

## **Creating Change: Advocating for Your Patients, Your Learners, Yourself**

Dr. Tom Gellhaus

Dr. Hope Ricciotti

Dr. Bill Leininger

### Training and Education Resources

- ACOG – Congressional Leadership Council
- [acog.org/advocacy](http://acog.org/advocacy) - current issues, how your Member of Congress voted, pre-written emails, etc
- Physicians for Reproductive Health – Leadership Training Academy
- CREOG – Advocacy Modules

### Reference Articles

- Earnest et al, “Physician Advocacy: What It Is, and How Do We Do It.” Acad Med. 2010: 85:63-67
- Tips on How to Negotiate a Contract:  
[https://resident360.nejm.org/content\\_items/1372/](https://resident360.nejm.org/content_items/1372/)
- “The Hidden Curriculum” APGO Monograph
- Conger, J., “The Necessary Art of Persuasion.” Harvard Business Review, Reprint 98304
- AMA Journal of Ethics – Ethics Cases

### Organizational Affiliations

- Public/Elected Office – Congress; State and Local; School Boards
- National Organizations – ACOG Natl and District Offices, Committee Membership; Advocacy Organization membership and participation
- State/Local Medical Society membership
- Hospital/Organizational Committees

### Individual Efforts

- Expert Reviewer – Title X Grant Proposals for HHS
- Expert Witness/Consultant/Testifier – legal cases, media interviews
- Public Education/Outreach/Speaker’s Bureau
- Research/Authorship/Publication on key topics
- Medical Student/Resident Group Advisor
- Committee membership or working group of particular interest

## Immediate Action

- Donations
  - o Money (advocacy by proxy) – political campaigns, political action committees, advocacy groups, and individual events (and, the number of contributors is valuable along with the actual dollar amounts)
  - o Expertise – policy review; IT/EHR skills; proofreading; art/graphics
  - o Time – attend events or marches; cover for an advocate colleague
  
- Documentation
  - o VOTE!
  - o Share patient stories (Voices of Courage to PRH)
  - o Provide input for developing policies, programs, etc.
  - o Complete surveys
  - o Submit evaluations on trainees and colleagues
  - o File patient safety reports
  - o Submit reviews/critiques of products, policies (e.g. MAUDE)
  - o Keep a list of the excellent work that you do (self-appreciation)
  
- Discourse
  - o Visit/call/write to elected officials, policy makers, public input meetings
  - o Hidden Curriculum – promote your cause, correct misperceptions
  - o Submit Letters to the Editor, Op Eds
  - o Engage on Social Media – address myths and misperceptions
  - o Call people “in” (vice out) – use an inviting, receptive strategy to create discussion vice confrontation and antipathy (see “Persuasion” article)
    - Use position as influencer
    - Find teachable moments
  - o Sign up for group newsletters to learn about opportunities
  - o Seize networking opportunities (Please, bother me!)