

# 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)

- [STFM Advocacy Course](#)
- Get updates sent to you
  - [AAFP](#)
- [Prepared presentations](#)
- Join your [chapter](#) legislative committee

# 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](#)

- [Doctor Day at the Capitol](#)
- [Family Medicine Advocacy Summit](#)
- [Become a Key Contact](#)

# Individual Reflection: 1 Tool and a Deadline

15

AMERICAN ACADEMY OF FAMILY PHYSICIANS

# Call To Action

16

AMERICAN ACADEMY OF FAMILY PHYSICIANS



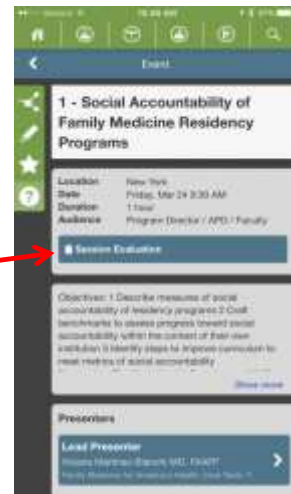
# Questions

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**