

Richmond Division Newsletter Submission Guidelines

About Our Newsletters

The **Richmond Rapid Read** (for member Family Physicians) and the **Richmond MOA Minute** (for Richmond Division MOA Network members) are distributed twice monthly to keep members informed about Division programs, initiatives, opportunities, events, and issues relevant to primary care in Richmond.

Our newsletters support the Richmond Division's strategic priorities by sharing timely, relevant, and evidence-informed information that strengthens physician and MOA engagement, collaboration, professional development, and patient care.

All submissions are reviewed by the Communications Team and approved by the Executive Director before publication. Content may be edited for clarity, brevity, style, consistency, and compliance with legal and professional standards.

Publication in Division newsletters is a privilege, not an entitlement. The Richmond Division reserves the right to accept, decline, edit, defer, or remove content at its sole discretion.

Editorial Principles

The Richmond Division is committed to providing members with trustworthy, relevant, and non-commercial information.

All content published in Division newsletters should:

- Support the interests of Richmond family physicians, MOAs, and primary care teams.
- Align with the Division's mission, values, and strategic priorities.
- Be accurate, evidence-informed, and from a credible source.
- Be free from commercial bias or intent.
- Comply with applicable legal, regulatory, and professional standards.
- Contribute to professional learning, member engagement, system improvement, or community health.

What We Publish

We prioritize content that directly supports physicians, MOAs, and the delivery of primary care in Richmond.

Division Programs and Services

- Richmond Division initiatives and programs
- Physician and MOA engagement opportunities
- Quality improvement activities
- Working groups, committees, and advisory opportunities
- New member services, resources, and supports

Education and Professional Development

- Accredited Continuing Professional Development (CPD) opportunities
- Educational events aligned with family medicine and primary care
- Workshops, webinars, and training opportunities
- Learning opportunities offered by recognized public-sector organizations, academic institutions, professional associations, and health authorities

Health System Updates

- Ministry of Health updates
- Vancouver Coastal Health announcements
- College, regulatory, and professional association communications
- Public health advisories
- Health policy updates affecting primary care
- Evidence-based resources relevant to family medicine

Community and Member Engagement

We welcome content that strengthens professional connections and celebrates achievements within the Richmond primary care community.

Examples include:

- Community health initiatives
- Volunteer opportunities related to patient care or physician leadership
- Recruitment activities from public-sector and non-profit health organizations
- Recognized health awareness campaigns
- Awards and honours
- Leadership appointments

- Community service and volunteer contributions
- Research, publications, and presentations
- Innovation and quality improvement projects
- Contributions to health system improvement

Media Appearances and Expert Commentary

We may also highlight members who contribute their expertise through media and public education, including:

- Television interviews and appearances
- Radio interviews
- Podcasts
- Magazine and newspaper articles
- Webinars and public education events
- Expert commentary on health and healthcare issues

The purpose of such recognition is to acknowledge members' contributions to public understanding of health issues and the advancement of primary care.

Recognition vs. Promotion

The Richmond Division may recognize members for their professional expertise, achievements, leadership, research, education, and service to the community.

Recognition is intended to celebrate meaningful contributions to healthcare and the public good.

Content will not be published when its **primary purpose** is to:

- Promote a private business or enterprise
- Market healthcare services
- Generate revenue
- Solicit patients or clients
- Increase referrals
- Advertise commercial products or programs

When evaluating submissions, the Richmond Division will consider whether the content primarily serves the public and professional interests of members or the commercial interests of an individual or organization.

Submission Eligibility

To be considered for publication, submissions must:

- Be relevant to Richmond Division members and/or MOA Network members.
- Align with Division priorities and strategic objectives.
- Be accurate, evidence-informed, and professionally appropriate.
- Identify the submitting individual or organization.
- Include complete event, registration, or contact details where applicable.
- Be received by the established submission deadline.
- Meet the standards outlined in these guidelines.

Event Publication Criteria

Eligible Events

The Division may publish:

- Richmond Division hosted events
- Richmond Division partner events
- Vancouver Coastal Health events
- Ministry of Health events
- Public-sector educational events
- Relevant university and academic institution events
- Accredited professional association events
- Community initiatives aligned with Division priorities

Ineligible Events

The Division will not publish:

- Commercial networking events
- Product launch events
- Sales presentations
- Vendor demonstrations
- Private clinic marketing events
- Industry-sponsored educational events
- Events intended primarily to promote a product, service, or business
- Events supported wholly or partially by pharmaceutical or other healthcare industry funding

Research, Surveys, and Recruitment Requests

The Division may consider publishing:

- Research participation requests
- Surveys
- Recruitment notices
- Consultations and engagement opportunities

Submissions should:

- Originate from recognized public-sector organizations, universities, health authorities, or non-profit organizations.
- Demonstrate relevance to primary care.
- Have appropriate ethical approvals where applicable.
- Avoid promoting commercial products or services.

Market research, product development research, commercial surveys, and other promotional activities will **not be published**.

What We Do Not Publish

The Richmond Division maintains a strict policy against publishing content that promotes private commercial interests.

The following content is generally not eligible for publication:

Commercial Advertising

- Product advertisements
- Sales promotions
- Sponsored content
- Commercial marketing materials
- Vendor promotions
- Testimonials or endorsements

Private Business Promotion

- Commercial consulting services
- Paid programs and courses
- Commercial products and services
- Client or patient acquisition campaigns

Industry-Sponsored Content

In accordance with Ministry of Health expectations and our commitment to unbiased information sharing, we do not publish content that is:

- Sponsored by pharmaceutical companies
- Sponsored by medical device manufacturers
- Sponsored by biotechnology companies
- Sponsored by healthcare vendors
- Supported wholly or partially through industry funding
- Influenced by marketing or sales activities

Political and Advocacy Campaigns

The Division does not publish:

- Partisan political content
- Election endorsements
- Political campaign materials
- Commercial lobbying initiatives

Determining Whether Content Is Promotional

The Richmond Division applies principles consistent with Health Canada's guidance regarding the distinction between informational content and advertising.

When reviewing content, we consider the overall purpose, context, sponsorship, and intended audience.

No single factor determines whether content is promotional.

Content is more likely to be considered promotional when it:

Focuses on a Specific Product or Service

Examples include content that:

- Promotes a specific medication, device, treatment, or service.

- Highlights benefits while omitting risks or limitations.
- Encourages purchasing, prescribing, or use.
- Makes comparative claims about products or services.

Demonstrates Commercial Influence

Examples include content that:

- Is developed, edited, or approved by a manufacturer or vendor.
- Is funded by a commercial organization.
- Uses marketing, branding, or sales language.
- Includes commercial logos, visual branding, or promotional materials.

Serves Marketing Objectives

Examples include content that:

- Directs readers to purchase a product.
- Encourages the use of a specific service.
- Solicits patients, customers, or referrals.
- Functions as advertising regardless of how it is presented.

Conflict of Interest and Disclosure

Submitters must disclose any financial, commercial, sponsorship, consulting, employment, or other relationships that may represent an actual, potential, or perceived conflict of interest.

The Richmond Division may decline publication where:

- A significant conflict of interest exists.
- Sponsorship arrangements compromise the independence of the content.
- The content appears promotional despite disclosure.

Failure to disclose relevant relationships may result in rejection or removal of content.

Editorial Standards

The Communications Team may edit submissions to:

- Improve clarity and readability.
- Ensure consistency with newsletter style and format.
- Correct grammar, spelling, and formatting.

- Reduce length where necessary.
- Ensure compliance with legal, ethical, and professional standards.

Content may be declined if it:

- Contains inaccurate or misleading information.
- Makes unsupported clinical claims.
- Creates a conflict of interest.
- Presents reputational, ethical, or legal concerns.
- Does not align with the purpose of Division communications.

Final Decision

The Richmond Division retains full editorial discretion over all newsletter content.

Submission does not guarantee publication. All publication decisions made by the Communications Team and Executive Director are final.

For any questions, please contact:

Jennifer West, Executive Director: jwest@rdfp.ca

Communications Team: comms@rdfp.ca