

CPTI Pediatric Department-level Advocacy Description

Possible Titles: Vice Chair for Advocacy, Associate Chair for Advocacy, Director of Child Health Institute (if applicable)

Areas of Focus:

1. Define the department's advocacy mission, vision, and values using a health equity lens.
 - a. Potential activities:
 - i. Build leadership team/ structure (assemble an advocacy board, coordinate with division-level leadership)
 - ii. Conduct a department-level advocacy needs assessment
 - iii. Identify priority areas with short and long-term goals
 - b. Sample deliverables:
 - i. Baseline needs assessment
 - ii. Organizational chart
 - iii. Vision statement/ strategic plan

2. Community affairs
 - a. Potential activities:
 - i. Meaningfully engage community partners to improve child health (ex: local schools, state Medicaid office)
 - ii. Network and identify new community partners
 - iii. Participate in the Community Health Needs Assessment and/or Community Health Improvement Plan
 - iv. Ensure representation on boards/ meetings that impact child health in the community
 - v. Disseminate knowledge to the community through traditional and/or social media
 - b. Sample deliverables:
 - i. Number of boards with faculty representation
 - ii. Number of projects with community partnerships
 - iii. Number of patient referrals to community partners
 - iv. Number of media interviews

3. Foster advocacy scholarship for faculty, staff, and trainees in the department.
 - a. Potential activities:
 - i. Provide information about grants / application process
 - ii. Disseminate opportunities to work with established community partners
 - iii. Facilitate mentorships
 - iv. Establish partnerships within the broader institution to reduce siloed effort
 - v. Provide education about advocacy research methodologies
 - vi. Provide opportunities for trainees to present scholarly work in advocacy
 - b. Sample Deliverables:
 - i. Number of national advocacy presentations and workshops presented
 - ii. Number of advocacy publications

- iii. Number of grants awarded
 - iv. Post-educational session participant survey results
4. Enhance faculty potential to lead advocacy activities.
- a. Potential activities:
 - i. Advocacy education curriculum for faculty
 - ii. Participate in advocacy faculty recruitment
 - iii. Create systems for asynchronous work (website)
 - iv. Ensure that quality advocacy opportunities earn academic credit by working with Promotion and Tenure Committee
 - b. Sample deliverables:
 - i. Number of faculty-led advocacy scholarly activities/ presentations/ publications
 - ii. Updated promotion criteria for institution
 - iii. Faculty curriculum or educational materials developed
 - iv. Website with number of hits tracked
5. Support policies that promote child health on local, state, and national levels in a non-partisan fashion.
- a. Potential activities
 - i. Work with government affairs to influence advocacy agenda
 - ii. Provide legislative testimony when appropriate
 - iii. Build relationships with community decision-makers (school boards, city council, state legislature, etc)
 - iv. Disseminate information on key policies with information on how to contact decision-makers (meeting, call, email)
 - b. Sample deliverables
 - i. Legislation introduced/ passed based on pediatrician input
 - ii. Number of legislative contacts
 - iii. Number of times legislative testimony is provided
6. Support child health in the health system by improving processes on the patient-level.
- a. Potential activities:
 - i. Establish QI projects that ensure screening/ referral for social influencers of health when appropriate
 - ii. Provide education about providing trauma informed care in clinical spaces
 - iii. Establish a process for reviewing opportunities for improvement
 - b. Sample deliverables:
 - i. Number of QI projects
 - ii. Number of patients referred using established processes

CPTI Pediatric Division-level Advocacy Description

Possible Titles: Division Advocacy Champion, Division Advocacy Director

Areas of Focus:

1. Define the division's advocacy mission, vision, and values using a health equity lens.
 - a. Build a support team/ interest group structure
 - b. Conduct advocacy needs assessment
 - c. Identify priority areas with short and long-term goals

2. Community Collaboration
 - a. Network with and identify new community partners
 - b. Ensure representation on boards/ meetings that impact child health in the community

3. Foster advocacy scholarship for faculty, staff, and trainees in the department.
 - a. Provide information about grants/application process
 - b. Disseminate opportunities to work with established community partners
 - c. Facilitate mentorships
 - d. Partner with the Department advocacy leadership and connect with other advocacy leaders in other Divisions
 - e. Provide education about advocacy research methodologies
 - f. Provide opportunities for trainees to present scholarly work in advocacy

4. Support policies that promote child health on local levels in a non-partisan fashion.
 - a. Disseminate information on key policies with information on how to contact decision-makers (meeting, call, email)
 - b. Network with local officials

5. Support child health in the health system by improving processes on the patient-level.
 - a. Establish QI projects that engage patients and impact policies and procedures for care