



1 **NJAFP 2026 Resolution 1**

2 **Proposed by Ken Kronhaus, MD**

3

4 **Title:** Supporting a Coordinated National Brand Strategy and Chapter Toolkit to Promote  
5 Family Medicine

6

7 **WHEREAS,** Family physicians provide comprehensive, continuous, and coordinated care  
8 across the lifespan, improving health outcomes, reducing costs, and advancing health  
9 equity; and

10

11 **WHEREAS,** Public understanding of the breadth and scope of family medicine remains  
12 limited, contributing to fragmented care and under-recognition of family physicians as the  
13 specialty of choice for comprehensive primary care; and

14

15 **WHEREAS,** The American Academy of Family Physicians (AAFP) has undertaken  
16 consumer-facing efforts, including familydoctor.org, targeted public health campaigns,  
17 student recruitment initiatives such as “Be Their First,” and more recently, support for  
18 social media influencer engagement to elevate the visibility of family medicine; and

19

20 **WHEREAS,** These initiatives represent important steps toward strengthening the visibility  
21 of family medicine but are not yet part of a clearly articulated, scalable national brand  
22 strategy that chapters can consistently leverage and amplify locally; and

23

24 **WHEREAS,** State chapters are uniquely positioned to extend national messaging into  
25 their communities through co-branded advertising, digital outreach, media engagement,  
26 and partnerships with health systems and educational institutions; and

27

28 **WHEREAS,** Chapters would benefit from structured guidance, messaging assets, media  
29 templates, and co-branding frameworks to ensure consistency, efficiency, and  
30 measurable impact; therefore be it

31

32 **RESOLVED,** That the New Jersey Academy of Family Physicians (NJAFP) advocate that the  
33 American Academy of Family Physicians (AAFP) formalize and articulate a coordinated  
34 national brand strategy to promote the value, accessibility, and scope of family medicine  
35 to the public; and be it further

36

37 **RESOLVED,** That NJAFP advocate that the AAFP develop and disseminate a  
38 comprehensive, chapter-ready toolkit that includes adaptable messaging, digital assets,  
39 social media templates, influencer collaboration guidance, co-branding standards, and  
40 media engagement resources to support state-level promotion of family medicine; and be  
41 it further

42 **RESOLVED**, That NJAFP encourage AAFP to provide guidance regarding funding models,  
43 partnership strategies, and measurable outcomes to assist chapters in implementing  
44 effective, locally tailored promotional efforts aligned with national messaging; and be it  
45 further  
46  
47 **RESOLVED**, That NJAFP request that AAFP report back to chapters regarding ongoing  
48 efforts in influencer engagement, national branding strategy, and opportunities for  
49 chapter participation.