

2019 SASGOG Annual Meeting

Advocacy: A Change is Gonna Come

Physician Opportunities for Positive Change

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Introductions

- **Mallory Kremer, MD**

- OB GYN, Assistant Professor, University of Washington
- No financial disclosures

- **William M. Leininger, MD**

- Staff OB GYN, Naval Medical Center San Diego
- No financial disclosures
- The views expressed by William Leininger are his own and do not reflect the official policy or position of the Department of the Navy, Department of Defense, nor the U.S. Government

Warm Up: Advocacy Stories

- Abortion care in the Central Valley

- Physician re-entry to practice after deployment



Objectives

- Understand physician strengths as advocates
- Review models for physician advocacy
 - Implementation Science
 - Fishbone model
- Share examples of advocacy activities
- Small group work:
 - Identify personal advocacy opportunities & goals
 - Widen perspectives on using advocacy to promote change



Starting Point: Definition

- **Advocacy:** coordinated combination of problem identification, solution creation, strategy development, and actions **to make positive change.**

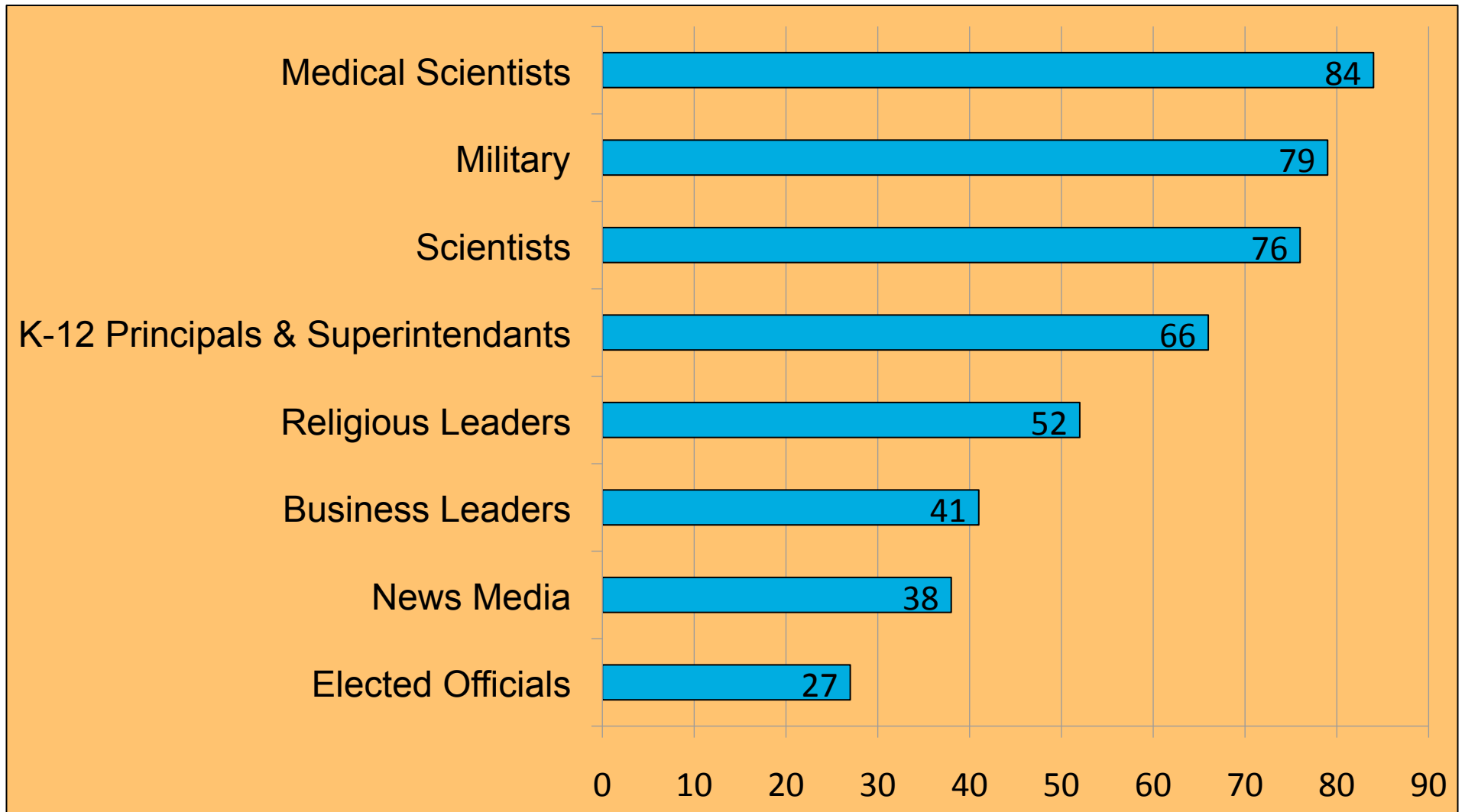


Innate Strengths as Providers

- Patient stories
- Credibility
- Scientific knowledge
- Engagement with research
- Experience advocating for our patients every day

Advocacy is strategic, learnable, and builds on existing skills

Trustworthiness



Pew Center Report, "Politics of Climate Change" 16 Oct 2016. 4563 responses from 10 May – 06 Jun 2016; data represent those who replied they have "a great deal" or "a fair amount" of trust that these individuals will act in the public interest

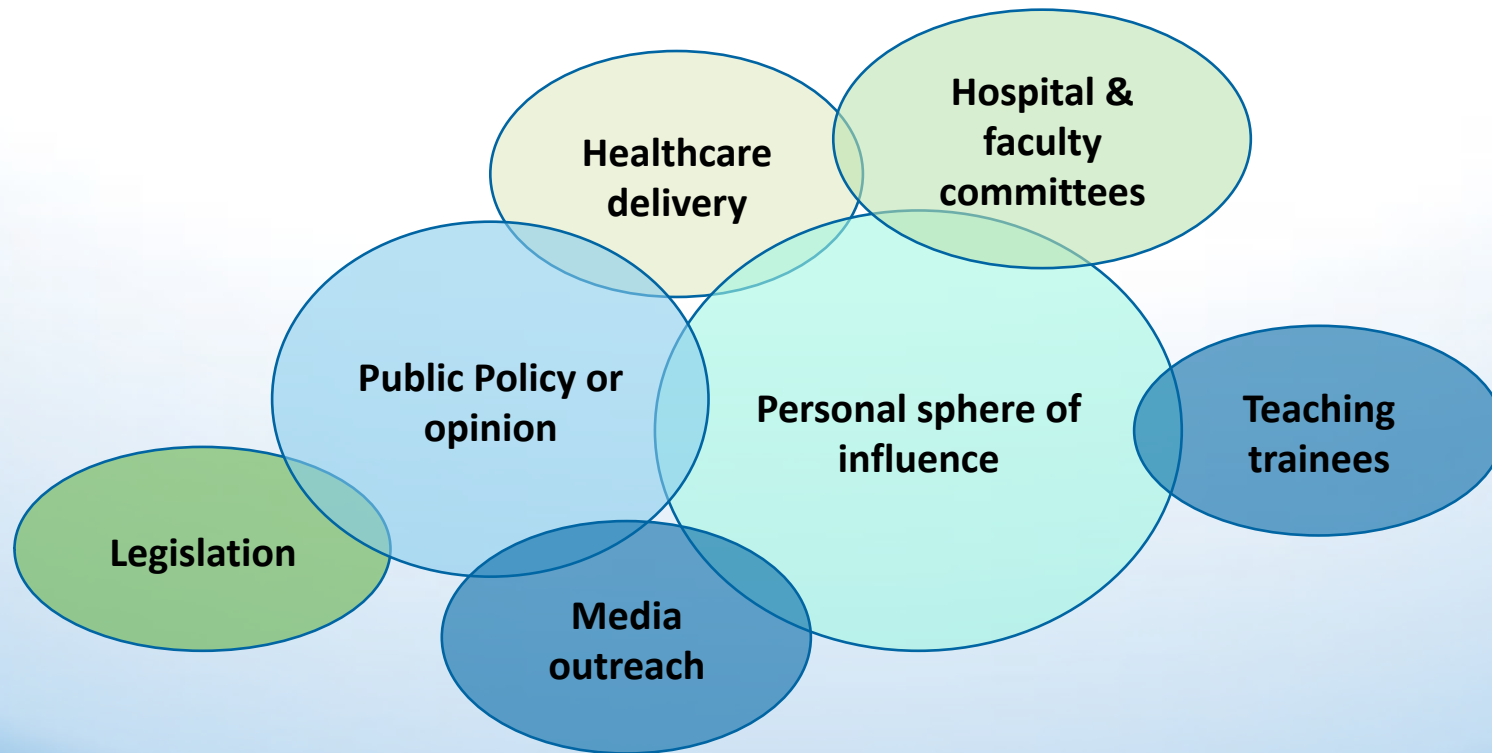
Implementation Science in Advocacy

- Strategy for achieving successful, sustainable outcomes at scale
 - Effective Innovation
 - Consistent Implementation
 - Addressing Enabling Contexts



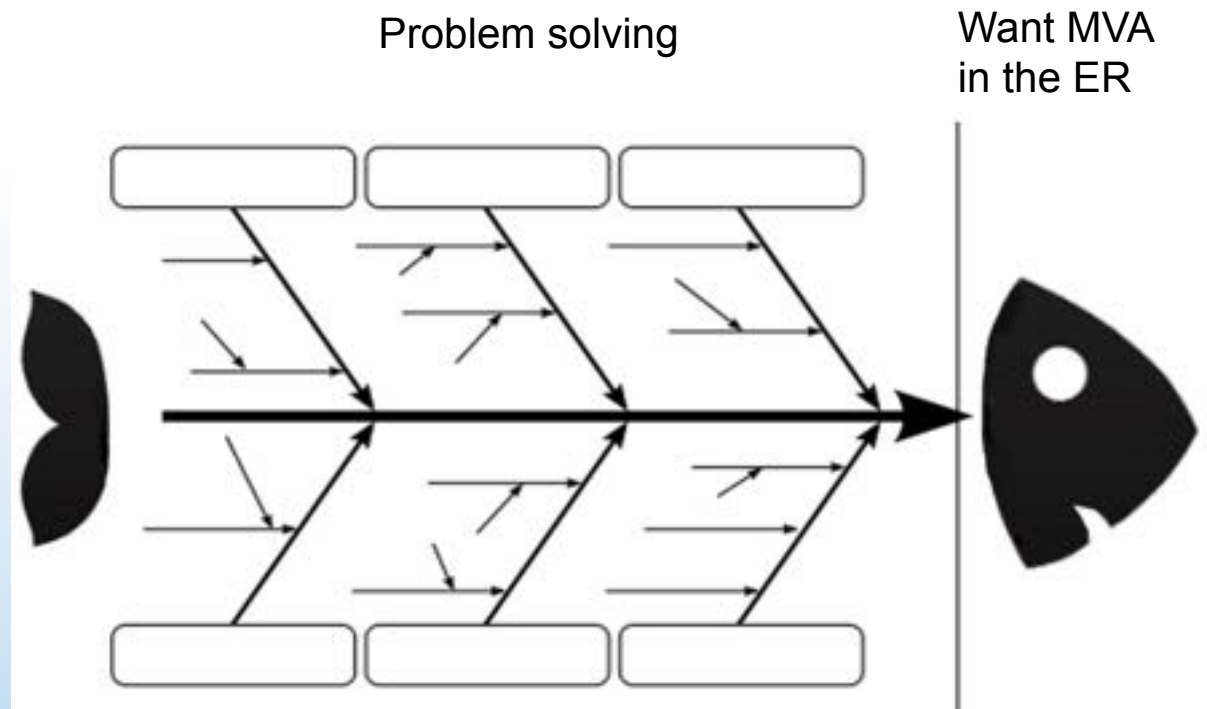
Peterson, B, et al. "Implementing Innovations in Global Women's, Children's, and Adolescents' Health". *Obstet Gynecol* 2018; 131:423-430.

How would you diagram or conceptualize your advocacy efforts?



Fishbones

- One tool to map out challenges



Organizations that support advocacy

- Google any professional organization and “advocacy”
 - ACOG, AMA, Physicians for Reproductive Health
- ACLU & SPLC
- Planned Parenthood
- 500 Women Scientists



Advocacy Encounters

A hand-drawn sign with a rainbow border. The text on the sign reads: "Support ALL our Sisters not just your Cisters". The sign is outdoors, with palm trees and a building visible in the background.

Support ALL our
Sisters
not just your
Cisters





Advocacy Encounters



TIONS



The Fresno Bee

LETTERS TO THE EDITOR

Ob-gyn: Republican policies harm women

President Obama has requested \$1.9 billion to fight Zika, the mosquito-borne illness that poses a threat to maternal child health, with potential to cause devastating anomalies in affected pregnancies.

The GOP has prepared a \$1.1 billion Zika funding bill which, of course, contains provisions to limit Planned Parenthood funding. Obama has threatened to veto the bill, and funding will be delayed for months.

Letters to the Editor: ObGyns must advocate for patients beyond the clinic door

OBG Manag. 2017 February;29(2)

SASGOG ADVOCACY

Five Candidates Meet to Discuss Unseating Nunes

Posted on June 18, 2017 by Brendon Alexander



Jose Sigala, Ricardo Franco, Bobby Bliatout,
Andrew Janz, Dr. Mallory Kremer

On June 16, Tulare County-based Progressives United for Social Justice and Human Rights (PUSH) hosted a Candidate Forum featuring several local Democratic candidates who are vying for Congressman Devin Nunes' seat in the House of Representatives. The event was held from 7-9pm at the Grange Meetinghouse in Visalia. Candidates speaking at the forum included Tulare City Councilman Jose Sigala, Fresno obstetrician-gynecologist Mallory Kremer, Fresno County deputy D.A. Andrew Janz, Bobby Bliatout, and Ricardo Franco. Paul Vargas was scheduled to but did not appear.

The candidates answered questions developed by local activist groups as well as questions from the audience. Approximately 80-100 people were present.

Personal Insights & Inspiration

- Identify your values and relentlessly pursue them
- Squeaky wheel gets the oil
- If you're not at the table, you're on the menu
- The best way to get the dents out of a can is by kicking it from the inside
- Network, network, network!

Small Group Work

- Choose a topic/issue that ignites your passion
 - Discuss strategies, your “ask”, barriers, stakeholders, allies...
 - Use your fishbone diagram

[after 10 minutes: Pick a speaker to give 1 minute summary]

Small Group Work

- Group Summaries – 1 min

Moving forward

- Self care is important
- Reduce outrage fatigue
 - limit websites or screen-time that causes you stress
- Uphold HIPAA when using patient narratives
- Follow employer's policies about the media or outside work
- Be strategic
 - Pick your battles

Advocacy resources and next steps

– see your handout!

- Physicians for Reproductive Health
 - www.prh.org
- American College of Obstetricians and Gynecologists
 - www.acog.org/Advocacy



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