

March 2015 Update

Seattle City Tour This Week. The *Health is Primary* panel will be held in **Seattle on March 19** at the Seattle Renaissance Hotel. We have a great line-up of speakers representing innovation in primary care from around the state. T.R. Reid, journalist and documentarian, will moderate the panel. To complement this effort, local chapters are coordinating additional events. The Washington Academy of Family Physicians is hosting a reception and panel for policymakers in Olympia on Wednesday. On Thursday evening, the King County Academy of Family Physicians is coordinating a meeting to engage the family medicine community in the strategy implementation process. At that event, Family Medicine for America's Health board members will lead a discussion among local family physicians, students and residents to bring the strategic plan into action.

New Date for Raleigh City Tour. Due to weather, the *Health is Primary* Raleigh city tour had to be rescheduled. The new date is **Thursday, April 16**. The event will be held at the Sheraton Raleigh Hotel. Seven panelists from across North Carolina will present innovative solutions to health care challenges. Watch healthisprimary.org for more information on primary care transformation in North Carolina.

Denver City Tour Date is Set. The Denver city tour will be held on **Friday, October 2**. In addition to featuring primary care transformation in Colorado, the Denver event will mark the one-year anniversary of *Health is Primary*. The Denver city tour will coincide with the Family Medicine Experience (FMX) meeting.

Click [here](#) to stay current on dates, locations and speakers for the campaign city tour. We are looking for extraordinary examples of change that are underway around the country. If you have a story to share from anywhere in the U.S., we want to hear it. Please email us at info@fmahealth.org. For those who would like to view the city tour events, they will be taped and made available for review after the event.

New Toolkits Coming Soon. An updated toolkit for sponsoring organizations and supporters of *Health is Primary* will be available in late April. The update will include new advertisements, posters, downloadable patient materials and more. These materials will be available at FMAHealth.org.

Focus on Health Quarterly Patient Education Initiatives Launched. Every few months, *Health is Primary* will [highlight](#) a key health issue. Our first outreach effort—timed to coincide with January resolutions about healthy eating and exercise—focused on how primary care can help patients reach fitness and nutrition goals. You can find patient resources on [fitness](#) and [nutrition](#) in English and Spanish (sourced from [familydoctor.org](#) with permission from AAFP) on these topics at [healthisprimary.org](#). Other initiatives in 2015 will focus on chronic disease management (April), immunizations (August) and smoking prevention and cessation (November).

Get Your Own *Health is Primary* T-Shirt. If you like the style of the *Health is Primary* campaign, then you'll love this! We have launched a website where you can purchase your very own campaign t-shirt (we are selling them at cost). Click [here](#) to get your *Health is Primary* t-shirt today and see how you can make health primary wherever you are.

How are you working to #MakeHealthPrimary? Let us know on [Twitter](#)!