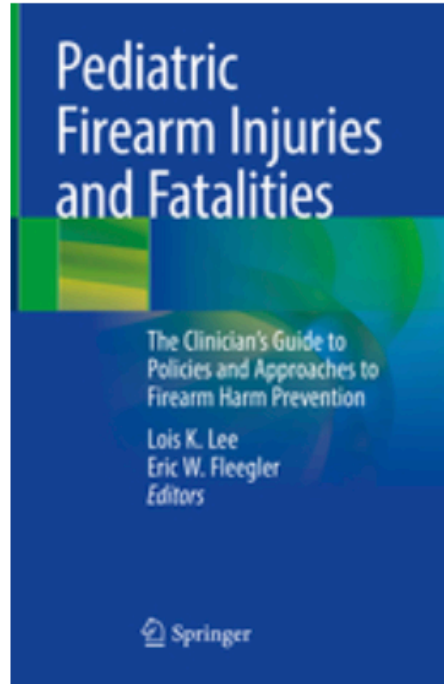


Advocacy for Everyone: Advocacy Skills for the Busy Clinician

Lois K. Lee, MD, MPH, FAAP, FACEP

Pediatrics in the Red Rocks Conference
Arizona Chapter, American Academy of Pediatrics
July 22, 2023

Disclosures



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Pediatric Firearm Injuries and Fatalities

The Clinician's Guide to Policies and Approaches to Firearm Harm Prevention

Editors: **Lee**, Lois K, **Fleegler**, Eric W. (Eds.)

- UpToDate
- American Academy of Pediatrics





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Alessandro Volta Museum, Como, Italy



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Objectives



- Examine what it means to be an advocate as a pediatric clinician



- Integrate the elements of an effective elevator pitch for advocacy communication



- Compose the “hook” for an op-ed



Roadmap

- 0-20 minutes: Advocacy for clinicians
- 20-35 minutes: Practice your elevator pitch
- 35-50 minutes: Storytelling
- 50-70 minutes: How to write an Op Ed
- 70-90 minutes: Discussion



What is advocacy?

*“To speak up, to plead, or to champion for a cause while applying **professional expertise and leadership to support efforts on individual (patient or family), community, and legislative/policy levels,** which result in the improved quality of life...”*

Wright CJ et al. Toward the Development of advocacy training curricula for pediatric residents: a national delphi study. *Ambulatory Pediatrics* 2005. 5(3): 165-171.



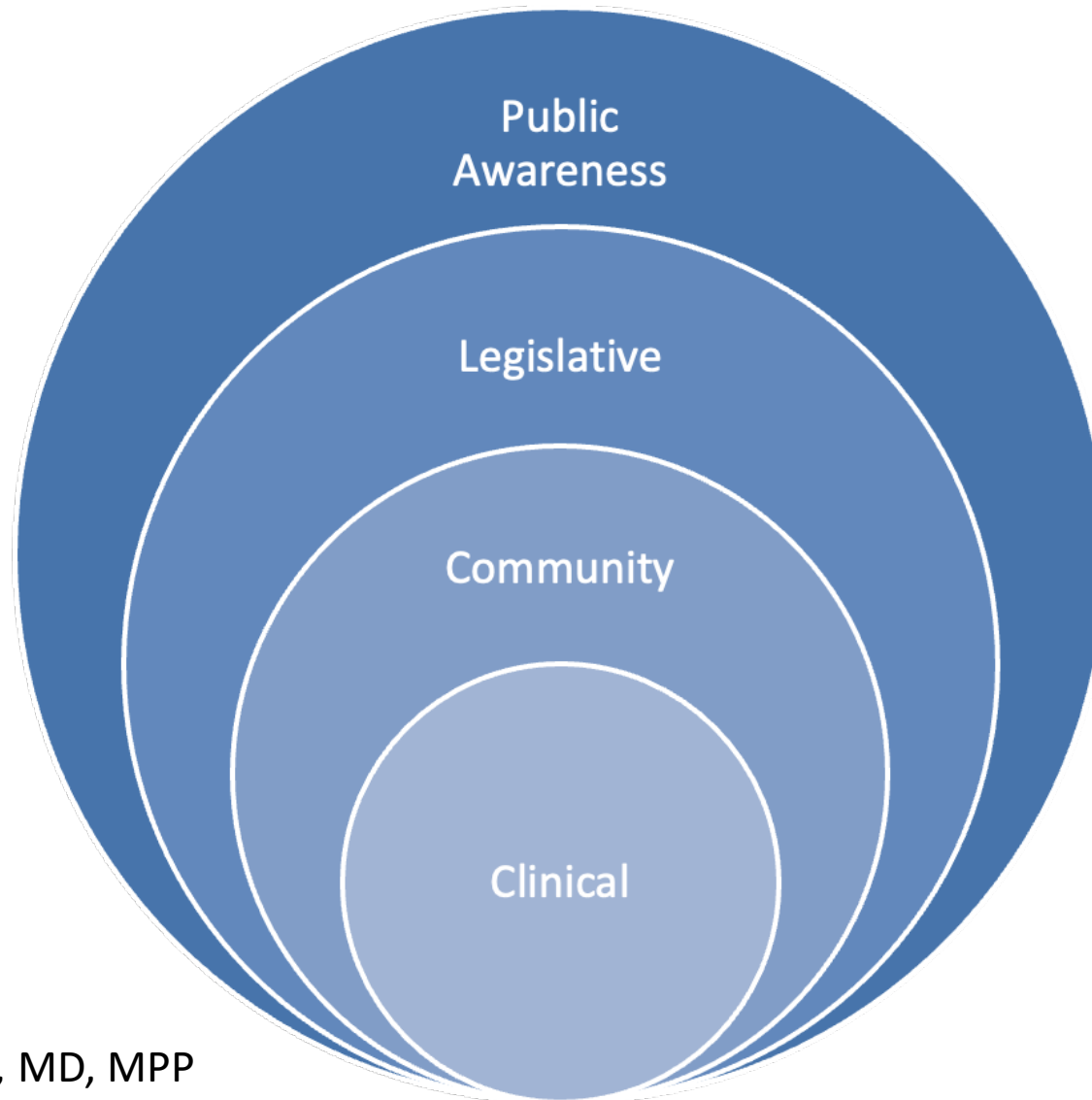


Why advocacy?

The Social-Ecological Model: A Framework for Prevention



Social Ecological Model of Advocacy





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Areas for Clinician Advocacy

- Patient
- Community
- Institutional
- Policy

Clinical Advocacy



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Assess patient's needs



Screen for social determinants of health



Work with families and hospital/community agencies



Identify appropriate local resources



Communicate effectively

Wright CJ et al. Ambulatory Pediatrics 2005.



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Community Level Advocacy



Access	Access community resources
Advocate	Advocate for patients to health system, other agencies
Build	Build partnerships with community stakeholders
Volunteer	Volunteer in community organizations

Wright CJ et al. Ambulatory Pediatrics 2005.



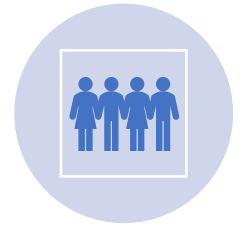
Community--Institutional Level Advocacy



PROGRAMS FOR
PATIENT CARE



POLICIES TO IMPROVE
PATIENT CARE



RESOURCES FOR
PATIENTS AND STAFF

Beers LS, et al. Peds Clin North Am. 2023.



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Legislative Advocacy



Communicate issues based on professional experience



Incorporate scientific information into documents or testimony



Participate in advocacy efforts at hospital, professional organizations (AAP)

Wright CJ et al. Ambulatory Pediatrics 2005.



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House Rules Subcommittee



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Tools to Combat Gun Trafficking and Reduce Gun Violence in Our Communities (Subcommittee Hearing)

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Pediatric Gun Deaths Are a Massive Problem in the U.S.

Thoughts and prayers do not stop bullets. We must do better for our children

By Eric W. Fleegler, Lois K. Lee on June 2, 2022



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Red flag laws can be a lifeline for our children and youth

BY LOIS K. LEE AND JODY L. MADEIRA, OPINION CONTRIBUTORS - 06/24/22 4:00 PM ET



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Knowledge:kids



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Roadblocks for Advocacy

- Time
- Lack of incentive structure
- Fear
- Lack of experience
- Concern for pushback
- Don't know where to start
- Institutional mis-alignment
- Academic promotion tracks



Beers LS, et al. Ped Clin North America. 2023.

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Facilitators for Advocacy



- Passion
- Expertise
- Time
- Flexibility in job
- Support from leadership
- Collaborative partners
- Non-medical organizations

Beers LS, et al. Ped Clin North America. 2023.



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Advocacy Strategies across Practice Settings



- Education
 - Institutional
 - Community: Op-Eds, media
- Policy change
 - Practice-level
 - Institutional
 - Legislative

Beers LS, et al. Ped Clin North America. 2023.



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Elevator Pitch: When and How to Use It



- When: to introduce to a business connection
- How: focus on the essentials
 - Short and sweet: < 60 seconds
- What:
 - Who you are
 - What you do
 - What you want to achieve.
- Be positive and persuasive with your limited time.
- Deliver your speech to a friend or record it, so that you can be sure that your message is clear.

What To Say in Your Elevator Pitch

Share your skills



Mention your goals



Keep it brief



Have a business card ready



Elevator Pitch Examples
& Writing Tips - **What to Say**



 the balance

Here's my pitch!

- I'm Dr. Lois Lee, a pediatric emergency medicine physician and Chair of the Council on Injury at the American Academy of Pediatrics.
- Did you know firearms are the leading cause of death for U.S. children and youth?
- As a firearm researcher I am advocating for increased firearm research funding to help decrease firearm injuries in our kids.





Time to
practice

A group of people are sitting around a campfire at night. The fire is bright and central, casting a warm glow on the surrounding rocks and the people. The people are dressed in outdoor gear, and the scene is set in a rocky, natural environment. The background is dark, suggesting a night setting. The overall mood is cozy and communal.

The Importance of Storytelling

How does storytelling help in advocacy?



- Humanizes issue
- Builds interest
- Develops empathy
- Increases understanding of the problem
- Develops common bond



The Art of Storytelling

Living in the story:

- is told from the heart
- feels real and personal, like having a conversation with the person
- feels like you are sitting around the campfire together listening to the story

Tip:

- Write the outcome (the ending) first to know where your story is going


Good campfire stories will:

- capture your attention
- make it personal, sharing emotions
- inspire change or action
- share a point, a key take-away, or a lesson learned



 Image: [Some rights reserved by dgermony](#)

Based on SIGDS Webinar, [The Art and Soul of Digital Storytelling](#)

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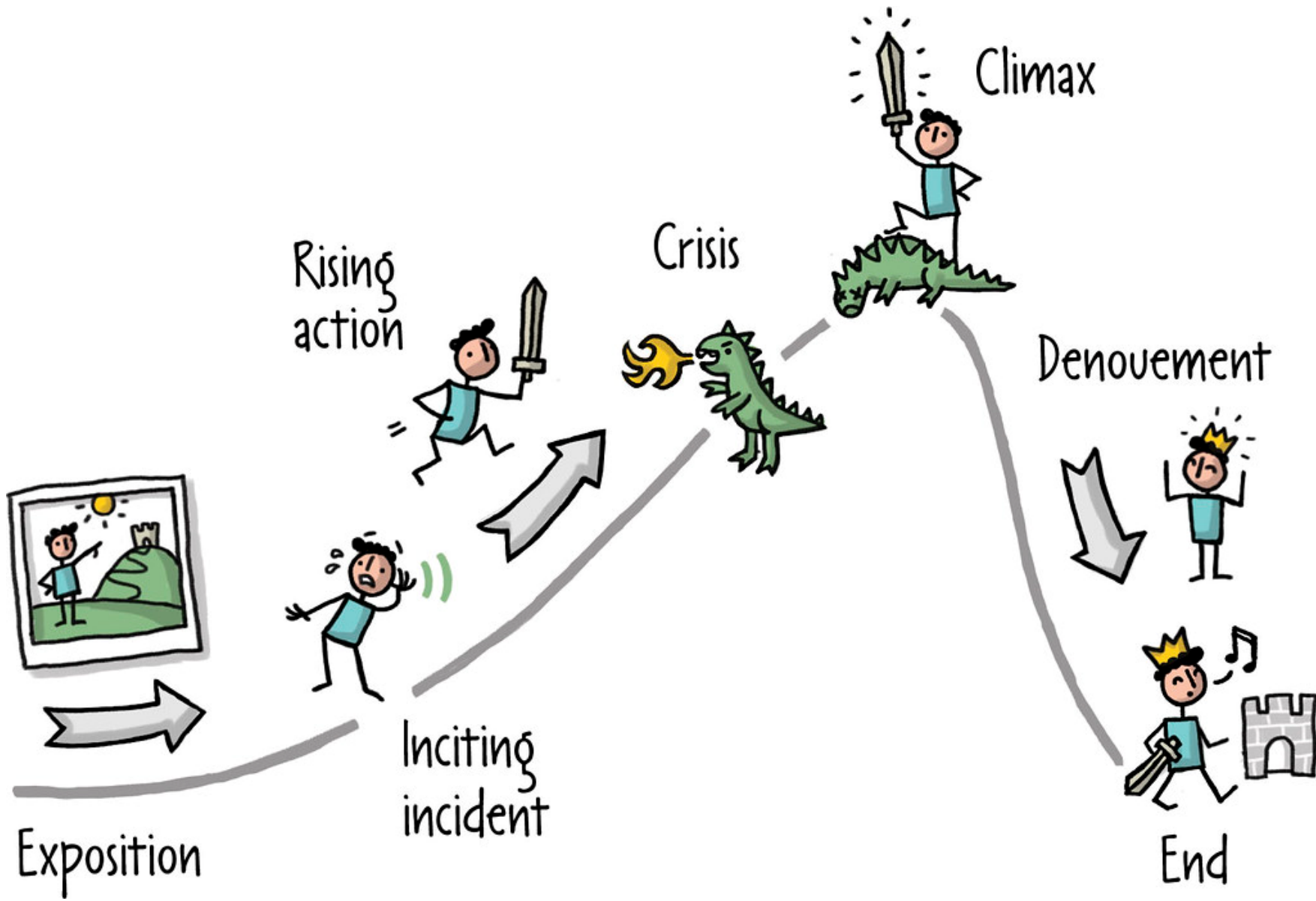
The “Plot” of a great story includes:

- a starting point, quickly setting up the story
- an interesting dilemma or conflict
- the “journey” to resolve the conflict
- climax
- resolution (denouement)
- the lessons learned

Note:

- 100 words is about 1 minute of audio
- 50% of student time should be used on creating story content





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How to Talk to Legislators 101:

1. Craft a **clear, persuasive message** staying in line with your **SOCO** (Single Overriding Communication Objective)
2. **Know your audience** and **tailor** your ask to them
3. Use a **story** with permission
4. Give your institution a **heads up** and **utilize your expertise**

Behrens D, et al. Peds Clin North Am. 2023.





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Opinion

IN MY OPINION

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Schools need adequate staffing, not silver bullets, to restore quality

By **Walt Hellman**
Special to the Argus

How long will Oregon be a state that sets ambitious education improvement goals while simultaneously reducing teachers' ability to deliver basic education?



an average of 40 in Hillsboro high schools and Oregon can't afford to keep its schools open all year. Tragically, for these 20 years, Oregon's educational and political leaders have not focused people's attention on the important need for replacement funding and increased

- “Opposite editorial”
- Writers with expertise outside of news agencies
- Short: 500-750 words
- Clearly defined point
 - 1 focused point
 - Timely
- Clearly defined point of view

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Red flag laws can be a lifeline for our children and youth

BY LOIS K. LEE AND JODY L. MADEIRA, OPINION CONTRIBUTORS - 06/24/22 4:00 PM ET



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The OpEd Project

About

MISSION

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OUR PARTNERS

The OpEd Project's mission is to change who writes history.

WE BELIEVE

- The story we tell becomes the world we live in.
- The world becomes more intelligent when it is more inclusive.
- The best ideas, regardless of where they come from, should have a chance to be heard and to change the world.

<https://www.theopedproject.org/mission>



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Parts of the OpEd

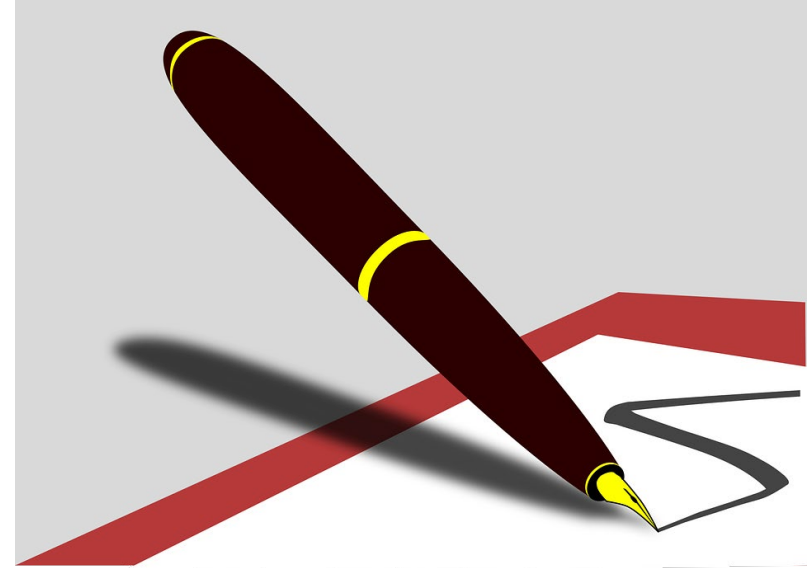


- Beginning
 - Hook, main point
- Middle
 - Puts your opinion in factual context
 - Be able to back it up
- End
 - Strong final paragraph
 - Often echoes the beginning
- Headline



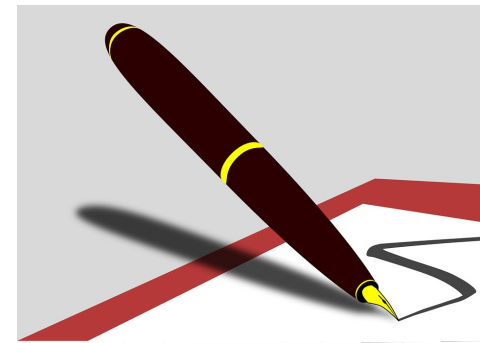
Writing the OpEd

- Establish what the argument is
- Explain what you are advocating for clearly and unequivocally
- This establishes why you are writing about the issue
- Build your case: history, science, anecdote



Writing the OpEd

- Who are you in the context of that argument
 - Why does your opinion count
 - “I am a pediatrician who has care for countless children with...”
- Summarize in a few short sentences
 - “I’m this...”
 - “Do that...”
- Make clear in first paragraph focus of your advocacy
 - Try to use an anecdote
 - Patient story (but not identifiable)
 - Something a parent said to you
- End with call-to-arms restatement of your argument
 - With urgency
 - What needs to happen and why



Writing the OpEd

- Tell a vivid story
- Concise with short sentences and paragraphs
- Active voice
- Avoid jargon
- Acknowledge the opposition respectfully
 - “To be sure”
 - Being “right” vs “effective”



Writing Your Hook

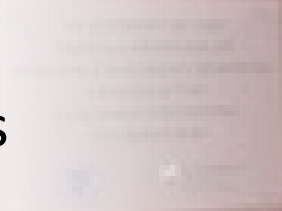
- Attention grabber
 - Funny
 - Shocking, dramatic
- Paint a picture
- Hooks
 - Use the news
 - Anniversary
 - Cite a study or fact
 - Personal story



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Your Turn

- In the summer, 3 children from your practice setting died after a drowning event.
- Two children were teenagers at a local lake with some friends
- One child was a toddler found in the bottom of the family's backyard pool



Drowning Prevention & Water Safety

What are you going to say?

Help your teen get water smart:

- Learn to swim from a qualified instructor.
- Choose safe places to swim.
- Learn to recognize hidden obstacles and rip currents.
- Never go in the water after drinking alcohol.
- Never swim alone.



Cooking dinner? Choose someone else to be the **designated water watcher!**

One study found **half of child drownings occur between 4 and 6 p.m.** — which is the busiest swim time, and when adults may be distracted by meal prep.



Food Insecurity

A 12 year old child with an asthma exacerbation asks if the ED has any food

He says he is hungry because he didn't have dinner last night.
The family had no food at home.

Usually has free school lunch, but missed it today when in the ED.

Free School Lunch

- State legislature is considering a bill to provide free school lunch to all children in public school



Advocacy Scenarios



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THANK YOU



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