subscribers

**Open Rate**  
**41.05%**

vs. 23.4% Industry  
Average



## YouTube



● NOSM 2021 Admissions Interview Video      780

**5,109**  
Views

**250.5**  
Watch Time  
(Hours)

**54K**  
Impressions

## @thenosm followers

Twitter **↑10%**  
**3,335**

Facebook **↑1%**  
**6,451**

LinkedIn **↑13%**  
**2,717**

Instagram **↑12%**  
**2,060**

YouTube **↑11%**  
**238** subscribers

## Notable Meetings and Presentations: 31

- CUGH Satellite Session - Bias, Discrimination and Racism in Health workforce, Education Healthcare and Global Health
- Dean's Lecture Series- Racism in Medicine
- AAHCI Cross-Regional International Collaboration Initiative: Roundtable
- AOHT Community Roundtable - Citizen Reference Panel
- Community Projects - ORNGE Vaccination Delivery
- Anti-Indigenous racism in Canada's health care systems - Federal Roundtable
- Annual presentation to HSN Board of Directors Meeting
- Rotary Club - SSM-and Port Arthur
- Nishnawbe Aski Nation (NAN)- virtual signing ceremony for new relationship agreement
- Remembering Braden Peters event
- Presentation to Timmins Hospital Leadership
- AAHC - GIF 2021: Panel: Leadership Development at Academic Health Centers: Cultivating Innovation, Community, Diversity, and Belonging
- Presentation at Emergency Special Chiefs Assembly - Anishinabek Nation
- Welcome Address - Awards Ceremony Northern Constellations
- 2 Whole School Webinar held
- 3 AFMC
- 3 COFM
- 10 Weekly meetings with SDPH- COVID-19 Vaccine Primary Care Committee
- 5 Weekly meetings with ORNGE for Fly in community vaccination project
- 2 HSNRI Board meetings
- 3 TBRHSC Board meetings
- 2 TBRHSC Audit committee meetings
- 2 meetings with TBRHSC CEO
- 2 meetings with HSN CEO
- 3 AFMC - International Social Accountability and Accreditation Think Tank (ISAATT)
- Met with TB Ambassaros - HHR recruitment
- Met with Red Lake Mayor - HHR recruitment
- IRG Meeting
- IPAC Indigenous Medical School Graduate Celebration
- Met with Isadore Day - Indigenous Learners recruitment
- Met with NAN Grand Chief Alvin Fiddler, Ogichidaa Kavanaugh, Chief Peter Collins

## Donations Raised to Date

FY = 2020/21 = **\$3,112,750**

FY = 2019/20 = **\$732,512**

## Pipeline (as of April 30)

Solicitation (asks already made) = **\$1,458,500**

Cultivation (building relationships to make an ask) = **\$14,332,500**

## Alumni Initiatives:

- January 14 Alumni eNewsletter (Winter) deployed 42% open rate
- February 10 NOSM Ask Alumni Night attendance was 44 Year 1 and 2 learners
- Communication and updates: Average open rate of 51%

**Ontario to make two new universities following Laurentian's financial troubles**

JOE FRIESEN • POSTSECONDARY EDUCATION REPORTER  
PUBLISHED APRIL 15, 2021

116 COMMENTS | SHARE | TEXT SIZE | BOOKMARK

**Head of northern med school says it 'doesn't belong to any institution,' welcomes move to make it independent**

Darren MacDonald

Chelsea Pagnieu CTV Northern Ontario Senior Digital Content Specialist  
@ChelseaPagnieu | Contact

Published Tuesday, April 20, 2021 2:48PM EDT

Med school president backs independence plan  
The dean of the Northern Ontario School of Medicine is backing a plan to make the school a standalone institution, Ian Campbell reports.

Return of in-person classes to Laurentian in fall  
Sudbury's Laurentian University says it is planning to return to in-person classes on campus in the fall with some online options.

University of Sudbury encouraged by judge's remark  
University of Sudbury is encouraged in its plan to become a French-language school following a superior court judge's remarks.

**In face of vaccine hesitancy, COVID efforts must be 'culturally competent' and 'patient centred,' Ontario's doctors say**

By Theresa Reilly Staff Reporter  
Wed, Jan 20, 2021 | 11:19 AM

**OMA Tries To Dispel Vaccine Fallacies**

Dryden, ON, Canada / CKDR  
Vic Krasowski  
Jan 20, 2021 | 2:55 PM

The Ontario Medical Association does not like the false information being spread on the Internet about the COVID vaccine.

Some of the misinformation the OMA is concerned over are conspiracy theories and distrust of government.

They say younger people tend to have strong doubts about the vaccine on social media, emphasizing they believe it is dangerous, "untested" and "largely experimental," while those in the 45-65 age group want more information from the government about the vaccine rollout.

Satira Verma-Zoom screengrab

**Opinion: Health care in northern communities remains in crisis**

NOSM doesn't belong to any institution, it belongs to the people of northern Ontario

Apr 20, 2021 2:30 PM By: Dr. Sarita Verma

Dr. Sarita Verma. (Michael Charlebois, tbnewswatch)

"Since our founding, the Northern Ontario School of Medicine has been a point of pride for northern communities. The Government of Ontario's announcement of their plans to make NOSM an independent institution is the next step on our mission to strengthen health care and education across the north.

Despite the work NOSM has already done to educate the best doctors in the world, right here in northern Ontario, health care in northern communities remains in crisis: access to physicians is limited and inequality is worsening in Indigenous, Francophone, and rural and remote communities.

At NOSM, we are committed to fixing this.

NOSM doesn't belong to any institution, it belongs to the people of northern Ontario. By making this step toward maturity, we will be able to strengthen our ties to both Sudbury and Thunder Bay while extending our reach into every corner of the north.

**NOSM and Algoma U examine addictions research partnerships**

As the Ontario government looks to create an independent Northern Ontario School of Medicine, Algoma U examines mental health and addiction research partnership opportunities.

Elaine Della-Mattia  
Apr 30, 2021 • April 30, 2021 • 3 minute read • Join the conversation

Algoma University campus in May 2018. BRIAN KELLY SunMedia

**Northern medical school reacts to pandemic with community advocacy projects**

Students get medical school credit for providing assistance in small towns

Feb 26, 2021 10:00 AM By: Sudbury.com Staff

Northern Ontario School of Medicine's Sudbury campus. (File)

The COVID-19 pandemic is giving Northern medical students a new sense of purpose for positive change in Northern communities.

**Northern Ontario School of Medicine independence not an issue if region's needs met, former dean says**

Province tabled controversial bill that would make NOSM a standalone, degree-granting university

Logan Turner • CBC News • Posted: Apr 27, 2021 7:00 AM ET | Last Updated: April 27

The Northern Ontario School of Medicine, which opened in 2005, was created with the mandate to address the critical health-care needs of northern Ontario. (Northern Ontario School of Medicine)

The founding dean of the Northern Ontario School of Medicine (NOSM) says a provincial bill, aimed at making the school an independent institution, shouldn't be an issue as long as NOSM continues to address the health needs of the region.

**Better supply of vaccines needed to get Sault economy rolling, Romano says**

Non-essential international travel must be cut; bigger, faster vaccine rollout crucial, MPP states

Apr 29, 2021 4:33 PM By: Darren Taylor

Sault MPP Ross Romano, Nov. 15, 2019. Darren Taylor/SooToday

There were several 'good news, bad news' points raised in a Sault Ste. Marie Chamber of Commerce virtual fireside chat with Sault MPP Ross Romano Thursday.

CBC MENU

COVID-19 Local updates Watch live COVID-19 tracker Vaccine tracker

NEWS Top Stories Local The National Opinion World Canada Politics

Sudbury

### NOSM students launch app to help people obtain naloxone and train them to administer it

If we can save one life ... then I think that's where we'd rank our app as being a success

Saran MacMillan - CBC News - Posted: Mar 03, 2021 5:00 AM ET | Last Updated: March 3



Fourth-year NOSM students Jordan Law, left, Mackenzie Ludgate and Owen Montpellier worked together to create the Naloxone North app. (Submitted by Mackenzie Ludgate)

CBC MENU

COVID-19 Local updates Watch live COVID-19 tracker Vaccine tracker


NEWS Top Stories Local The National Opinion World Canada Politics

Sudbury

### NOSM dean 'inspired' by opportunity to help vaccinate remote First Nations

'When I got the call, I was extremely honoured and proud of my medical school'

CBC News - Posted: Jan 11, 2021 6:00 AM ET | Last Updated: January 11



Dr. Sarita Verma, NOSM dean, president and CEO, says students and faculty will be vaccinating people in about 30 First Nation communities. (Supplied/NOSM)

0 comments

Students and faculty from the Northern Ontario School of Medicine will be playing a big part in vaccinating northerners against COVID-19, starting in remote First Nations.

CBC MENU

COVID-19 Local updates Watch live COVID-19 tracker Vaccine tracker


NEWS Top Stories Local The National Opinion World Canada Politics

Sudbury

### Ministry of Health hails 'milestone' achievement of COVID-19 vaccine delivery in remote FN

Over 10,000 doses administered in remote First Nations in Ontario

CBC News - Posted: Mar 08, 2021 1:31 PM ET | Last Updated: March 8



A spokesperson with Ontario's Solicitor General says vaccines are transported to communities (along with teams and gear) using aircraft from Wasaya Airlines, Skyline Air Brno, Ontario Ministry of Natural Resources & Forestry, Air Creebec and Thunder Air. (Supplied by the Office of the Solicitor General)

sudbury.com

News Video Features Obituaries Classifieds Shop Homes Jobs Notices

Home > Local News

### NOSM students create app that makes it easier to access Naloxone kits

Naloxone is used to prevent overdose deaths among opioid addicts

Mar 2, 2021 6:00 PM By: Len Gillis, Local Journalism Initiative reporter



(File)

Some students at the Northern Ontario School of Medicine (NOSM) have created a smartphone app to improve access to Naloxone, the drug that is used to reverse the effects of an opioid overdose.

SAULT ONLINE 24 HOUR EMERGENCY SERVICES 705-949-9


COVID STORIES ONNTV THINGS TO DO ANNOUNCEMENTS BLOGS

Home > Health > Operation Remote Immunity continues in Ontario's Far North

### Operation Remote Immunity continues in Ontario's Far North

By Lynne Brown - February 18, 2021

Like 29



Click here for the 2021 Pow-Wow Guide

Anishinaabe Traditional Governance

# ANISHINABEK NEWS.ca

The voice of the Anishinabek Nation

HOME NEWS OPINION ARTS & CULTURE ANISHINABEK EDUCATION HEALTH JOB BOARD NOTICES ABOUT US

### Innovative app created by NOSM medical students aims to reduce opioid-related deaths

Print Friendly Contact the Editor

Posted on March 10, 2021 in Anishinabek, Health, News

THUNDER BAY—As the opioid death rate continues to rise in Northern Ontario, medical students at the Northern Ontario School of Medicine (NOSM) have created an innovative app that improves access to Naloxone, a drug used to counter the effects of opioid overdose.

Jordan Law, Mackenzie Ludgate and Owen Montpellier have developed the Naloxone North app, a free and confidential service that ships a Naloxone kit right to your door. The Naloxone North app includes educational information about the drug as well as a



Building a Health Care System Anishinabek for Anishinabek

Request a Health Transformation Community Engagement Session in your community.

CBC MENU

COVID-19 Local updates Watch live COVID-19 tracker Vaccine tracker

NEWS Top Stories Local The National Opinion World Canada

Sudbury

### \$1.2M personal donation to NOSM is largest in school's history, officials say

NOSM says donation to help tackle issues that create inequitable health care in the north

CBC News - Posted: Feb 02, 2021 12:27 PM ET | Last Updated: February 2

CBC MENU

COVID-19 Local updates Watch live COVID-19 tracker Vaccine tracker


NEWS Top Stories Local The National Opinion World Canada Politics

Thunder Bay - Audio

### Métis artist combines passion for medicine, beadwork in support of Grassy Narrows First Nation

Med student Jamie Thompson launched unique auction to help northwestern Ontario First Nation

Olivia Levesque - CBC News - Posted: Apr 17, 2021 7:00 AM ET | Last Updated: April 17



Most of the artwork by Métis artist and medical student Jamie Thompson consists of beaded depictions of anatomical organs such as the lungs, kidney and liver. She learned to make her designs through a workshop offered by the Métis Nation of Ontario. (Birchbeads/Instagram)

CBC MENU

COVID-19 Local updates Watch live COVID-19 tracker Vaccine tracker

NEWS Top Stories Local The National Opinion World Canada Politics

Sudbury

### Consent at heart of Ontario's vaccination plan for remote First Nations communities

Vaccine information being translated into Ojibway, Ojicree and Cree

John Chidley-Hill - The Canadian Press - Posted: Jan 21, 2021 8:45 AM ET | Last Updated: January 21



Eunice Fiddler, 85, was the first resident at the William A. George Extended Care Facility in Sioux Lookout to receive the Moderna COVID-19 vaccine. (Submitted by Sioux Lookout Meno'ya Win Health Centre)

ELLIOTLAKE TODAY.com


News Features Obituaries Classifieds Flyers Jobs Connect

HOME > LOCAL NEWS

### Former Northern Ontario physician makes largest ever private donation to Northern Ontario School of Medicine

Dr. Hugh Robertson donates \$1.2 million to help address shortage of doctors in the North


Feb 2, 2021 7:00 PM By: Sudbury.com Staff



Dr. Hugh Robertson, formerly of Cochrane, has made the largest ever private donation to the Northern Ontario School of Medicine. | Supplied

### Tweet activity

<b>NOSM   EMNO @thenosm</b> NOSM will help vaccinate remote First Nations in <b>#NorthernOntario</b> . "I can't tell you how inspired I feel for our school, our students. Everybody wants to be part of the solution," Dr. Sarita Verma, Dean, President & CEO, NOSM. <b>#NOSMVaccinerollout #COVID19</b> <a href="https://www.cbc.ca/news/canada/sudbury/northern-ontario-medical-school-covid-19-remote-first-nations-1.5866648">https://www.cbc.ca/news/canada/sudbury/northern-ontario-medical-school-covid-19-remote-first-nations-1.5866648</a> ...	Impressions 22,219 Total engagements 375 Detail expands 127 Likes 104 Link clicks 65 Retweets 37 Profile clicks 32 Replies 5 Hashtag clicks 5
--	---




### Post Details

NOSM | EMNO Northern Ontario School of Medicine—École de médecine du Nord de l'Ontario

April 28 · 🌐

ICYMI: Ever wonder what it's like to learn family medicine in Sioux Lookout? NOSM students share their experience in clinic, emergency, obstetrics, fracture clinic, day medicine, hospitalist, surgery, infectious disease and others. "It is amazing to see what possibilities there are for family medicine." #MedEd #SiouxLookoutBulletin  
<http://ow.ly/ntr150EeVUp>

SVAM: Vous êtes-vous déjà demandé en quoi consiste l'apprentissage de la médecine familiale à Sioux Lookout? Des étudiantes et étudiants de l'EMNO partagent leur expérience en clinique, à l'urgence, en obstétrique, en clinique de fracture, en médecine de jour, à l'hôpital, en chirurgie, en maladies infectieuses et d'autres. « C'est étonnant de voir les possibilités qu'il y a en médecine familiale. » #EdMed #SiouxLookoutBulletin  
<http://ow.ly/cX7850EeVUm>  
See Translation



#### Performance for Your Post

12,308 People Reached

343 Reactions, Comments & Shares

288 Like	245 On Post	43 On Shares
30 Love	24 On Post	6 On Shares
9 Comments	4 On Post	5 On Shares
18 Shares	18 On Post	0 On Shares

1,949 Post Clicks

682 Photo Views	88 Link Clicks	1,179 Other Clicks
-----------------	----------------	--------------------

#### NEGATIVE FEEDBACK

0 Hide Post  
0 Report as Spam  
0 Unlike Page

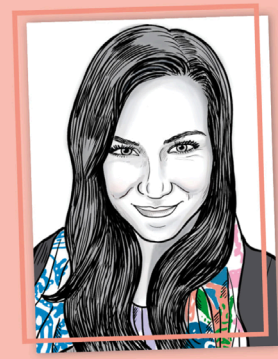
### Post Details

NOSM | EMNO Northern Ontario School of Medicine—École de médecine du Nord de l'Ontario

April 23 · 🌐

ICYMI: Dr. Susan Lane, Assistant Professor and Care of the Elderly Program Director for NOSM's residency program, created this video to empower learners and health-care professionals about improving outcomes for older adults in hospitals who wish to remain in their home. #MedEd  
<https://youtu.be/WHcBEUdm1I>

SVAM: Dre Susan Lane, professeure adjointe et directrice du Programme de soins aux personnes âgées du programme de résidence de l'EMNO, a créé cette vidéo pour aider la population étudiante et le personnel professionnel de la santé à améliorer les résultats pour les personnes âgées hospitalisées qui désirent rester chez elles. #EdMed  
<https://youtu.be/TuMyAVy81gw>  
See Translation



#### Performance for Your Post

6,975 People Reached

226 Reactions, Comments & Shares

175 Like	166 On Post	9 On Shares
16 Love	16 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
11 Comments	10 On Post	1 On Shares
25 Shares	25 On Post	0 On Shares

666 Post Clicks

76 Photo Views	115 Link Clicks	475 Other Clicks
----------------	-----------------	------------------

#### NEGATIVE FEEDBACK

0 Hide Post  
0 Report as Spam  
0 Unlike Page

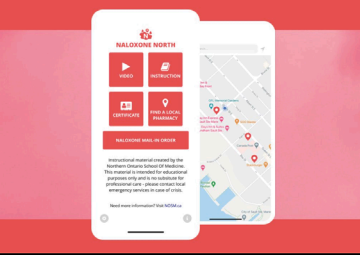
### Post Details

NOSM | EMNO Northern Ontario School of Medicine—École de médecine du Nord de l'Ontario

March 1 · 🌐

A lifesaving innovation! The sharp rise in opioid-related deaths in #NorthernOntario sparked NOSM medical students to create the app Naloxone North, improving access to #Naloxone through confidential online ordering, helping counter #overdose. #MedEd #ResearchMonth  
<https://www.nosm.ca/.../innovative-app-created-by-nosm-medic-/>

Une innovation salvatrice! L'augmentation marquée des décès liés aux opioïdes dans le #NordOntario a incité des étudiants en médecine de l'EMNO à créer l'application Naloxone North pour améliorer l'accès à la naloxone au moyen de la commande confidentielle en ligne, aidant ainsi à contrer les effets des #surdoses. #EdMed #MoisDeLaRecherche  
<https://www.nosm.ca/.../innovative-app-created-by-nosm-medic-/>  
See Translation



#### Performance for Your Post

12,500 People Reached

127 Reactions, Comments & Shares

84 Like	58 On Post	26 On Shares
11 Love	7 On Post	4 On Shares
1 Wow	0 On Post	1 On Shares
5 Comments	5 On Post	0 On Shares
26 Shares	26 On Post	0 On Shares

343 Post Clicks

12 Photo Views	69 Link Clicks	262 Other Clicks
----------------	----------------	------------------

#### NEGATIVE FEEDBACK

0 Hide Post  
0 Report as Spam  
1 Hide All Posts  
0 Unlike Page




### Post Details

NOSM | EMNO Northern Ontario School of Medicine—École de médecine du Nord de l'Ontario

April 28 · 🌐

ICYMI: Dr. Shawn Minor, NOSM alumnus, helps to end Atikokan's doctor shortage. #RuralMed #NOSMALumni  
<http://ow.ly/5g5u50EA2jL>

SVAM: Le Dr Shawn Minor, diplômé de l'EMNO, aide à mettre fin à la pénurie de médecins à Atikokan. #MedRurale #EMNOdiplômé  
<http://ow.ly/ghm050EA2jK>  
See Translation



#### Performance for Your Post

10,846 People Reached

659 Reactions, Comments & Shares

549 Like	311 On Post	238 On Shares
27 Love	11 On Post	16 On Shares
2 Wow	1 On Post	1 On Shares
41 Comments	9 On Post	32 On Shares
41 Shares	40 On Post	1 On Shares

964 Post Clicks

94 Photo Views	156 Link Clicks	714 Other Clicks
----------------	-----------------	------------------

#### NEGATIVE FEEDBACK

5 Hide Post  
0 Report as Spam  
0 Unlike Page

### Tweet activity

<b>NOSM   EMNO @thenosm</b> Join us for NOSM's virtual <b>#jobfair</b> on May 26-27. Community presenters will provide an overview of their respective communities and job opportunities for current and future physicians. <b>#TheNOSMChallenge2025 #WantedMD #WhyStartRural @snewbery1 @dsv3</b> <a href="https://event.fourwaves.com/jobfair/registratio">https://event.fourwaves.com/jobfair/registratio</a> n ... <a href="pic.twitter.com/UjXeC1stH">pic.twitter.com/UjXeC1stH</a>	Impressions 6,574 Total engagements 73 Link clicks 19 Detail expands 19 Media engagements 14 Likes 9 Retweets 6 Profile clicks 6
--	---


### Post Details

NOSM | EMNO Northern Ontario School of Medicine—École de médecine du Nord de l'Ontario

6d · 🌐

A constellation is a group of stars that form an easily recognizable pattern to help people navigate using the night sky. Constellation is a symbolic reference not only for NOSM students and faculty, but the many people and communities of #NorthernOntario that play a role in NOSM's achievements and success. #RootedInTheNorth  
\* <http://ow.ly/9cT250EHDZx>

Une constellation est un groupe d'étoiles qui dessinent une forme facilement reconnaissable permettant aux gens de naviguer dans le ciel de nuit. Constellation est une référence symbolique non seulement pour la population étudiante et le corps professoral de l'EMNO, mais aussi pour les nombreuses personnes et communautés du #NordOntario qui jouent un rôle dans les accomplissements et succès de l'École. #EnracinésDansLeNord  
\* <http://ow.ly/RoDu50EHDZB>  
See Translation



#### Performance for Your Post

10,108 People Reached

555 Reactions, Comments & Shares

440 Like	434 On Post	8 On Shares
66 Love	66 On Post	0 On Shares
9 Wow	9 On Post	0 On Shares
8 Comments	8 On Post	0 On Shares
31 Shares	31 On Post	0 On Shares

343 Post Clicks

42 Photo Views	30 Link Clicks	271 Other Clicks
----------------	----------------	------------------

#### NEGATIVE FEEDBACK

0 Hide Post  
0 Report as Spam  
0 Unlike Page


### Post Details

NOSM | EMNO Northern Ontario School of Medicine—École de médecine du Nord de l'Ontario

April 26 · 🌐

ICYMI: Jamie Thompson, NOSM medical student and #Métis artist from #Manitouawadge, supports #GrassyNarrows with her medical-inspired beadwork auction. #JusticeForGrassyNarrows  
<http://ow.ly/SsWy50Ey8Hu>

SVAM: Jamie Thompson, étudiante en médecine à l'EMNO et artiste #métisse de #Manitouawadge, appuie #GrassyNarrows avec la vente aux enchères de ses œuvres en perles d'inspiration médicale. #JusticePourGrassyNarrows ... See More



#### Performance for Your Post

10,215 People Reached

939 Reactions, Comments & Shares

780 Like	763 On Post	17 On Shares
92 Love	86 On Post	6 On Shares
1 Haha	1 On Post	0 On Shares
5 Wow	4 On Post	1 On Shares
9 Comments	9 On Post	0 On Shares
63 Shares	63 On Post	0 On Shares

456 Post Clicks

0 Photo Views	179 Link Clicks	277 Other Clicks
---------------	-----------------	------------------

#### NEGATIVE FEEDBACK

0 Hide Post  
0 Report as Spam  
1 Hide All Posts  
0 Unlike Page

### Tweet activity

<b>NOSM   EMNO @thenosm</b> Wanted: Changemakers. At NOSM, you're critical. You're wanted to shape the future of health care in <b>#NorthernOntario</b> . <b>#WantedMD</b> <a href="https://wanted.nosm.ca/">https://wanted.nosm.ca/</a>	Impressions 6,087 Total engagements 55 Media engagements 25 Likes 9 Link clicks 5 Hashtag clicks 5 Profile clicks 5 Detail expands 4 Retweets 2
---	---