

## July 2015 Update

**Health is Primary Selects 2016 and 2017 City Tour Sites.** *Health is Primary* is traveling around the country to showcase innovation and transformation in primary care delivery. In 2016 the campaign will make stops in California (city TBD), Atlanta, Kansas City (covering Kansas and Missouri), Louisville and Newark. Campaign stops slated for 2017 include Phoenix, Providence (covering Connecticut and Rhode Island), Minneapolis and Jackson. This year the campaign has traveled to Seattle, Raleigh and Chicago and will visit Denver on October 2 during the Family Medicine Experience Meeting (FMX) and Detroit on October 21. View a complete map of the city tour [here](#).

**Health is Primary at National Conference.** The *Health is Primary* campaign will be the feature presentation at the opening main stage session at the [AAFP's National Conference for Residents and Students](#) on July 30. Dr. Lauren Hughes, Family Medicine for America's Health board member, will moderate the panel discussion, which will include Dr. Tom Cornwell, founder of the Home Centered Care Institute, Dr. Manisha Sharma with Iora Health, and Dr. Karen Smith, who runs a solo practice in Raeford, North Carolina.

**Strategy Team Creates Family Medicine for America's Health Engagement Portal.** The Family Medicine for America's Health Core Teams have identified their priority tactics for the year in the areas of Practice, Payment, Workforce Education and Development, Technology, Research and Engagement. We are actively seeking people who would like to get involved in these Tactic Teams, and there are three roles needed on each team:

- **Project Team Members** can help Tactic Teams get work done. These are people who have the passion and interest in carrying out certain tasks or they may be organizations that have resources and/or infrastructure to support those carrying out specific tasks.
- **Advisory Group Members** are people who use their experience and/or expertise to consult to Tactic Teams. These could include people who lend a particular perspective that would be helpful, including some who are "skeptical friends" who can raise valid questions that challenge assumptions in a useful way. In addition to playing an advisory role, you may also be asked to take part in surveys targeted to areas that are of interest to you.
- **Communicators** will stay informed through periodic updates with two ends in mind. First, you'll be able to keep on the lookout for opportunities to get involved in more meaningful ways. Second, you'll be able to let others in your network know what's happening and get them involved in Family Medicine for America's Health.

Family Medicine for America's Health has created an online portal to help you make an informed decision about how to get involved. You will be asked to provide info about yourself and indicate what role you would like to play, and on which Tactic Team(s). If you are interested in joining the Family Medicine for America's Health effort, please click on this link:

<http://cfarsurveys.poll daddy.com/s/fmahealth-engagement>.

**Reminder: August is Immunization Month.** *Health is Primary* will focus on immunization education in August, which is National Immunization Month. The campaign will release patient education materials and focus on how primary care can help increase immunization rates across the lifespan. Check back [here](#) in August to learn more.

Finally, remember to sign-up to receive updates at [fmahealth.org](http://fmahealth.org) and [healthisprimary.org](http://healthisprimary.org). Also follow us on Facebook ([www.facebook.com/HealthIsPrimary](http://www.facebook.com/HealthIsPrimary)) and Twitter (@HealthIsPrimary). Share your stories, data and tell us how you are working to **#MakeHealthPrimary**.