

## The Spice Route's perspective on family medicine via the social media project “#1WordforFamilyMedicine”

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### Introduction

What does it mean to be a family physician (FP)? Family medicine (FM) is a discipline with the capacity to manage patient care at all levels and stages of life in addition to coordinating between medical specialists. The global #1WordforFamilyMedicine initiative aims to explore the identity of FPs and allows the international FM community to collaborate on advocating the specialty through social media. From an advocacy perspective, the project enhances the image of our specialty worldwide and serves to augment the confidence of current and future FPs.

### Methods

Trainees and FPs across the Spice Route Movement were asked the question, “What is your favorite part of Family Medicine?” via the social media platforms and in person. Responses were collected and turned into a “word cloud” image using Tagul.com.

### Results

Over a period of 60 days responses in English and local languages and compiled into a single list. After a discussion about different image options, the national flags of Pakistan [Figure 1], Bangladesh [Figure 2], Nepal [Figure 3], and Sri Lanka [Figure 4] were selected. India, on the other hand, opted for the image or its world-renowned Taj Mahal [Figure 5].

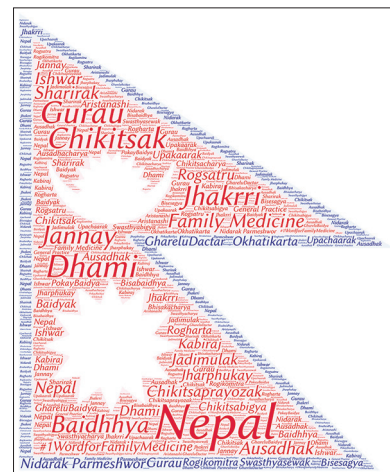


Figure 1: Nepal

To date, over 115 images have been created in 100 different countries in all seven World Organization of Family Doctors (WONCA) regions.<sup>[1-4]</sup> These images were viewed more than 70,000 times from across more than 115 countries.<sup>[5]</sup> This initiative highlights the importance of FM at the national, community, and individual levels. To address the importance and strength of sustainable FM all over the world, community engagement must be continued across all platforms, including social media. It is hoped that this initiative project will help inspire current and future FPs.

### Conclusion

#1WordforFamilyMedicine has demonstrated the spirit of

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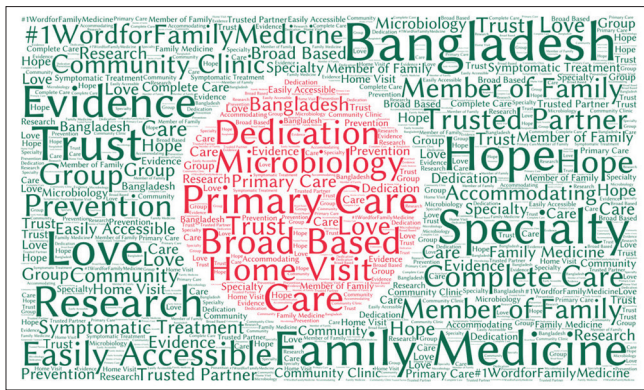


Figure 2: Bangladesh

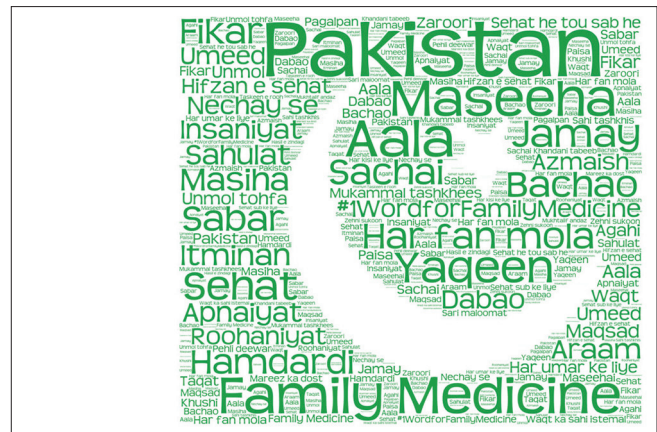


Figure 3: Pakistan

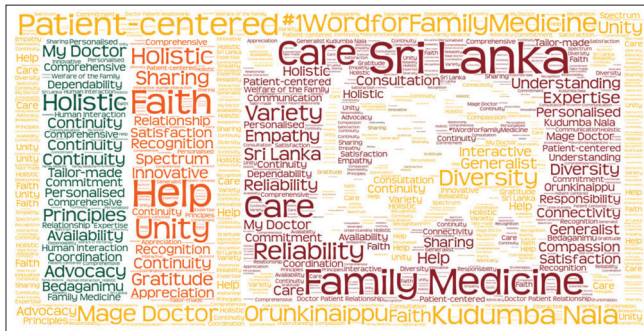


Figure 4: Sri Lanka



Figure 5: India

collaboration across the Spice Route – linking into the global movement, which was promoted by WONCA and multiple countries across the world to help celebrate this year’s World Family Doctor day on 19 May.

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Nil.

### Conflicts of interest

There are no conflicts of interest.

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