

# ADVOCACY WITH IMPACT 3.0

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**JAMES CARSON & KHALIDHA NASIRI**

Minimally adapted from a workshop presented in  
— Banff on MARCH 10, 2023 —

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**DECEMBER 6, 2024 SHN FM PD day**

# WHAT ADVOCACY WILL YOU DECIDE TO CHAMPION?

Dr. James Carson

Catastrophic spinal injury prevention

Dr. Khalidha Nasiri

Equity and empowerment of marginalized populations

# ADVOCACY WITH IMPACT

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AMANDEV AULAKH  
&  
JAMES CARSON



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CASEM MARCH 10, 2023

# WIIFM: High level then very personal reflection

- 1.0 Three thirty minute workshops were presented in March 2023 to a conference of sport and exercise medicine (SEM) physicians
- 2.0 Thirty minute Zoom rounds in August 2024 was presented to 24 PGY3 SEM fellows across Canada
- 3.0 today will feature easy tweaks to the original, to **help this content resonate** with Scarborough Health Network Family Medicine preceptors
- **Oh yeah, BTW, we also have today an awesome resident (PGY2 DFCM / St. Joseph's site / today our honorary SHN resident) Dr. Khalidha Nasiri co-presenting**
- Pardon the slides that retain the SEM focus

# DISCLOSURES

## **KHALIDHA (She/Her)**

None

## **JAMES (He/Him)**

U of T DFCM, travel grant to Amsterdam 6th International Consensus Conference on Concussion in Sport

Scarborough Health Network honorarium for concussion and injection webinar CME

Speaker's honorarium (Humber River Hospital) for PriMed conference



Born at Scarborough Grace Hospital and now  
Portland Trail Blazers (NBA)

Sr. Director of DEI and Carson family friend

Who Am I?



- Associate Professor University of Toronto Faculty of Medicine DFCM & Surgery
- Primary preceptor for many Scarborough Health Network Family Medicine residents (2 years each) + resident research supervisor + many many electives (SEM / FM - all sites U of T / 4th med students)
- Focused SEM / Family Medicine practice in Unionville ON (NE GTA) since 1983

- Current lead physician for Badminton Canada
- Until 2021 - Seneca College Varsity Athletes' MD - elective residents accompanied me q 2 weeks
- Team MD Canadian Women's Rugby team 2002 World Cup in Barcelona Spain area
- Team MD Canadian Swim Team 2004
- Venue MD 2010 Vancouver Olympics ice hockey
- Many roles at the Toronto 2015 Pan Am and Parapan Am Games

- Co-chaired the Thinkfirst Canada Concussion Education and Awareness committee
- Chaired the Sport Safety committee for the Canadian Academy of Sport and Exercise Medicine
- Pediatric Concussion Guideline Group
- Author of many journal articles: research upon sports injuries including prevention of spinal injuries in ice hockey and concussion management (Return To Learn focus)



# Khalidha Nasiri

- UofT PGY2 Family Medicine resident
- Born and raised in Scarborough
- MSc Epidemiology, research focuses on refugee health and health equity
- Interests in community-based research (CBR)
- Founder, Afghan Youth Engagement and Development Initiative (AYEDI)
- ◆ ...Dr. Carson insisted I add here: [ayedi.ca/our-team/](https://ayedi.ca/our-team/)
- Blood Pressure Cuff Access Program for Afghan Newcomers - inspired by experiences during CHC elective where Afghan refugees and newcomers with hypertension wanted to monitor their BP at home but couldn't afford BP cuffs, many asked about programs that could help them to access this. *Launching January 2025*



# Khalidha's Canadian Resources on EDI Advocacy in Medicine

- *"Health and Health Care Implications of Systemic Racism on Indigenous Peoples in Canada"*. CFPC, 2016.  
[https://www.cfpc.ca/CFPC/media/Resources/Indigenous-Health/SystemicRacism\\_ENG.pdf](https://www.cfpc.ca/CFPC/media/Resources/Indigenous-Health/SystemicRacism_ENG.pdf)
- *"Not neutral: reimagining antiracism as a professional competence."* CMAJ, 2021.  
<https://www.cmaj.ca/content/193/3/E101>
- *"We need to do more: Advocating for refugee health after arrival in Canada."* Healthy Debate, 2022.  
<https://healthydebate.ca/2022/01/topic/refugee-health-canada/>
- Canadian Family Physician (CFP) Social Accountability series:
  - Micro level: <https://www.cfp.ca/content/cfp/62/4/287.full.pdf>
  - Meso level: <https://www.cfp.ca/content/cfp/62/7/538.full.pdf>
  - Macro level: <https://www.cfp.ca/content/cfp/62/10/785.full.pdf>



# **SAMIH / SAM / new FMTU are on the way**

**Let's dream about / ponder / conceptualize: how  
ALL your academic efforts can have the  
maximum IMPACT.**

**Now mix in some ADVOCACY with IMPACT**

**Let's plan for NO EFFORT TO BE WASTED**



# ADVOCACY WITH IMPACT



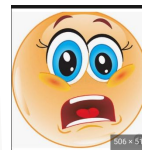
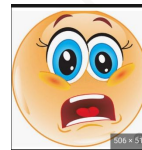
In this workshop, strong audience participation will enable the delivery of tested strategies for advocacy success. Facilitation by both early and later career SEM physicians will inform you regarding essentials for strong impact resulting from your advocacy efforts. You will be prompted to collaborate with many of your future CASEM best friends. We invite you to dive in!

- Check out our full PowerPoint & list of workshop resources at:

[sportmednorth.com/casem-advocacy-1](https://sportmednorth.com/casem-advocacy-1)

# Objectives

**Sorry for the hurry /  
fast pace! OMG 45  
minutes!**



- To integrate collaboration strategies with an equity, diversity and inclusion lens into your advocacy efforts, aiming for high impact.
- To prompt you to consider the impact of small advocacy actions - a springboard leading to successful career achievements and milestones within your practice, within your community and (perhaps) with many Canadians as beneficiaries.





Listen for the NEW CODE

Rank which of the 4 is your (or would have been your) greatest need

In my early career, in order to create / promote more advocacy with impact, I wish I....



# This is the workshop I wish I had attended early in my sport and exercise medicine career

- What... Quick definitions, components of advocacy (in other fields), righting a wrong
- When ... you can afford the time, in work life balance not ignoring your family, practice, friends and health
- Where... in your own practice (QI), local, provincial, national, international
- Why...the world needs your idea and passion. You will have greater career satisfaction
- My latest big collaboration focused upon the HOW



# ADVOCACY CAN

- make the world more...
  - just
  - peaceful
  - tolerant
  - and equal
- through acts of
  - charity
  - kindness
  - and political action



	<p>We don't notice or understand some social changes being demanded by other people. We are disengaged from the conversation or we are not interested.</p>	<p>We realize there is something going on, and that we have been blind in some ways. You begin to understand other people's perspectives and demands, and start connecting your story to theirs.</p>	<p>You are proactively working for change, supporting those who need (underrepresented, marginalized, etc). You start pushing outside your comfort zone, and you are about to find your voice as your actions become visible and a priority for you.</p>	<p>Your voice is capable of transforming society, biased systems, and other social/political issues. You sparkle meaningful, widespread, and scalable lasting change. You have brave public actions that challenge deeply rooted beliefs and practices, and you take calculated personal or professional risk to shift behaviors.</p>
Our awareness journey	UNAWARE	AWARE	ACTIVE	ADVOCATE
Our actions	BYSTANDER	ALLY	ALLY or ADVOCATE	ADVOCATE or ACTIVIST
	<p>We don't act because we don't know how to or why.</p>	<p>You assist and support in an ongoing effort, activity or struggle.</p>	<p>As an advocate, you aim to influence with formal support, acknowledging and utilizing your privilege to engage in controversial situations on behalf of marginalized people and groups who can't afford to do so in order to make social and political change.</p>	<p>As an activist, you act on behalf of solving social and political issues. It is to be at the forefront of a movement, oftentimes compromising your own energy in order to seek justice and evoke change. make an intentional action to bring about social or political change. social change, political change, economic justice, or environmental well being.</p>

(Marilyn Honorio)

<https://www.linkedin.com/pulse/ally-advocate-activist-understanding-who-we-world-honorio-ragazzo/>

# Key Components of Effective Advocacy

- The rightness of the cause:
- Know the facts:
- Use the facts:
- Be clear and concise:
- Build up and nurture relationships and collaborative networks:
- Use a variety of advocacy tools and tactics:
- Apply different advocacy channels:
- Say thank you:

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# This is the workshop I wish I had attended early in my sport and exercise medicine career

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# If You Score Low On This, You Have No Time For Advocacy

## The WHO-5 questionnaire

### Instructions:

Please indicate for each of the 5 statements which is closest to how you have been feeling over the past 2 weeks.

Over the past 2 weeks...	All of the time	Most of the time	More than half the time	Less than half the time	Some of the time	At no time
1 ... I have felt cheerful and in good spirits	5	4	3	2	1	0
2 ... I have felt calm and relaxed	5	4	3	2	1	0
3 ... I have felt active and vigorous	5	4	3	2	1	0
4 ... I woke up feeling fresh and rested	5	4	3	2	1	0
5 ... my daily life has been filled with things that interest me	5	4	3	2	1	0

Scoring principle: The raw score ranging from 0 to 25 is multiplied by 4 to give the final score from 0 representing the worst imaginable well-being to 100 representing the best imaginable well-being.

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# NO SMOKING SIGN

- **1983** - Started with community advocacy in my own waiting room before I saw my very 1st patient
- My father and my father-in-law warned me that I would be discouraging new patients!

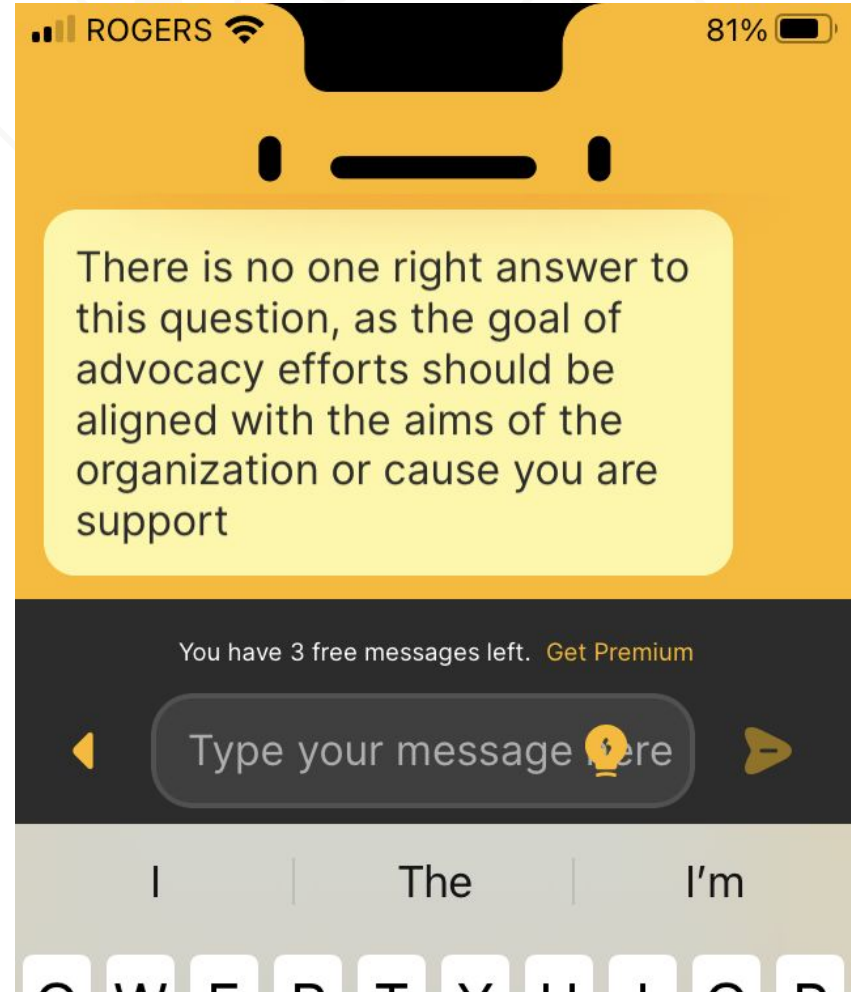


# TIME MARCHES ON

Lots of things change in 40 years

- I have been reflecting upon my career and advocacy experiences, and my desire to inspire early and mid career colleagues to move forward on their advocacy journey

# 2023: ASK CHAT GPT



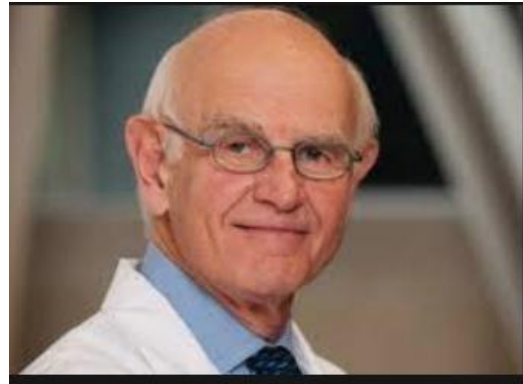


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# I Witnessed / Befriended

- Tom Pashby put eye protection on hockey helmets, saving so many blinded eyes
- Charles Tator and Yelverton Tegner stopped hitting from behind in hockey, saving so many spinal cord injuries



# Aim for Advocacy With Impact

- **Blame Andrew Pipe:**

- Last year in Quebec I asked him and he replied:  
*“could be a symposium workshop next year in Banff”*
- Dr. Pipe did much more than hang a  
“NO SMOKING” sign in his waiting room. He took  
on tobacco advertising at sporting events
- Want to learn more... see our resource list



**PLAY ALONG WITH**

# Player's

Outdoor girl... chic attire... ready and eager for the ski-time thrills ahead. And along with her, those indispensable Player's Cigarettes...





Player's "MILD"

## Player's Please

CORK TIP and PLAIN

# Player's

A taste you can call your own.

Warning: Health and Welfare Canada advises that danger to health increases with amount smoked - avoid inhaling. Average per cigarette: Player's Light: Regular-13 mg "tar", 1.0 mg nicotine; King Size-14 mg "tar", 1.1 mg nicotine.



- No need to aim so high, so advocacy is not as daunting as going over Niagara Falls in a barrel!

- Yet, taking on the big tobacco companies and their lawyers is certainly going to smack you hard if you belly flop off the high diving board





# WE INVITE YOU TO DIVE IN!

- The (lower) springboard is less daunting, especially if you dive in (or just leap) with others in a collaborative effort.

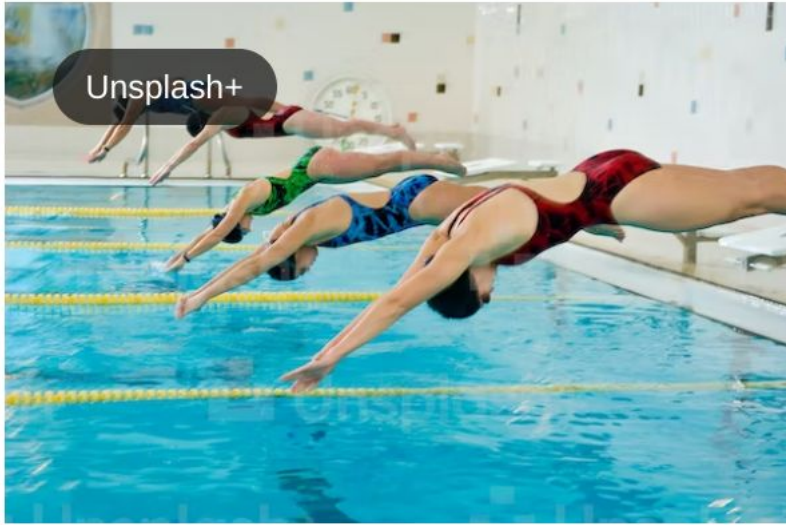


Photo by Ryoji Hayasaka on Unsplash

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# Holland Bloorview Project - School First



**SCHOOL**First

Enabling successful *return-to-school*  
for Canadian youth following a concussion

TELL YOUR  
PATIENTS  
ABOUT THIS!

## READY TO BECOME A CONCUSSION CHAMPION?

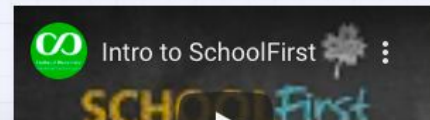
As an educator, it is important for you to be a 'Concussion Champion' and support students with a concussion within a school setting.<sup>1,2</sup> Here's how:



### Build Your Knowledge

- What is a concussion?
- Concussion recovery and returning to school

Watch this!





# KEY COLLABORATORS

We had stakeholder representation...

- SEM
- Educators
- Occupational Therapists
- **Knowledge Translation (KT)**  
**Specialist**

# Teaching Medical Learners

- I now consider this a gift to me
- This is a privilege and an opportunity
- Your influence upon your students and residents affords **huge impact of your advocacy efforts**

# INDIRECT ADVOCACY IMPACT



CANADIAN FAMILY PHYSICIAN • LE MÉDECIN DE FAMILLE CANADIEN

The official journal of the College of Family Physicians of Canada

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## Premature return to play and return to learn after a sport-related concussion

### Physician's chart review

James D. Carson, David W. Lawrence, Sari A. Kraft, Alisha Garel, Catherine L. Snow, Ananda Chatterjee, Paula Libfeld, Heather M. MacKenzie, Jane S. Thornton, Rahim Moineddin and Pierre Frémont

Canadian Family Physician June 2014 60 (6) e310-e315;

<https://www.cfp.ca/content/60/6/e310.short>

# Don't discount your INDIRECT impact on your residents and students

- **Students and residents we mentor often achieve greatness**
  - Alisha Garel is a staff geriatrician at the Mayo Clinic in MN
  - Sari Kraft is team physician for our national trampoline team and definitely contributed to an Olympic gold medal
  - David Lawrence is physician for the Toronto Blue Jays and medical director of U of T McIntosh sport med clinic
  - Jane Thornton is medical director for the International Olympic Committee in Lausanne Switzerland



Jane T



David L



# Want to start somewhere?

- CBC Sports app reports on Advocacy and sports issues every day

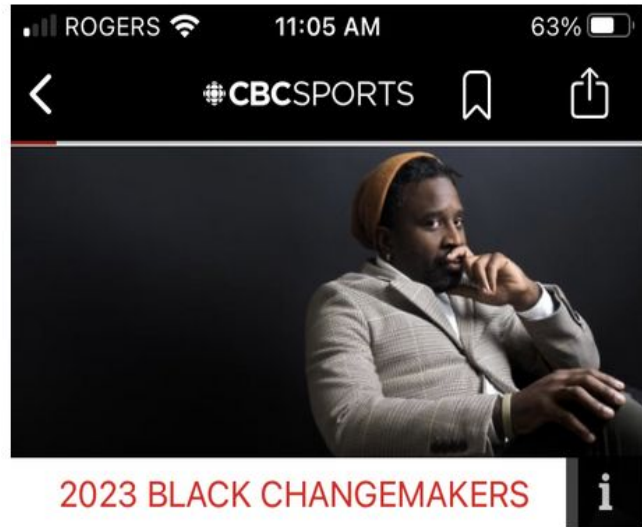


## Player's Own Voice podcast: Waneek Horn-Miller, Canada's ultimate coach | CBC Sports

CBC Sports' Player's Own Voice podcast chats with Waneek Horn-Miller, activist, athlete, advocate for Indigenous sport, and now a coach on the CBC program, Canada's Ultimate Challenge.

[www.cbc.ca](http://www.cbc.ca)

<https://www.cbc.ca/sports/podcasts/players-own-voice/pov-podcast-waneek-horn-miller-1.6758213>



## His community group draws in kids with basketball. Then the real work begins

Beverley Jacques, who launched DOD Basketball 20 years ago, is a 'real force' for change in Saint-Léonard

Posted: February 18, 2023 4:00 AM

# Michelle Jalali's info

Check out our resources list for a more complete view of Michelle's:

- Key Terminology
- A Look at Language
- Reflection
- Resources





“You can plant seeds for trees  
that will grow, yet you may  
never enjoy their shade”

***Michelle Jalali 2023:***

Defining impact can be hard;  
its selfless, often thankless  
but most impactful when...



# Michelle Jalali's info

## A Look at Language ||

### Diversity



Healthcare professionals, trainees, educators, researchers, and patients of varied race, ethnicity, gender, disability, social class, socioeconomic status, sexual orientation, gender identity, primary spoken language, and geographic region

### Inclusion



Active, intentional, and ongoing engagement with diversity, including intentional policies and practices that promote the full participation and sense of belonging of every group or individual.



# Equity



Ending institutional and discriminatory barriers that lead to health inequities such as racism and sexism, as well as factors outside the healthcare system, such as poverty and unequal distribution of resources.

# Advocacy



Any action, big or small, that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

***Diversity, equity, inclusion, and impactful advocacy are critically important if medical research and practice are to deliver on the goal to improve human health.***

# Social Accountability

Figure 3. The 3 levels of socially accountable care



Reproduced from the College of Family Physicians of Canada.<sup>13</sup>

**EDI** is about creating equitable and inclusive systems for individuals within healthcare

**Social accountability** is about meeting the health needs of communities, particularly marginalized groups

- As Physicians, we all educate and advocate already, many of us 24/7!
- Today we want to inspire you to take your advocacy to the next level or higher
- We want you to imagine your advocacy efforts to produce greater impact

- 
- 1st Had more skills for persuasive writing / social media / podcasting
  - 2nd Had more tools for implementing DEI /EDI (Equity, Diversity & Inclusion)
  - 3rd Had more collaboration
  - 4th Had more mentors / gurus to consult / advise

# THINK, PAIR, SHARE

3 questions to consider:

- What does EDI mean to you?
- What does social accountability mean to you?
- What were some of the barriers or difficulties that you have faced in previous advocacy efforts?

# Michelle Jalali's EDI Resource list

## Resources

- Northwestern Feinberg School of Medicine: Anti-racism in Medicine Collection: Feinberg Academy of Medical Educators
- Doctors on Values and Advocacy: A Qualitative and Evaluative Study
- Promoting and Assessing Cultural Competence, Professional Identity, and Advocacy in Doctor of Physical Therapy (DPT) Degree Students Within a Community of Practice
- How to Be an Active-ist: A Framework for Advocacy in Sports Medicine

# A Call to ACTION

1st

Had more skills for persuasive writing / social media / podcasting

2nd

Had more tools for implementing DEI / EDI (Equity, Diversity & Inclusion)

3rd

Had more collaboration

4th

Had more mentors / gurus to consult / advise



# PERSUASIVE WRITING FOR ADVOCACY

May 6, 2022 | DFCM Conference 2022

## The Op-Ed

- Make one point (and only one!)
  - Personal – active voice
  - Provocative
  - Solution-oriented
- Know your audience
- 800 word **maximum**
- Short sentences and paragraphs

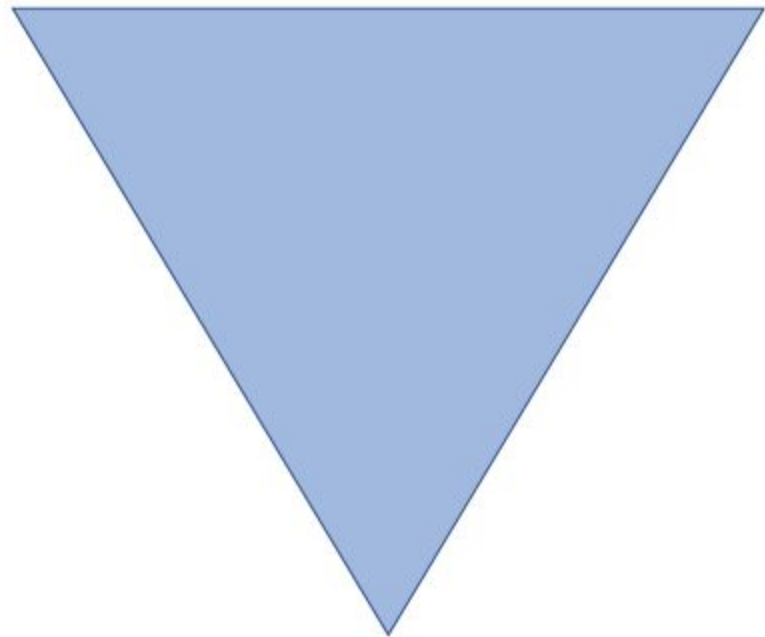
## The Op-Ed: Structure

1. Hook
2. Set-up
3. Nut graph (“nutshell paragraph”)
4. Diagnosis
5. Prescription
6. Concession
7. Call to Action

Permission to reproduce granted by Hasan Sheikh, M.D. CCFP(EM) MPA

## The Op-Ed: Structure (in medical terminology you can relate to)

1. Hook (abnormal vitals)
2. Set-up (chief complaint)
3. Nut graph (one-liner)
4. Diagnosis (Dx)
5. Prescription (Rx)
6. Concession (DDx)
7. Call to Action (f/u, disposition)



See Dr Sheikh's references in our resource list \*\*\*





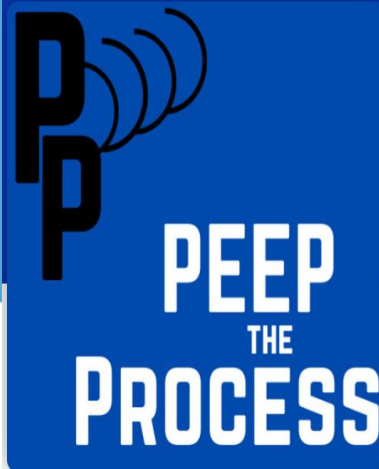
## MSK Matters

Dr. Ali Rendely and Guests

A sport and exercise medicine podcast for Canadian medical residents and senior medical students

CASEM PODCAST

# CASEM'S WOMEN LEADERS IN SPORTS AND EXERCISE MEDICINE



## Peep the Process Podcast

James and Emma

A Sport and Exercise Medicine Podcast for Canadian Student Athletes

## Clinical Journal of SPORT MEDICINE

Founded in 1990 by the Canadian Academy of Sport and Exercise Medicine

[Articles & Issues](#) ▾ [Media](#) ▾ [Collections](#) ▾ [CME & Clinical Cases](#) [Blog](#) ▾ [For Authors](#) ▾ [Journal Info](#) ▾

[Home](#) > [Podcasts](#) > [The Clinical Journal of Sport Medicine Podcast](#)

### The Clinical Journal of Sport Medicine Podcast

A regular discussion of highlighted content in the Clinical Journal of Sport Medicine and hot topics in the world of clinical sports medicine.

#### SafeSport – What Clinicians can do to Prevent Abuse and Harassment in Sport

**Creator:** James MacDonald

**Duration:** 26:24

*Clinical Journal of Sport Medicine*

Our guest is Margo Mountjoy MD, PhD, CJSM author and internationally recognized expert in the identification, treatment and prevention of abuse and harassment in sport

# FINAL THINK, PAIR, SHARE

- How did you find your guru?
- How did your collaboration succeed?
- How do you envision your efforts will maximize the SAMIH / FMTU advocacy impact?

1st

Had more skills for persuasive writing / social media / podcasting

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Had more tools for implementing DEI / EDI (Equity, Diversity & Inclusion)


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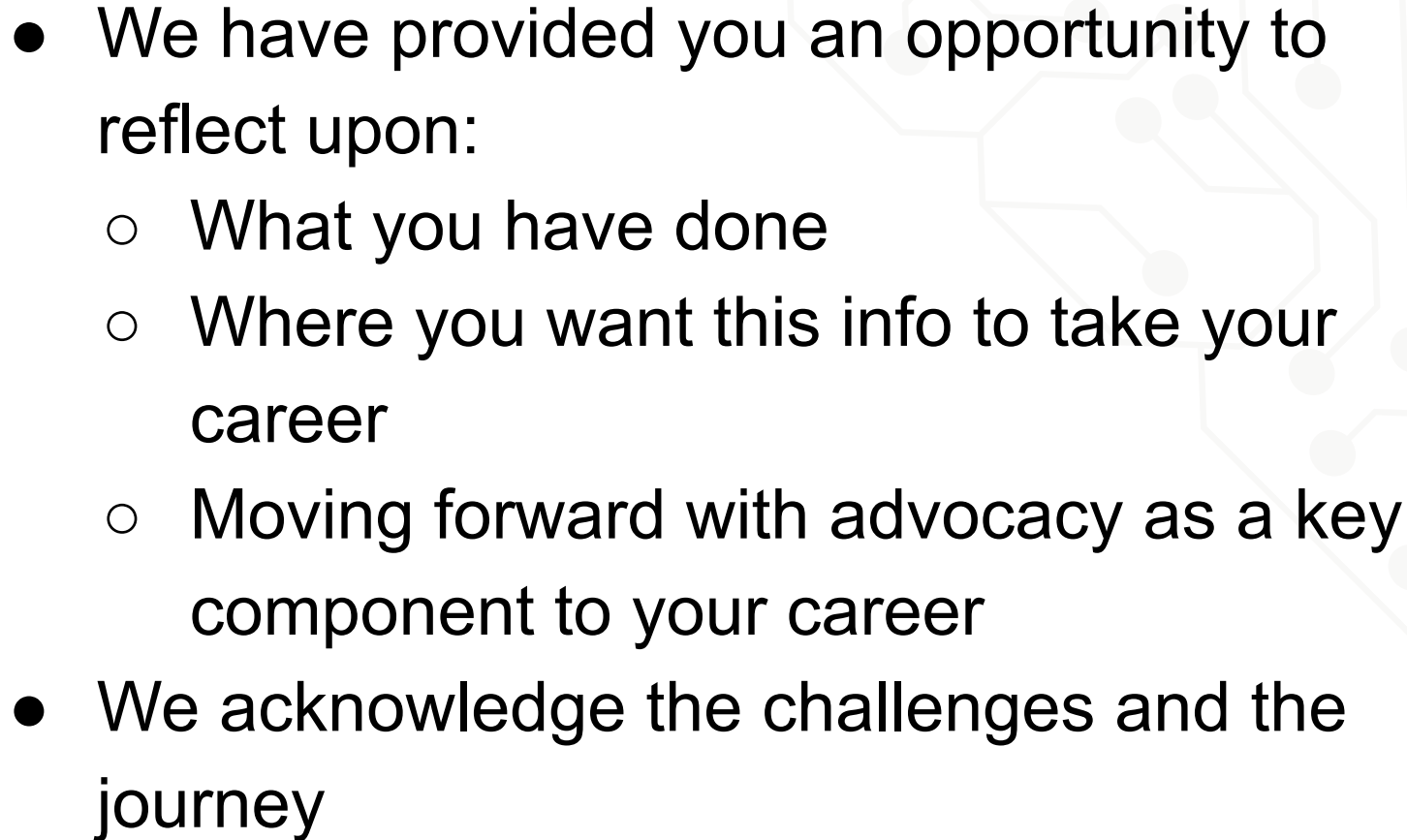
# Get a glimpse through our telescopes



A black Celestron Powermaster 80AZ telescope is mounted on a silver tripod. The telescope is angled upwards and to the right. To the left of the telescope, several accessories are laid out: a black 9x eyepiece, a black 1.9x eyepiece, two small silver eyepieces, a black prism, and a black finder scope. The background is white with a faint, light gray geometric pattern of hexagons and circles. In the bottom right corner, there is a solid green circle.

- 



- 
- We have provided you an opportunity to reflect upon:
    - What you have done
    - Where you want this info to take your career
    - Moving forward with advocacy as a key component to your career
  - We acknowledge the challenges and the journey

# Acknowledgements

**Amandev Aulakh**

**Hasan Sheikh, M.D. CCFP(EM) MPA**

**Emergency/Addiction Medicine Physician | UHN**

**Assistant Professor | University of Toronto DFCM**

**Clinical Lead, Substance Use Disorders | MHA CoE**

**Michelle Jalali**

**DEI Sr. Director Portland Trail Blazers**

**Dawn Haworth**

**Cathy Campbell**

**Jane Thornton**

**Andrew Pipe**

# Challenge Yourself

- How do you want to measure your own advocacy impact & hold yourself accountable?
- Check out our full March 2023 PowerPoint & list of workshop resources at:  
[sportmednorth.com/case-management-advocacy-1](https://sportmednorth.com/case-management-advocacy-1)