

Easy-Baked Advocacy

Simple Advocacy Education Recipes

Even a Novice Can Master

Beth Menzel MD, FAAFP

Fox Valley Family Medicine Residency
Medical College of Wisconsin



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

Who are we?

What are your skills?

(Yes, you have them. Promise!)

3

AMERICAN ACADEMY OF FAMILY PHYSICIANS

Terminology

- Agency: help the patient within the system



4

AMERICAN ACADEMY OF FAMILY PHYSICIANS

Terminology

- Activism: change the system to help the patient



5

AMERICAN ACADEMY OF FAMILY PHYSICIANS

Levels of Advocacy

- Patient
 - Letter for electricity; appointment urgency
- Practice
 - QI
- Community/System
 - Changing policy/legislation; educating public/legislators

6

AMERICAN ACADEMY OF FAMILY PHYSICIANS

How do we teach what we don't know?

7

AMERICAN ACADEMY OF FAMILY PHYSICIANS



8

AMERICAN ACADEMY OF FAMILY PHYSICIANS

Gaining Comfort (together)

9

AMERICAN ACADEMY OF FAMILY PHYSICIANS

- STFM Advocacy Course
- Get updates sent to you
 - AAFP
- Prepared presentations
- Join your chapter legislative committee

10

AMERICAN ACADEMY OF FAMILY PHYSICIANS

Experiential Learning

(together)

11

AMERICAN ACADEMY OF FAMILY PHYSICIANS

- [AAFP Speak Out](#)
- “If you use a bird to write...”
- Letter to the editor

12

AMERICAN ACADEMY OF FAMILY PHYSICIANS

- City Council
 - Contact local health department
- AAFP National Conference of Students and Residents

13

AMERICAN ACADEMY OF FAMILY PHYSICIANS

- Doctor Day at the Capitol
- Family Medicine Advocacy Summit
- Become a Key Contact

14

AMERICAN ACADEMY OF FAMILY PHYSICIANS

Individual Reflection: 1 Tool and a Deadline

15

AMERICAN ACADEMY OF FAMILY PHYSICIANS

Call To Action

16

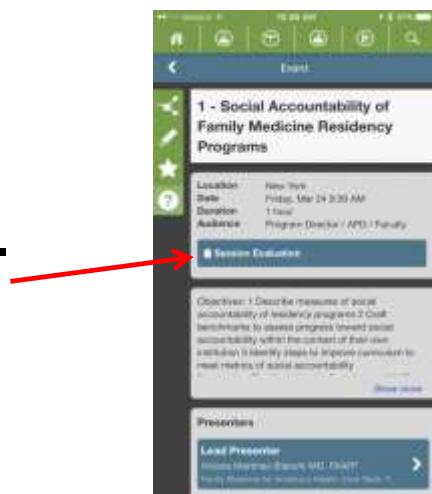
AMERICAN ACADEMY OF FAMILY PHYSICIANS

Questions

17

AMERICAN ACADEMY OF FAMILY PHYSICIANS

Please
complete the
session evaluation.



Thank you.

18

AMERICAN ACADEMY OF FAMILY PHYSICIANS



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

STRONG MEDICINE FOR AMERICA