

# Advocacy in Family Medicine Departments: A Workshop

**ADFM Advocacy Committee Members:** Wayne Altman, MD; Reid Blackwelder, MD; Samantha Elwood; Cynthia Haq, MD; Tochi Iroku-Malize, MD; Elissa Palmer, MD; Jacob Prunuske, MD; Joe Gravel, MD; Jenhi Robinson, MD; Michelle Roett, MD; Steven Rothschild, MD; Allen Perkins, MD; Jessie Vera; Elizabeth Wilson; Hope Wittenberg

**Workshop Leaders:** Gravel, Haq, Iroku-Malize, Perkins, Prunuske

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# Workshop Objectives

## Overview

- Review goals of ADFM Advocacy Committee: Prunuske
- Share annual survey results of advocacy efforts in departments: Haq
- Describe advocacy in Northwell Family Medicine: Iroku-Malize

## Small groups (6-10/group; 40 min)

- Facilitators review worksheets
- Individuals reflect and outline department advocacy action plans
- Discuss challenges and strategies to amplify advocacy

## Summary: large group discussion

- Reports from small groups
- How to amplify advocacy in family medicine departments?

mental  
health



**Family Medicine Advocacy**  
Our influence can make a difference





# Advocacy Committee Goals

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# Assess and Respond to ADFM Members' Advocacy Priorities

1

**Identify and support advocacy needs of departments:** assess priorities through discussions, annual survey, workshops

2

**Activate departments, faculty, administrators, and trainees to advocate** based on priorities: write, post, disseminate, implement, track, measure

3

**Review and respond to legislative or advocacy asks** from ADFM Executive Committee

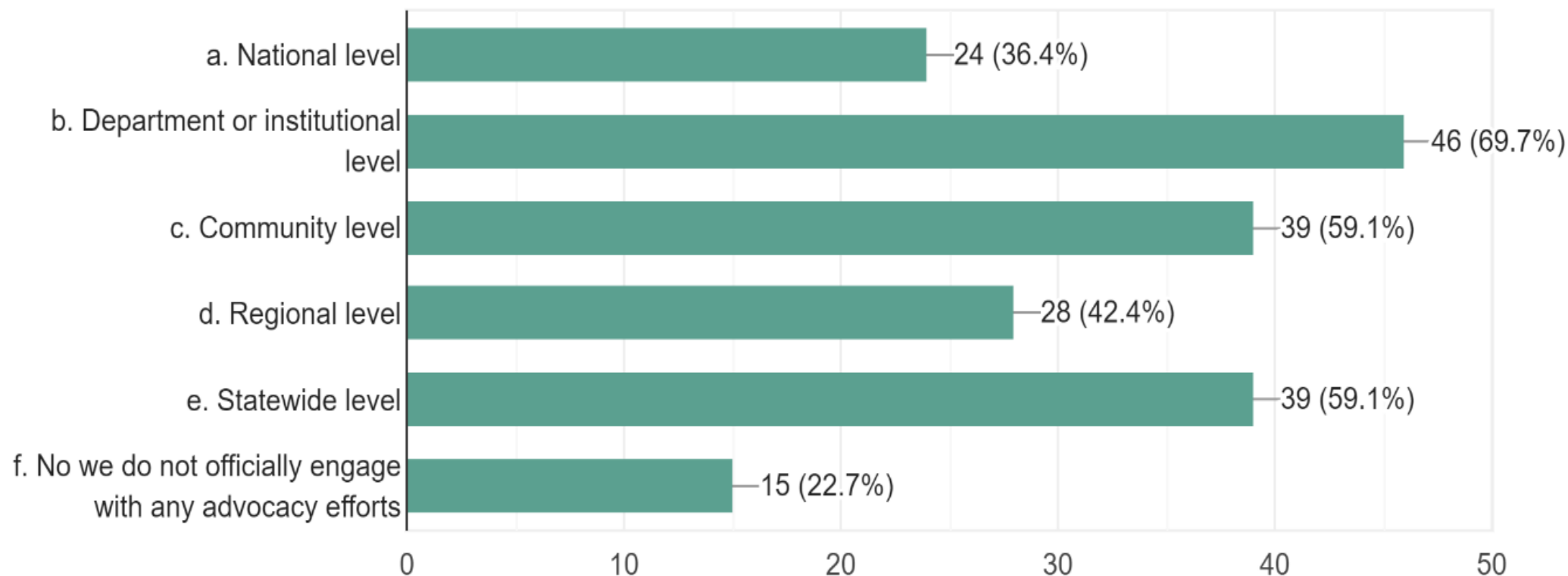
## Network, Outreach, and Training Actions:





# 2021 ADFM Annual Survey Highlights

## Departmental advocacy for policies to promote health equity N = 66; 0 missing (0%)



N=37; 29 missing (44%)

## Response highlights

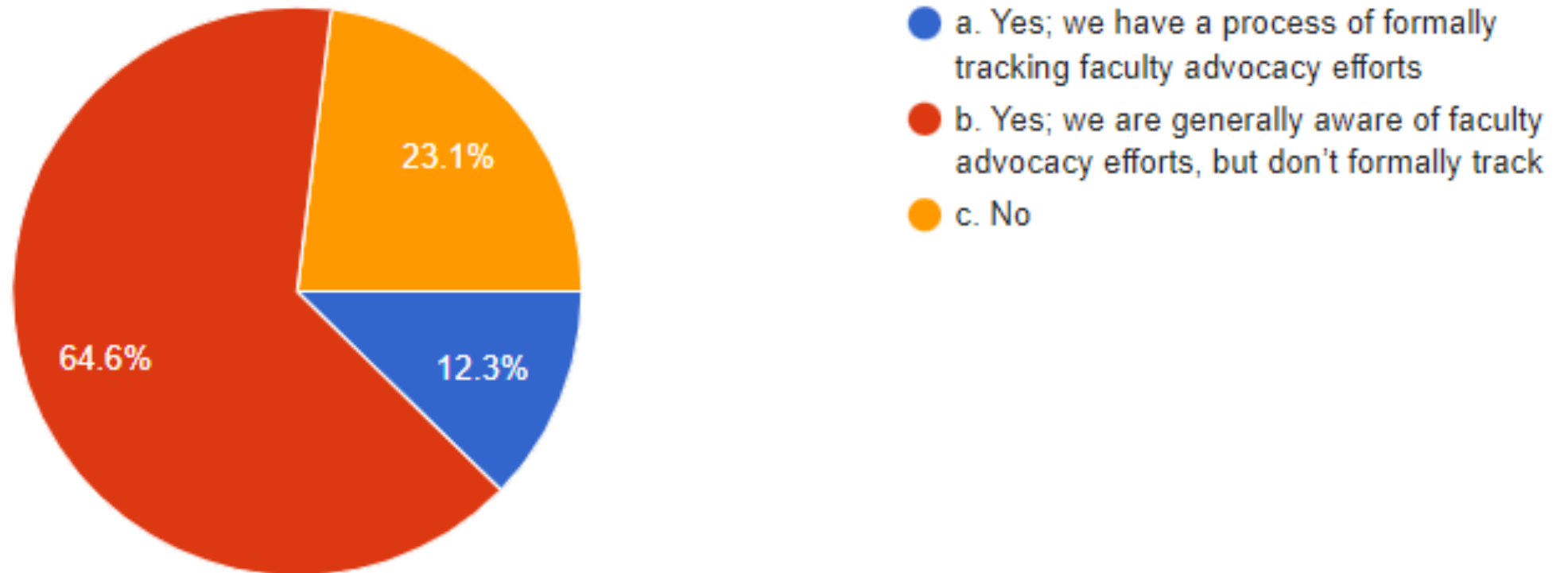
- Department/Institution/Local/State (17 responses)
  - Driven by passion/topic (9 responses)
  - Regional/National/All Levels (9 responses)
  - Uncategorized (2 responses)
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# 2021 ADFM Annual Survey Highlights

68. Do you track faculty advocacy efforts?

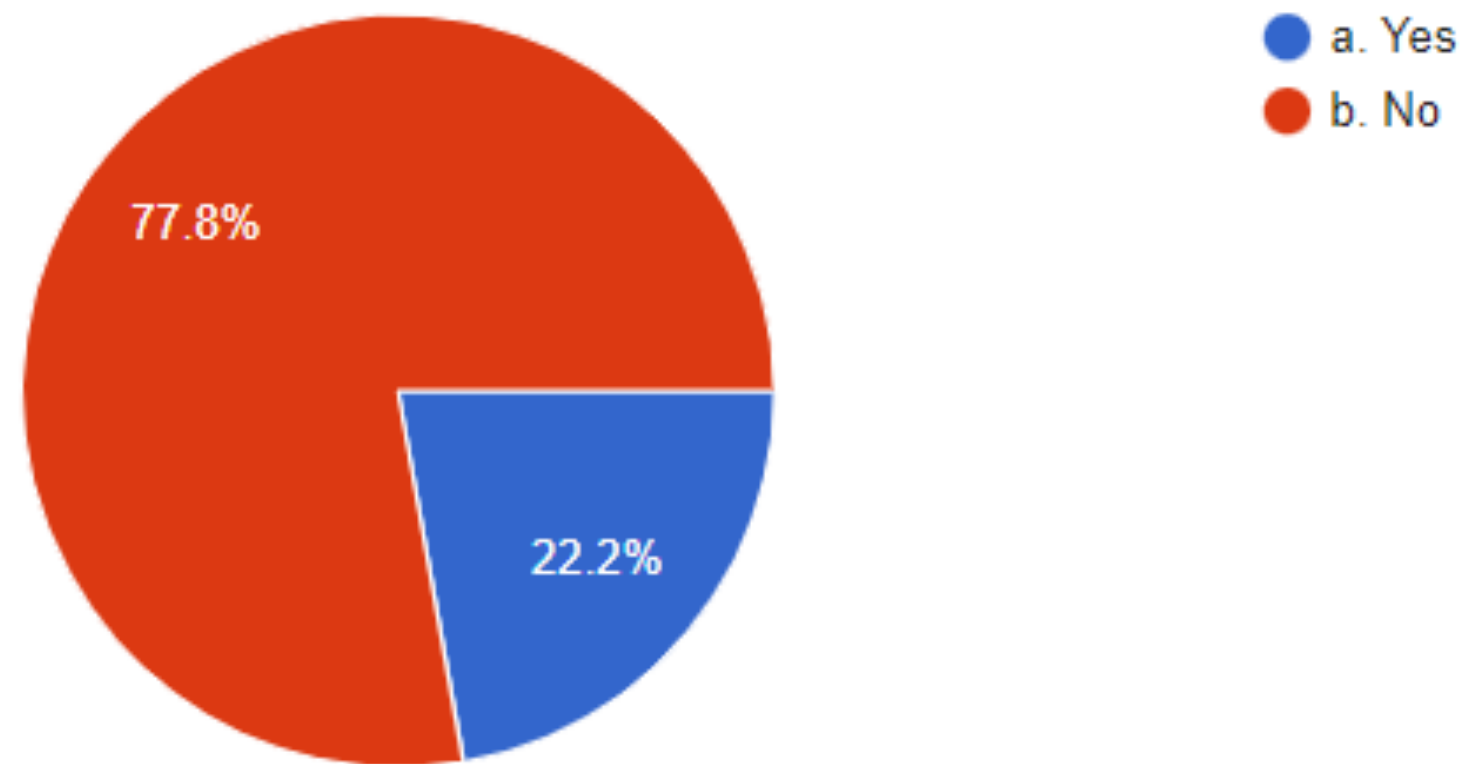
65 responses



# 2021 ADFM Annual Survey Highlights

69. Do you compensate for advocacy (protected FTE or part of quality measures/bonus payment)?

9 responses

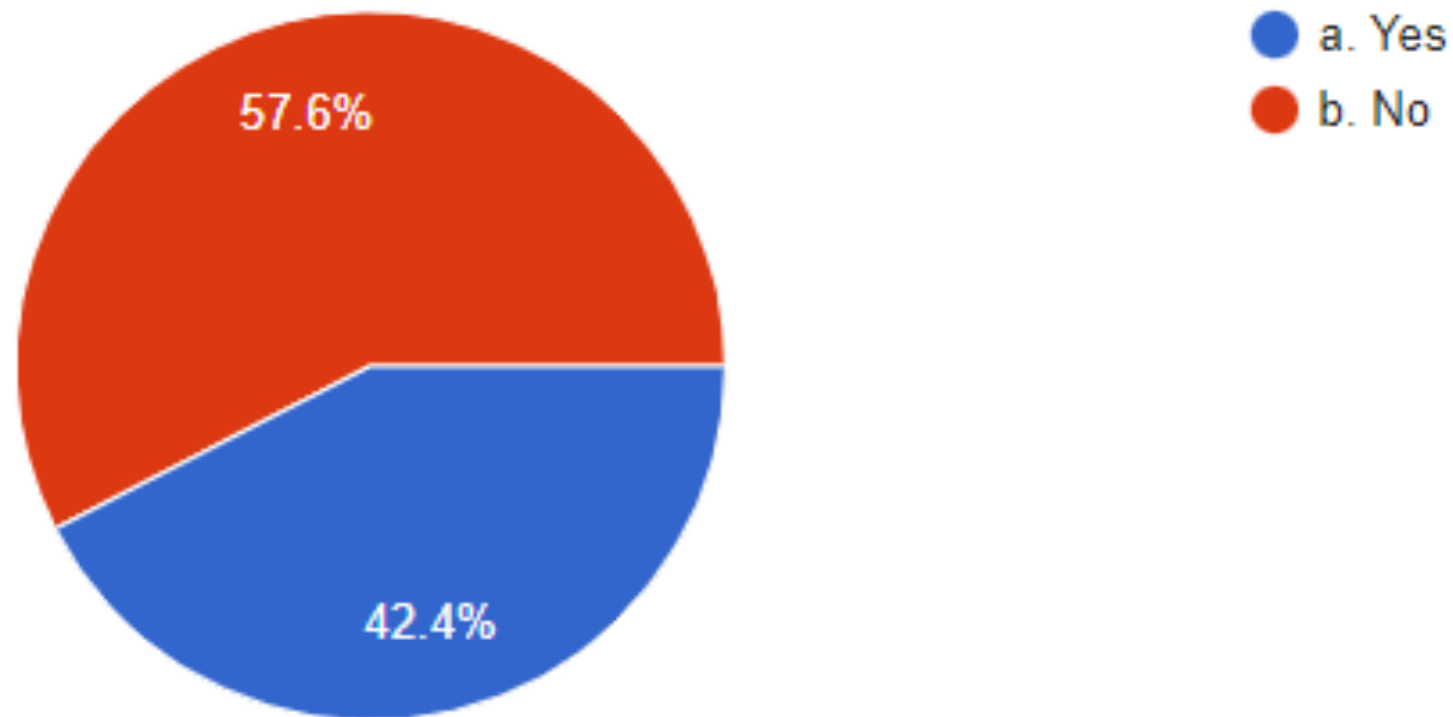




# 2021 ADFM Annual Survey Highlights

70. Has your institution established guidelines or restrictions regarding advocacy?

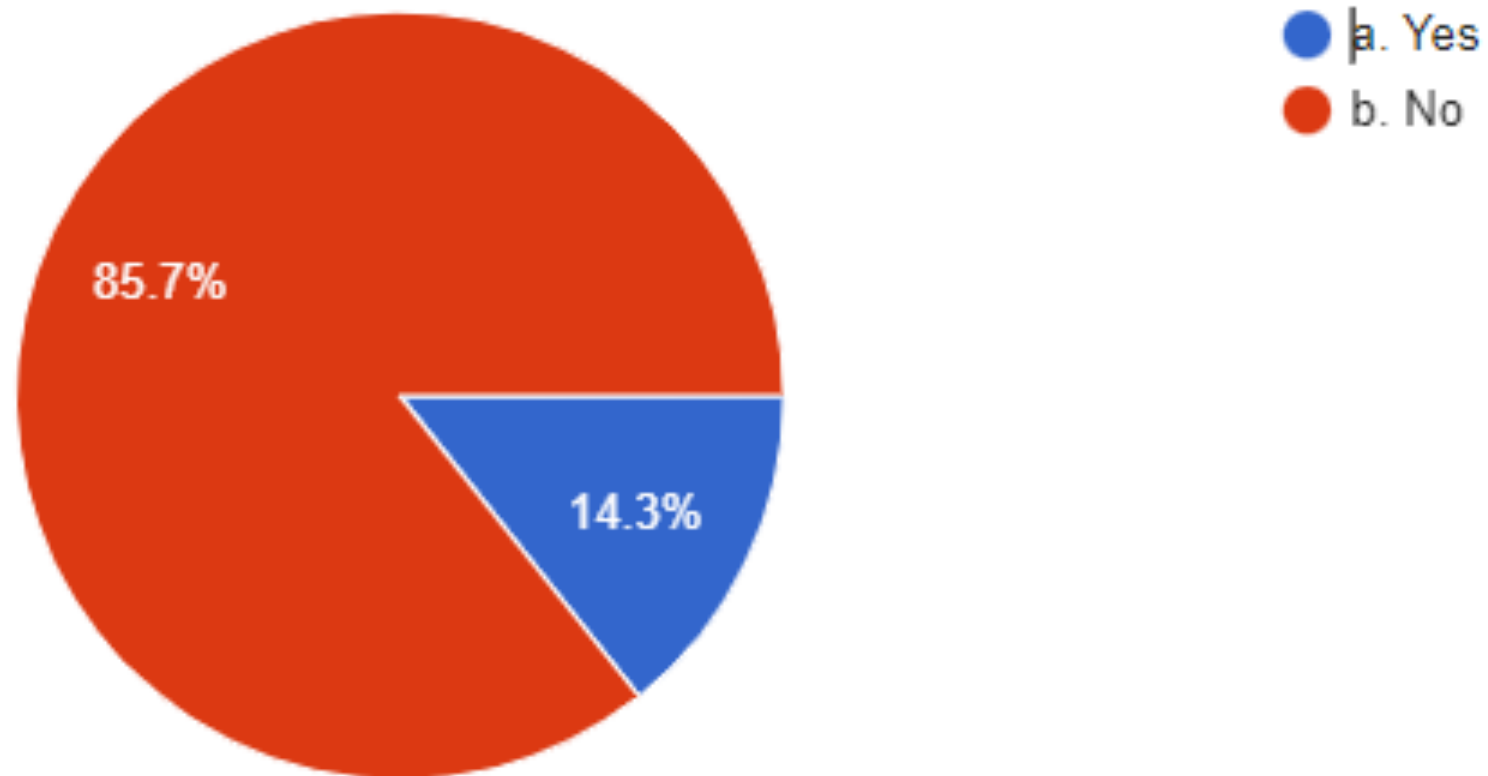
66 responses



# 2021 ADFM Annual Survey Highlights

72. Has your department established guidelines or restrictions regarding advocacy?

63 responses





## How could ADFM help your department strengthen its advocacy efforts?

**N=26; 40 missing (61%)**

Response highlights:

- **Training and resources** (17 responses)
  - N/A and Not sure (5 responses)
  - Funding (2 responses)
-

**Specifically, what advocacy skills or training would be most valuable to you?**

N=23; 43 missing (65.2%)

Response highlights:

- **Training on levels of advocacy (local/state/federal)** (11 responses)
- **Topics** (4 responses)
- Education (1 response)
- N/A (7 responses)

The image features a solid teal background. In the center, there is a large white circle with a thin, light blue border. Inside this circle, the text "Bringing Advocacy to Academic Family Medicine" is written in a bold, black, sans-serif font, centered horizontally and vertically.

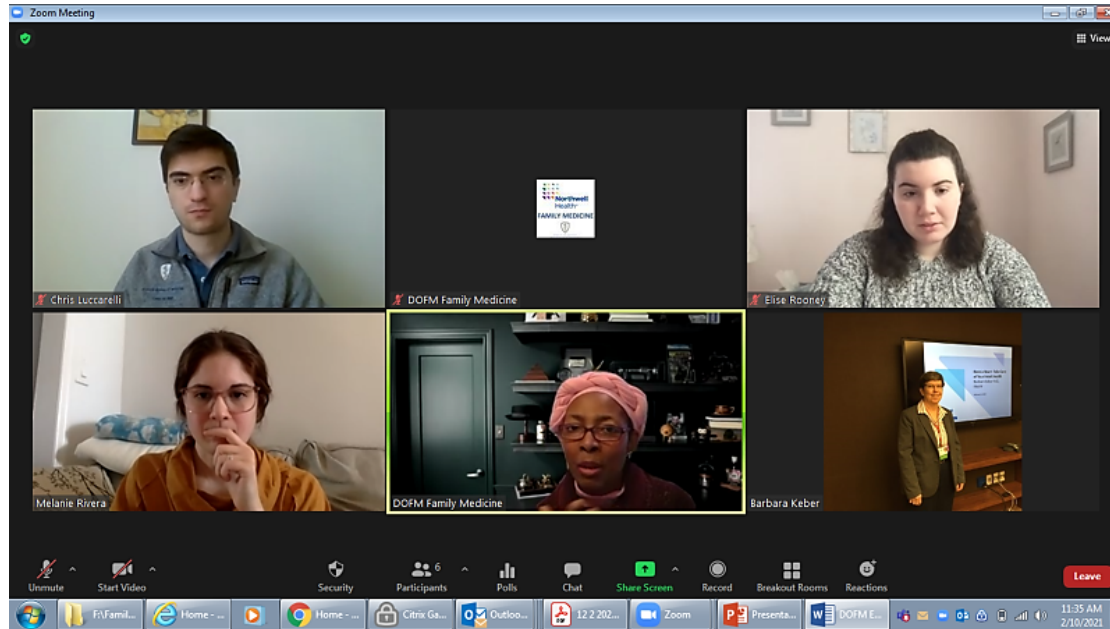
# Bringing Advocacy to Academic Family Medicine

# Along the continuum





# UME TIME COMMITMENT



Each cohort of medical students is scheduled for 4 sessions within 4-6 weeks

- Advocacy Basics
- Lobbying
- Op Ed
- Media

*Engage in a live session and submit op ed for publication.*

## Developing your 3 key messages

"Do you have any questions for my answers?"  
-Henry Kissinger

### Why three?

- Three = basic organizational grouping, helps audience remember

Short, simple, colourful, convincing

Back up by proof

Repeat, repeat, repeat!

Media Relations Training Manual

# GME TIME COMMITMENT

Every resident has 12 weeks total for elective time.

- 4 weeks in PGY2 (two 2 wk)
- 8 weeks in PGY3 (two 2 wk + one 4 wk)

## Plan:

**12 weeks total for QLA track**  
**2-4 weeks for QLA electives**

*The osteopathic programs have 14 weeks elective time  
allowing to start experience in PGY1*

### Quality Leadership and Advocacy Track

- Longitudinal quality improvement, leadership, or advocacy projects offered.
- Meyers-Briggs evaluation offered.
- Opportunities to attend local and national conferences and forums
- 1:1 Mentorship with junior and senior level Physician Leaders
- Opportunities to meet with local and state representatives.



11/16/17

# FACULTY TIME COMMITMENT

- **Administrative time**
- **Precepting Advocacy Sessions**
- **PTO**

**Committees** (Health System, Med School, Town, County, State, National, International)

**Advocacy Work** (local, regional, national, international)

Local  
School  
Board



Dr. Bianchi – FM doc  
advocating to WHO on behalf  
of WONCA  
(*not Northwell employee*)

# RESOURCES

# STFM





# Human Trafficking, Education, Advocacy, Response & Training Program



## Human Trafficking HEART Program International Symposium

On Thursday, February 18, 2021 Dr. Santhosh Paulus and the HEART Task Force held their annual Human Trafficking International Symposium. (See Image Left) Day one of the symposium focused on Legal, Judicial, Psychosocial, Criminology approaches in anti-trafficking work.

## Human and Child Sex Trafficking Symposium for the School Nurse

On January 7, 2021 Dr. Santhosh Paulus, and The Human Trafficking HEART Program in collaboration with ECPAT-USA and Clean Slate Living held a panel discussion for public school nurses entitled, Child Trafficking: A School Health Response. [View](#) this panel discussion here.

## Thriving Women Talk Show

On January 19, 2021 Dr. Santhosh Paulus and his wife, Rajdeep Paulus had the opportunity to be interviewed on the Thriving Women Talk Show for their anti-trafficking work in honor of Trafficking Awareness and Prevention Month.



# Family Medicine Advocacy Summit 2021

Fight for Family Medicine in the Nation's Capital

- Why advocacy matters: Learn how family physicians can influence the legislative process
- You are a constituent: Use your unique family medicine perspective to engage with Congress
- Virtual lobbying: best practices for sharing your story with elected officials and staff
- Storytelling: creating memorable narratives that have a lasting impact



## Primary Care & Specialty Advocacy







# CONGRESS OF DELEGATES

American Academy of Family Physicians



# FIGHTING FOR FAMILY MEDICINE

Find out how the AAFP is currently working on the Hill to protect and promote the specialty of family medicine.

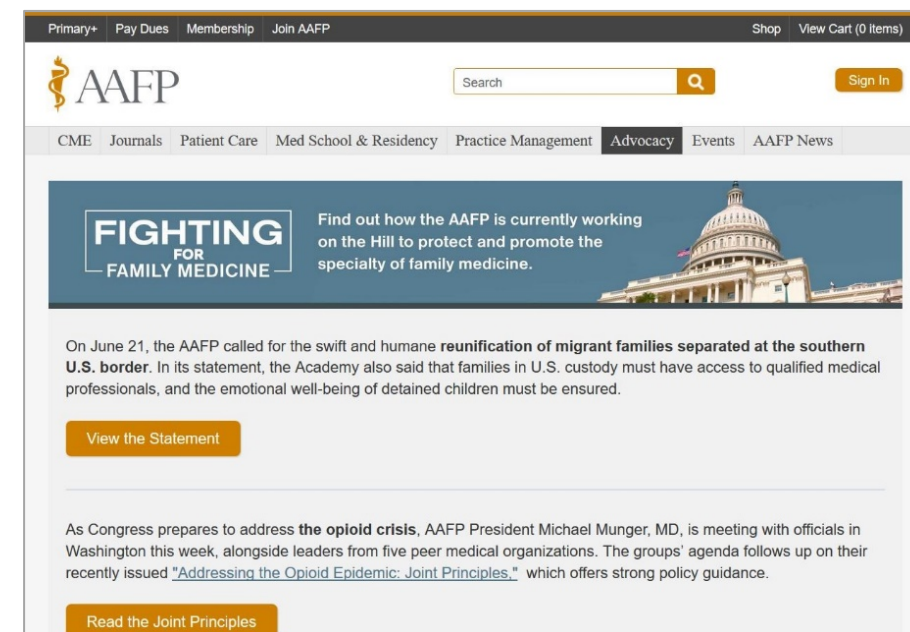


## Advocacy Insider email



IN THE TRENCHES

## Fighting for Family Medicine newsletter



# AAFP ADVOCACY TOOLKIT



This AAFP grassroots program unites family physicians under one goal: advancing family medicine.

- Visit the AAFP Advocacy Hub.
- Track legislation.
- Learn how to connect with legislators.
- Support FamMedPac.
- Attend an advocacy conference.



Strong Action for Family Medicine



# Advocacy Enhancements

- AAFP Advocacy Wins
- Follow advocacy on Twitter: @aafp\_advocacy
- Key Contact Program Roll-out
- Congressional Primary Care Caucus



# **BREAKOUT ROOMS/FACILITATORS**

- Tower Court A - Dooley; Fernandez; Kureshi
- Tower Court B - Bright; Bennett; Parker-Featherstone
- Tower Court C - Phillips; Conti; Prunuske
- Tower Court D - Gravel; Haq; Altman
- Windows - Perkins; Robinson; Wittenberg; Iroku Malize
- Gold - Palmer; Rundell; Stulberg
- Century - Douglas; Wilson; Nair; Peek

