



Summer 2023
Growth

SPOTLIGHT

BY DESIGN



OMSA 2022-2023
Design Committee

Kathy Zhang, Western University
Jasmine Bhatti, Western University
Georgiana Kourkopoulos, McMaster University



ABOUT

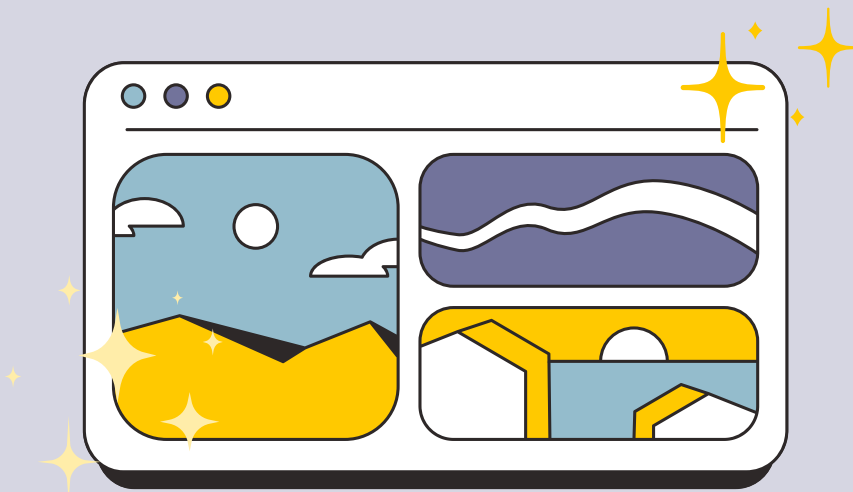
Spotlight

Throughout the years, the Design Committee has created various visual tools for communicating important events and opportunities for students. Many of these deliverables come from our incredible past and current Design members. The graphics and what they communicate have also evolved throughout the year, as have the role of the Design Committee and how we collaborate with OMSA.

Being able to compile an overview to recognize and celebrate the Design Committee's works has been an important goal for the team this year. We wanted to showcase the incredible evolution of OMSA graphics, share the fun collaborations we have had the privilege of being involved in, and celebrate the exciting upcoming goals and projects from the Design Committee next year.

Thank you for involving all of us with OMSA this year. We hope you will enjoy taking a look at our highlights and consider reaching out to be involved in the future. We are so excited to share this archive of our *Growth* with you.

Kathy Zhang, Jasmine Bhatti, Georgiana Kourkopoulos



ABOUT

The Team



Kathy



Schulich School of Medicine & Dentistry
University of Western Ontario
Class of 2024



This is my second year leading the OMSA Design Committee and my first year Co-Chairing with Jasmine. I am also involved in other areas of OMSA, including the Mental Health Research Committee.

Favourite Design Project: Resource package, social media posts, and letters for Match Day. Addressing the stress of CARMS and being able to provide CARMS-related support are important topics to me. I was lucky enough to work with OMSA on preparing the content and delivering it in a reader-friendly, timely manner.



Jasmine



Schulich School of Medicine & Dentistry
University of Western Ontario
Class of 2025



This is Jasmine's first year with OMSA as Co-Chair of the Design Committee.

Favourite Design Project: Position paper infographics and medical student opportunities FB group cover. I think design has the power to communicate and inspire so bringing the position papers to life visually was a fun project that made crucial information accessible for a wider audience. Designing the cover was also a favourite of mine because it was for a space dedicated to connecting and informing peers.



Georgie



Michael G. DeGroote School of Medicine
McMaster University
Class of 2024



This is my second year as a member of the OMSA Design Committee.

Favourite Design Project: Position paper infographics and OMSA Day of Action materials. I loved having the opportunity to use design to disseminate fellow students' advocacy research to a broader audience and highlight salient points for easy readability. I enjoyed working on the Day of Action project for a similar reason, and developed a cohesive theme which was carried through all promotional materials.

CONTENT

Evolution | Collaboration | Celebration

Evolution

ADVOCACY PRIORITIES
OMSA STRUCTURE & HIRING
WEBSITE LANDING PAGE



Collaboration



EDUCATION
ADVOCACY
LEADERSHIP SUMMIT & ANNUAL
GENERAL MEETING
STUDENT AFFAIRS

Celebration

WHAT'S NEXT
JOIN US



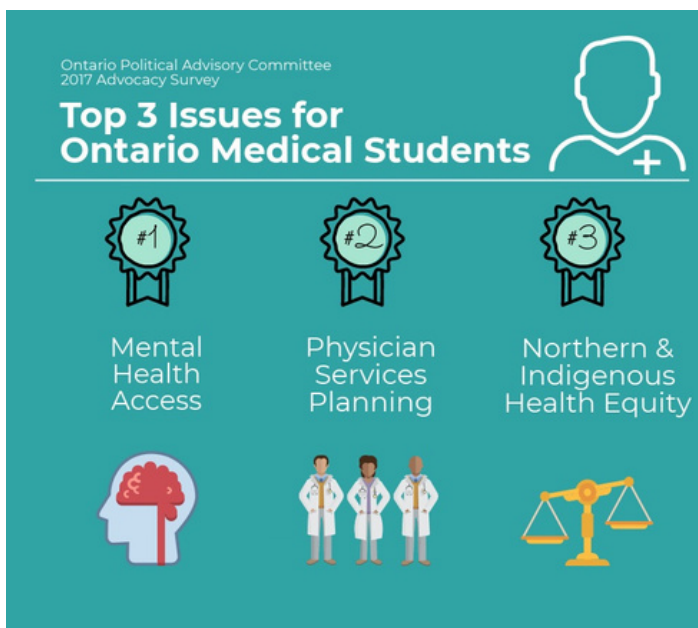
EVOLUTION

of Advocacy Priorities



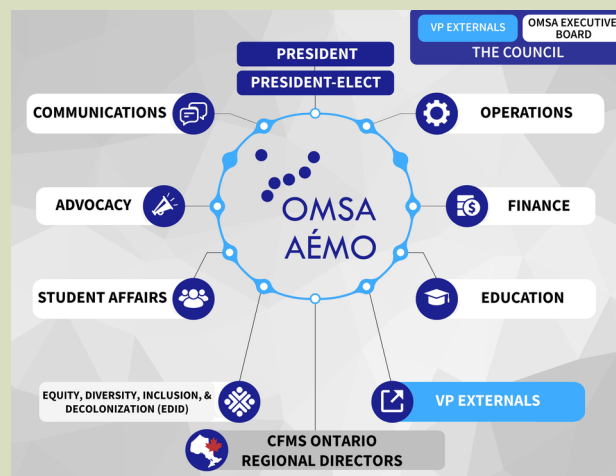
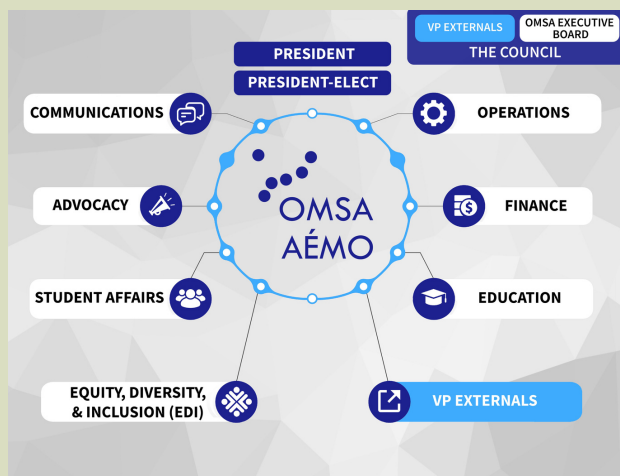
The OMSA has a key role in advocacy. The Design Committee has been involved in visually representing the top three advocacy priorities as voted by Ontario medical students.

For the team, it is always interesting seeing the different priorities featured every year and how the infographics change.

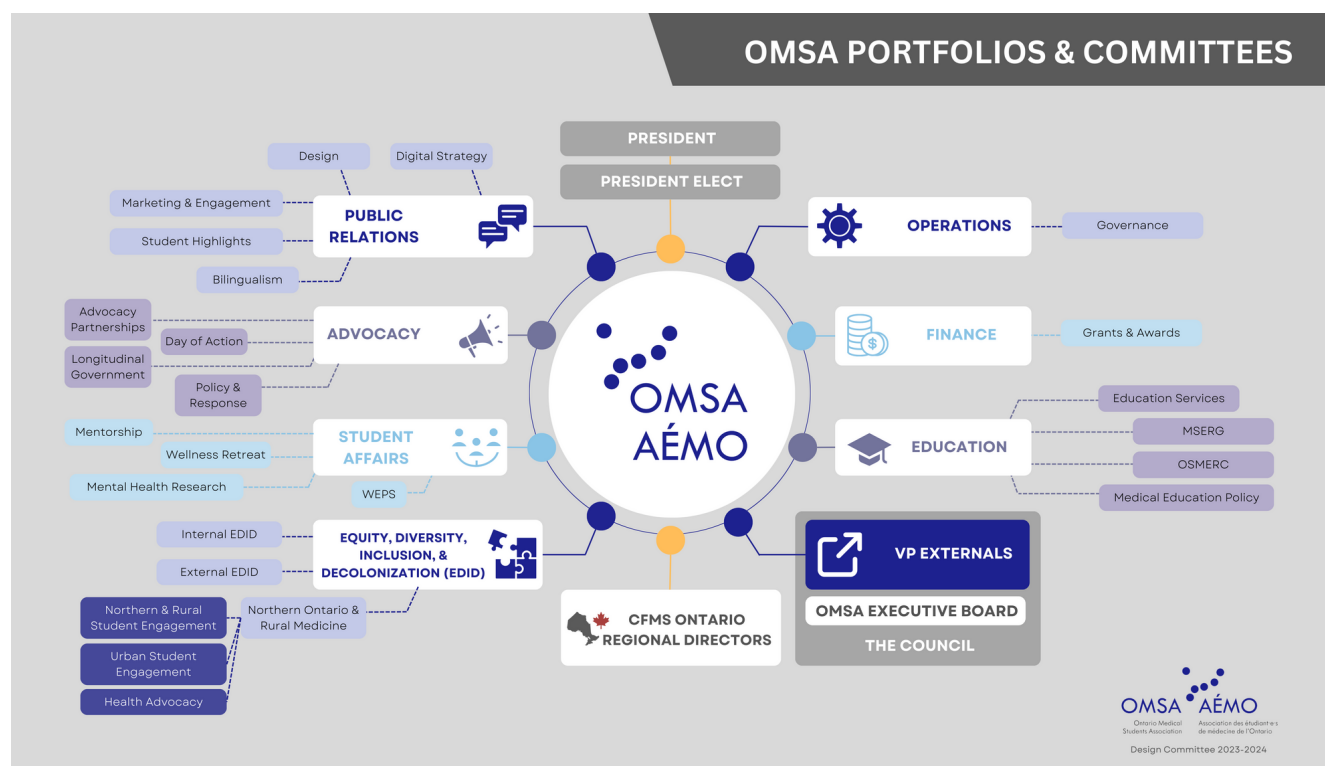


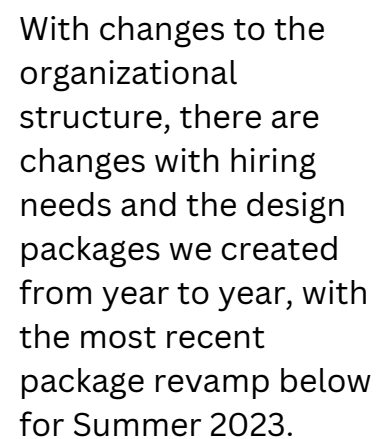
EVOLUTION

of OMSA Structure



The OMSA structure has gradually evolved throughout the years. Every year, there are always small but crucial updates. The biggest update this upcoming year includes a new visual representation of the organization's portfolios and committees with a variation of the OMSA palette by Co-Chair Kathy (below).





EVOLUTION

of Website Landing Page



OMSA website before Summer 2022:

Featuring the main OMSA bilingual logo and OMSA brand colours.



OMSA website since Summer 2022:

Featuring an interpretation of the OMSA logo, representing the six Ontario schools and OMSA's key roles.

This update was successfully implemented with the integral help of the Digital Strategy Committee and Bilingualism Committee.

COLLABORATION

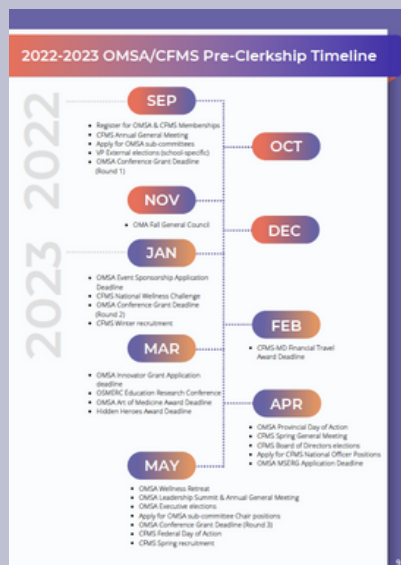
via Education



The Education portfolio had put together an incredible Incoming Student Handbook. With the additional support of the Bilingualism Committee, Kathy and Georgie transformed the handbook documents into visual guides with English and French versions.

English version: [here](#)

French version: [here](#)



Dear First-Year Me

<p>On life outside of school</p> <p>"Take days off when you need them & carry no shame with that. It's still school but it's also kind of a job now - take those mental health days!"</p> <p>J. Thompson, NOSM Class of 2024</p>	<p>On the dangers of comparison</p> <p>"Do not compare yourself to others in your class. You are all deserving and were chosen for a reason. Everyone will have different study methods, do not worry about 'keeping up' with another. Everybody has a different timeline when it comes to preparing for exams. Enjoy the journey!"</p> <p>Anonymous, McMaster Class of 2023</p>
<p>"Use in the moment, enjoy life while you can. It seems like a long way to go but 4 years goes by fast so learn to enjoy everyone and everything around you! The knowledge piece will come!"</p> <p>Anonymous, University of Ottawa Class of 2021</p>	<p>"Don't worry too much about what everyone else in the class is doing. It's always going to feel like other people know more, are studying more, are doing more research, getting more involved in the class. Trust me when I say that everyone feels that way. It's not that people are doing more, they're just doing different things than what you are. If you're patient here, then you know what studying method works for you, you know what types of things you are interested in getting involved in, and you have just as much information as everyone else. Make sure to take time to relax and have fun, you're going to be just fine!"</p> <p>Anonymous</p>
<p>On managing the workload</p> <p>"Medical school can be challenging and sometimes overwhelming. Reach out to your trusted peers, reach out to your supports as much as you need. If you need to order take-out most of the week, give yourself a break. This is a demanding path and you just need to take care of yourself however you can to make it through this stage of your career."</p> <p>A. Lameel, McMaster Class of 2023</p>	
<p>"Ask the silly questions! In class, in small group sessions, and even as you get ready to start the year. There is a lot of new language and theories and no one comes in understanding all of these things so please please ask away."</p> <p>N. Varsh, NOSM Class of 2021</p>	
<p>"You are about to try to drink from a fire hose - it will NOT feel like undergrad when you learn one topic per lecture and have enough time to digest that. You will feel much less overwhelmed if you accept that you will not be the perfect 98% student from undergrad, rather focus on what you think will make you a better clinician and don't get bogged down by the minutiae. Be kind on yourself and enjoy the journey - it's not worth sacrificing your sanity to get every point available."</p> <p>H. Nasraki, University of Ottawa Class of 2024</p>	

COLLABORATION

via Education



OSMERC and Day of Action are important OMSA annual events. Georgie has taken the lead on both to create comprehensive packages for their respective committees in the past two years.

About OSMERC: here

About Day of Action: here



OSMERC SCHEDULE

SATURDAY, APRIL 2

09:00am – 09:15am	Opening remarks
09:15am – 10:15am	Keynote presentation by Jason Harley – The Role of Simulation & Emerging Technology in Supporting Psychological Well-being in Healthcare: Toward a Friendlier Future
10:15am – 10:45am	Oral Presentation Session 1
10:45am – 10:55am	Break
10:55am – 11:35am	MSERC Presentations
11:35am – 12:20pm	Poster Presentation Session 1
12:20pm – 01:05pm	Lunch
01:05pm – 01:35pm	Oral Presentation Session 2
01:35pm – 02:20pm	Workshop by Dr. April Kam – The Hidden Curriculum: The Good, The Bad, and The Ugly
02:20pm – 03:15pm	Poster Presentation Session 2
03:15pm – 03:45pm	Social
03:45pm – 04:00pm	Awards and Closing Remarks

SOCIAL MEDIA + CONNECT WITH US

Follow us on social media and our website!

- Website: <https://osmerc.ca/>
- Facebook: <https://www.facebook.com/osmerc.ca/>
- Email: osmerc@osma.ca
- OSMERC Twitter: <https://twitter.com/osmerc>
- OSMA Twitter: <https://twitter.com/osmaofficial>

You can use the hashtag #OSMERC2022 to share your experiences at the conference as they happen. You will also be able to vote for People's Choice Award via your mobile device. For any questions, comments, or concerns, you can send us an email at the address above.

KEYNOTE LECTURE:

THE ROLE OF SIMULATION & EMERGING TECHNOLOGY IN SUPPORTING PSYCHOLOGICAL WELL-BEING IN HEALTHCARE: TOWARD A FRIENDLIER FUTURE

PROF. JASON HARLEY, PhD

Prof. Jason Harley, PhD is an assistant professor of surgery in the Faculty of Medicine and Health Sciences at McGill University and a Scientist at the Research Institute of the McGill University Health Centre. Additionally, they are the Director of Research at McGill's Sherrington Centre for Simulation and Interactive Learning. Prof. Harley's research interests include surgical and medical education, as well as health care workers' and trainees' coping strategies and emotions.

Prof. Harley is nationally recognized for their work, having received the 2018 Outstanding Early Career Research Award from the American Educational Research Association. They have also made appearances in The Guardian, CBC, The Globe and Mail, Global, CTV and other media outlets.

WORKSHOP:

THE HIDDEN CURRICULUM: THE GOOD, THE BAD AND THE UGLY

DR. APRIL KAM, MD

Dr. April Kam is an Associate Professor in the Department of Pediatrics and the Director of Research and Quality for the Division of Pediatric Emergency Medicine at McMaster University. Dr. Kam has led workshops on the hidden curriculum for the past ten years both locally and internationally. Her current research interests include knowledge translation in the Pediatric ED, embedding anti-racism in quality improvement/patient safety, and post-resuscitation debriefing. She also has an interest in global health education and patient safety and is part of the MacPeds Global Quality Improvement and Patient Safety initiative. She is the global health track lead for CAPP and the pediatric track lead for Developing EM, a conference with a conscience.

COLLABORATION

via Advocacy



We are proud to have been a part of supporting this new pilot program developed by OMSA's Advocacy portfolio.

The Health Journalism Training Program is a highly unique and valuable opportunity for Ontario medical students.

Although the call for position papers is not new, the Design Committee has been working on a new initiative with the Advocacy team for disseminating the results and key recommendations from position papers that have been approved and endorsed by the OMSA. Keep an eye out on social media updates to come!



COLLABORATION

via Leadership Summit & Annual General Meeting

REGISTRATION IS NOW OPEN FOR:

> **2023 OMSA LEADERSHIP SUMMIT AND AGM**
Leading Through Uncertainty

MAY 20-21, 2023
TORONTO, ONTARIO

Apart from \$50 registration fee, all transportation, accommodation, and meals will be covered by OMSA/OMA

OMSA
AÉMO



> **2023 OMSA LEADERSHIP SUMMIT AND AGM**
Leading Through Uncertainty

DR. JOANNE LIU
FORMER INTERNATIONAL
PRESIDENT OF MÉDECINS
SANS FRONTIÈRES

KEYNOTE SPEAKER

MAY 20-21, 2023
TORONTO, ONTARIO

OMSA
AÉMO



NOW ACCEPTING APPLICATIONS
FOR THE 2023 - 2024

OMSA EXECUTIVE BOARD

APPLY NOW

8 POSITIONS
AVAILABLE

President-Elect
(2-year term)

VP Advocacy

VP Student Engagement

VP Education

VP Operations

VP Equity, Diversity, Inclusion & Decolonization

VP Finance

VP Student Affairs

OMSA
AÉMO



The Leadership Summit and AGM are annual weekend-long events for current and future leaders of the OMSA to gather and discuss important issues in medical education, leadership, and advocacy.

Themes vary from year to year and the Design Committee is always involved in developing key advertising material for events around this time.

COLLABORATION

via Leadership Summit & AGM



New for this year's AGM is a special backdrop created for official OMSA photo ops (left) and a formatted guidebook (right) for attendees.



Ontario Medical
Students Association Association des étudiant·e·s
de médecine de l'Ontario

Leadership Summit & Annual General Meeting
Delegate Package

May 20-21, 2023
Toronto, Ontario

Leading Through Uncertainty



COLLABORATION

via Student Affairs

The Mental Health Research (MHR) Committee created an excellent, comprehensive resource with a wealth of information by relevant categories for Ontario medical students. We collaborated with the MHR Committee to create a visually effective way of sharing the information. Please view the document [here](#).



COLLABORATION

via Student Affairs

Every year, events surrounding match results are highly important to learners. The Design Committee has collaborated with OMSA's Director of Student Affairs and President for the past two years on creating user-friendly resources and social media graphics to enhance student support and outreach. Resources include letters, guides, and stories from current medical professionals.



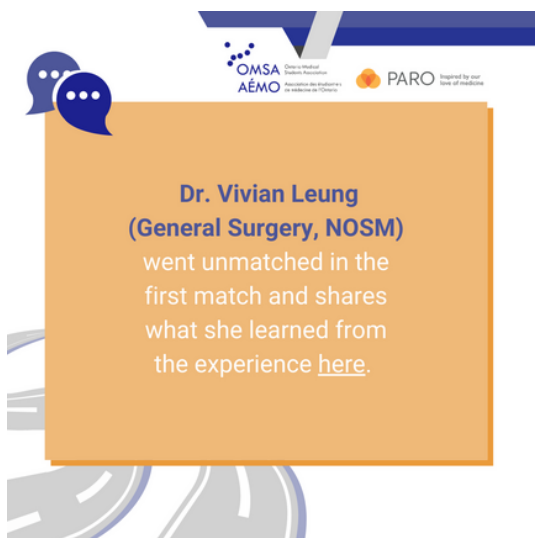
This graphic features a dark blue background with a white speech bubble icon in the top left corner. At the top, there are logos for OMSA AÉMO (Ontario Medical Students Association) and PARO (Physicians Association of the Republic of Ontario). The main text is in white and orange, describing Dr. Ada Gu's experience with the match process.

Dr. Ada Gu (Family Medicine + Emergency, Western)
was initially devastated not to match to her first-choice specialty, but now views it as a blessing in disguise. Read her account [here](#).



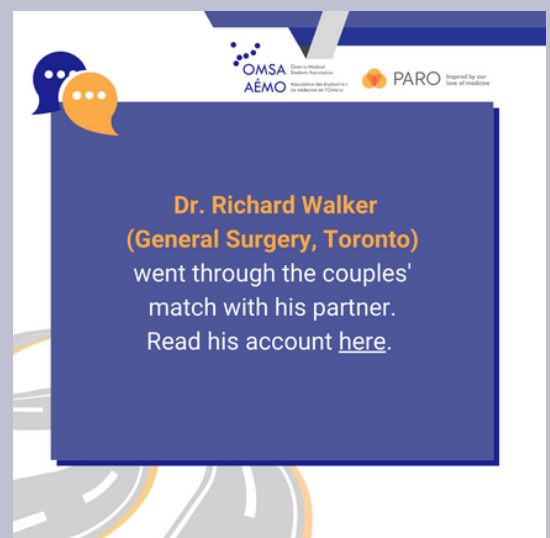
This graphic features an orange background with a white speech bubble icon in the top left corner. At the top, there are logos for OMSA AÉMO and PARO. The main text is in white and blue, describing Dr. Babak Aberumand's experience with the match process.

Dr. Babak Aberumand (Clinical Immunology and Allergy, Toronto)
went unmatched in the first round while in the midst of a family emergency. Read about the insights he gained from the experience [here](#).



This graphic features an orange background with a white speech bubble icon in the top left corner. At the top, there are logos for OMSA AÉMO and PARO. The main text is in white and blue, describing Dr. Vivian Leung's experience with the match process.

Dr. Vivian Leung (General Surgery, NOSM)
went unmatched in the first match and shares what she learned from the experience [here](#).



This graphic features a dark blue background with a white speech bubble icon in the top left corner. At the top, there are logos for OMSA AÉMO and PARO. The main text is in white and orange, describing Dr. Richard Walker's experience with the match process.

Dr. Richard Walker (General Surgery, Toronto)
went through the couples' match with his partner. Read his account [here](#).

COLLABORATION

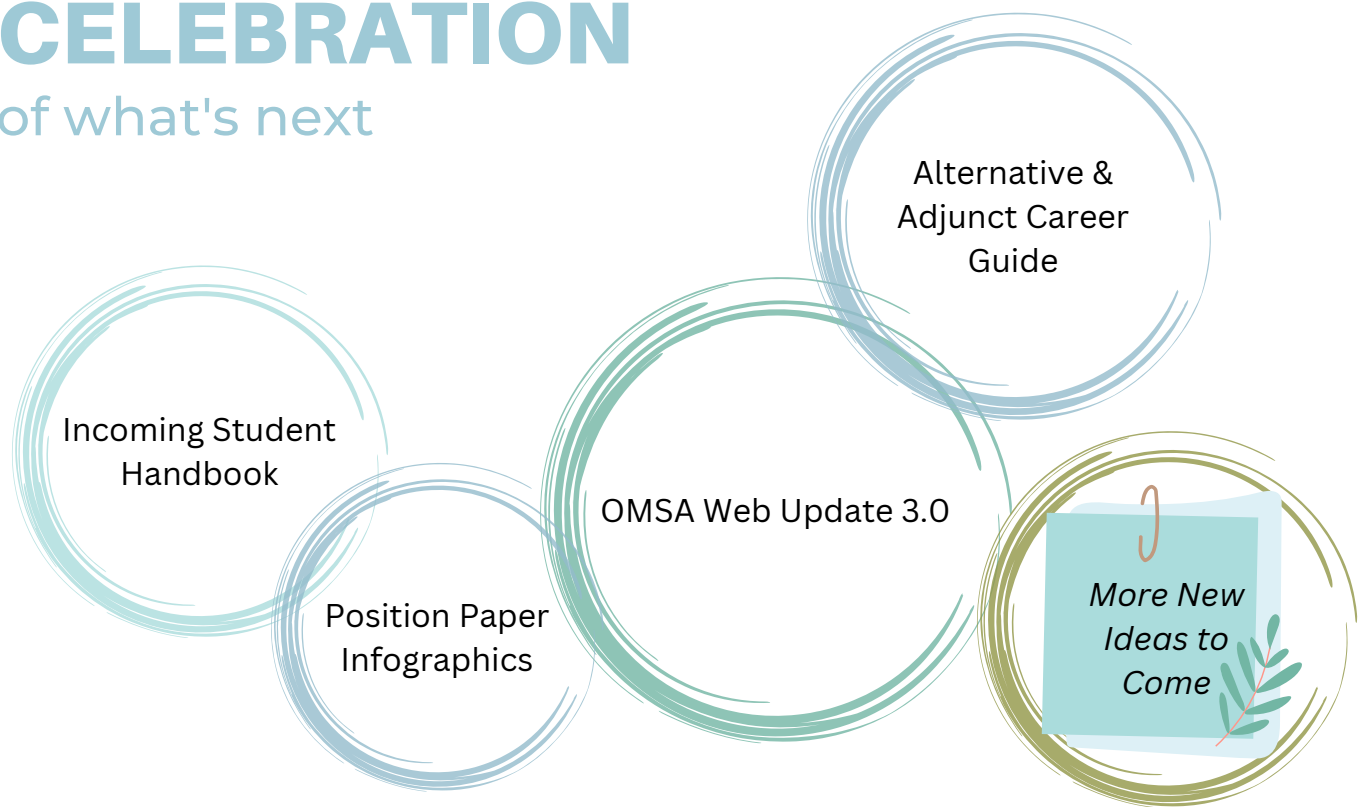
via Student Affairs

Co-Chair Jasmine created the official set of graphics for OMSA's first Ontario Medical Student Opportunities Group, aimed to help students connect with unique research, advocacy, and volunteer opportunities.



CELEBRATION

of what's next



→ *please join our team!*

What experience do I need to have?

You don't need a professional portfolio to be involved! Any past experience with organizing information, visual arts, and/or team collaboration can be valuable to the team.

What can I expect?

Time commitment is flexible depending on what types and how many projects you are involved in, but the team would appreciate if everyone can help with at least 1-2 projects per year. There is also a lot of room for you to express your creativity and gain leadership experience with your own projects/ideas for OMSA!

What tools does the team use?

Depends on what suits the deliverable and student designer. In the past, we have used Canva, Procreate, Adobe Photoshop/Illustrator.

When/where can I apply?

Fall Recruitment typically happens around September/October. Please see the next page for details.

CELEBRATION

of what's next

↳ *please join our team!*

Please keep an eye out for the
OMSA Fall 2023

Hiring/Recruitment.

The Design Committee is part of the
Public Relations portfolio.

Questions about the portfolio?

Please contact:

communications@omsa.ca

Questions about the hiring process?

Please contact:

operations@omsa.ca

Website - omsa.ca

Facebook - [@omsaofficial](https://www.facebook.com/omsaofficial)

Twitter - [@OMSAofficial](https://twitter.com/OMSAofficial)

Instagram - [@omsaofficial](https://www.instagram.com/omsaofficial)



Summer 2023
Growth

THANK YOU

The work of the Design Committee could not have been possible without the support of OMSA's various portfolio chairs and members. This initiative in particular would not have been possible without the amazing work of the committee's past and current designers, former and present VPs of Communications/Public Relation and Presidents. Thank you.

