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 (e.g., 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