



Family Medicine Philanthropic Grant Awards 2017 PROJECT SUMMARIES

MEMBER OUTREACH PROJECTS

Advocacy

Family Medicine Advocacy Day at the State House, *Massachusetts*

Family Medicine Advocacy Day provides members with tools, education, resources and direction to successfully influence Massachusetts' political representatives to vote with the best interest of the specialty in mind. This one-day event improves members' understanding of the legislative process and increases their participation and involvement from that moment forward. Morning leadership training sessions address important legislative issues currently being voted on and how to effectively communicate the MassAFP position with their legislators. Members are able to ask questions of the chapter's lobbying team, whether it's clarification on a certain bill or tips on the best speaking approach, and role-play discussions with peers before in-person meetings with the legislators that afternoon. At the conclusion of the in-person meetings at the State House, members reconvene for a wrap-up session to define take-away points and follow-up plans for the members and for the chapter as a whole.

Depression

Major Depressive Disorder: Change Package, *New Jersey*

In 2017, NJAFP began a quality improvement education project focused on the major depressive disorder (MDD). Twenty-five participating practices from Pennsylvania and New Jersey have begun making measurable, sustainable changes in care delivery and outcomes for patients with MDD by implementing PDSA cycles with guidance from NJAFP experts. Building on this program, NJAFP will develop a Major Depressive Disorder change package – a set of small, actionable changes that practices can use to improve care delivery for patients with MDD. NJAFP will research existing change packages, as well as research and identify best practices. Online tools will help NJAFP track family physicians who download the change package to allow follow up on its use and impact.

Diabetes

National Diabetes Prevention Program, *New York*

The collaborative Balancing Incentives Program (BIP) model for diabetes self-management training (DSMT) brings peer-based diabetes self-management to the most vulnerable populations. A recently completed pilot project in the South Bronx had a proven record of success in an area with the highest rates of type 2 diabetes and amputations. Now, the coalition of NYSAFP, NYSAFP Bronx-Westchester chapter, and the Quality and Technical Assistance Center (QTAC) of the Research Foundation of the State University at Albany are ready to expand the project to upstate NY. This grant will be used to recruit/train Academic Detailers in their communities and places of work. Academic detailing is an innovative method of service-oriented educational outreach for physicians by peer health professional educators, which supports improved clinical decision-making by fostering a one-on-one interaction between physicians and health professionals trained to communicate the latest evidence-based clinical data. Academic Detailers will meet with project participants 2-3 times to assist in analyzing the status of referrals for DSMT, help in designing practice specific improvement strategies, and review feedback from the coaches to improve care. The interaction with Academic Detailers is based on learner-specific adult education models and problem-solving using the PDSA model.

Physician Wellness

Embracing Wellness – Physician Health is Primary, *Nebraska*

NAFP will provide a Physician Health & Wellness campaign series, which will host nationally-renowned wellness speakers at two NAFP conferences (Annual Spring Meeting March 22-24, 2018 and Fall Conference November 11-12, 2018); develop an interactive physician wellness activity for one of the meetings; and provide members with monthly campaign messaging throughout the year.

Quality Improvement

Quality Improvement Summit, *Ohio*

The 2018 Quality Improvement Summit on April 7, 2018 is expected to host 300 people. In 2018, OAFP will build on its successful model and offer 70 primary care teams an opportunity to customize a practice-based, QI process by self-selecting a pathway from one of the Academy's four topic tracks including cervical and breast cancer, hypertension, diabetes. By working closely with our partners (the Ohio Department of Health, the American Cancer Society, and the Ohio Association of Community Health Centers), practices will measurably improve their patient care, and earn valuable Performance Improvement in Practice credit from the American Academy of Family Physicians and satisfy a performance requirement for ongoing certification from the American Board of Family Medicine for their participation. Since 2008, when QI training first took hold at the OAFP, 212 practices have taken part in a tested, two-part process of combining a face-to-face team training opportunity with an accredited online data collection tool to measure significant patient health improvement. OAFP leadership expanded its offerings to include QI models on breast and cervical cancer, hypertension, and most recently, diabetes.

PUBLIC HEALTH PROJECTS

Healthy Living

Health and Wellness Educational Series, *Louisiana*

This health promotion program focusing on healthy lifestyles is a partnership between the LAFP Foundation, Baton Rouge General Family Medicine Residency Program (BRGMC-FMRP), I CARE Program staff, and the Capitol Middle School to administer this. The *I CARE* initiative provides prevention education to students in the areas of alcohol, tobacco, other drugs, violence, crisis response and management. BRGMC-FMRP residents and faculty serve as a resource to Capitol Middle School to improve students' knowledge of a healthy lifestyle by offering their expertise in health and wellness. BRGMC-FMRP will provide six presentations, from September to April, with the objective of reaching 80% of the 250, 7th graders enrolled at Capitol Middle School.

Helping Hands Across Georgia (*a.k.a Family Physicians Care for Georgia*), *Georgia*

Since 2012, GHFA has been awarding grants to GAFP members to support programs that enhance the health of Georgia's communities. Applications will be accepted in two cycles in 2018 and all grant funds will be awarded by June 2018. This project seeks to expand the reach by providing FM residents and medical students the opportunity to launch projects aimed at the prevention and treatment of chronic health issues among vulnerable populations in areas not previously funded. Family Medicine residents and students will be enlisted to identify health problems in their communities and develop up to three projects that address key public health areas of need: Obesity Prevention, Chronic Disease Screening/Education and Women's Health Services. Applications will be accepted in two cycles in 2018 and funds will be awarded by June 2018. Materials from previous projects can be accessed at www.georgiahealthyfamilyalliance.org.

On Call with a Prairie Doc, *South Dakota*

"On Call with the Prairie Doc", a one-hour live television program on South Dakota Public Broadcasting (SDPB), features Dr. Rick Holm and his guests who discuss relevant medical issues and answer questions from callers. On Call with the Prairie Doc, supported by the Healing Words Foundation, put out a call requesting partners to enable the continuation of this programming. The South Dakota Academy of Family Physicians and SDAPF Foundation will ensure that family medicine topics continue by underwriting the production costs of four one-hour On Call with the Prairie Doc episodes. Through these programs the SDAFP will bring family physicians into people's homes to address family medicine issues that are timely and help promote family well-being. In addition, SDAFP will use social media expertise and tools to offer short clips to members via the SDAFP web page and Facebook.

Reduction of Financial Burden of School Lunch Program, *Utah*

July 2017 marked the first time that annual bad debt and best practice policies from each of the 41 school districts were gathered and analyzed in the state of Utah. The Reduction of Financial Burden of School Lunch Program will provide financial assistance to Utahns Against Hunger -- a non-profit organization that works to shape public policy and make nutrition programs work for the people who need them. FMPC funds will support a paid intern to collect and analyze the policies from the data submitted by the 41 school districts, write a report to weigh best practices and then distribute this data to districts in the state. The final report analysis of best practices will be distributed in July 2018 and the state can then implement these best practices to help decrease bad debt, take the financial burden off families and eliminate the need to take funding from the school district.

Stop & Think: Preventing Marijuana Use in Colorado Youth, *Colorado*

"Stop & Think: Preventing Marijuana Use in Colorado Youth" program is an intervention program that will educate about the potential dangers of marijuana use and teach responsible behavior around marijuana products. A marijuana-based educational curriculum for 4th and 5th grade classrooms will be developed under the guidance of the CAFPP, with input from CAFPP members and public health leaders. The curriculum will be finalized by July 1, 2018. Then between August 1, and October 31, the curriculum will be used in seven classrooms in "high-need" areas of Colorado, defined as neighborhoods or communities with the highest per-capita concentration of retail marijuana shops. The final phase of the project will be an evaluation of the initial actions of this program and recommendations for continued expansion.

Use Your Head! Helmets from Students 2 Kids, *Kansas*

As part of the six-week rural Externship through the KAFP Rural Family Medicine & Research Program, 40 rising M2 medical students will go to 40 different rural sites across Kansas to shadow rural family physicians.. These students will expand their externship activities by providing a community education presentation about bike safety and helmets to a local group such as a scout meeting, 4-H meeting, or other community event. The theme will be "Use Your Head," with information from the CDC and Safe Kids Kansas on fitting helmets properly, and fact sheets on bicycle safety. Medical students will distribute helmets to children who participate in their community presentation. Any helmets not distributed by the students will be given to the physician they are shadowing to use through the rest of summer and fall until they are all distributed.

Preventive Services

Optimizing Patient Care by Choosing Wisely, *Illinois*

IAFP will develop and deploy accredited physician education activities on the 15 Choosing Wisely® concepts endorsed by the American Academy of Family Physicians. This project will offer Primary Care physicians CME deliverables on Optimizing Patient Care. The four project deliverables are: 1) ACCME Accredited physician education training via deeper-divide newsletters on AAFP recommendations; 2) Print-capable awareness materials for physicians and patient education materials to optimize behavior change and strengthen recommendations; 3) Education outreach tool (pocket guide) to aid with patient compliance and understanding, which will be used in targeted, identified areas of need (high burden communities); and 4) Marketing of the Choosing Wisely initiative to physician groups, health systems and residency training programs throughout Illinois via email, website and live events.

RESIDENT AND/OR STUDENT PROJECTS

Building the Family Medicine Pipeline

Family Medicine Mentor Connection, *Illinois*

The Illinois AFP intends for this project to bridge a gap by connecting medical students with the valuable opportunities in Family Medicine. Illinois has eight medical schools and 26 residency programs. In its inaugural year the Family Medicine Mentor Connection will be aiming to unite 50-75 medical students with a dedicated Family Medicine mentor who can provide tangible family medicine exposures; positive mentoring; and a variety of interactions available and made possible through the Illinois AFP. IAFP will also be aiming to recruit 150 active members (including residents) who will serve as the pool of potential mentors. This type of student mentoring program has been successfully accomplished by other AAFP Chapters and the IAFP wishes to develop a similar opportunity for students and physicians in Illinois.

Faces in Family Medicine, *Kansas*

This program exposes students to the many "Faces in Family Medicine" through group and one-on-one mentorship opportunities. Annually, 80-100 students and 40-60 mentors participate. Working with local FMIG's and Regents University pre-med clubs, eligible applicants are identified as: students in their first and second years of medical school (primary audience), and pre-med students in their junior and senior years of undergraduate studies (secondary audience). KAFP members volunteer as mentors and represent the broad scope and modes of practice in the state. Most popular among the students is the group mentorship dinner, done in a speed-dating fashion where the mentors rotate and engage with each table of students, sharing their "face" of the specialty. Students are then partnered with a mentor for the remainder of the academic year for one-on-one mentoring. To build upon the one-on-one mentorship experience and encourage dialogue between student and mentor KAFP will periodically introduce conversation-starter topics relating to current trends in Family Medicine. Participants will be highlighted throughout the year to share success stories of "Faces in Family Medicine."

Medical Students Combined Service Learning Project & Advocacy Day Projects, *South Dakota*

This two-day project involves first year medical students in SD and will take place February 7-8, 2018. On Day One students will be divided into two groups for their Service Learning Projects. The first group will present a health fair at the Pierre Indian Learning Center; the second will tour the Women's Prison. They will meet for supper and switch projects. The Pierre Indian Learning Center (PILC) is an off-reservation regional boarding school for Native American children. It serves as an educational center and living area for approximately 250 first through eighth grade students annually. These students come from fifteen different tribes in ND, SD and NE. The South Dakota Women's Prison (SDWP) is home to around 350 inmates and is also located in Pierre. On Day Two students, physicians and state officials will meet at the Visitor's Center at the State Capitol to have discussions about healthcare in SD. State legislators will join them for lunch. Advocacy Day activities inform students about leadership in state government and provides a first-hand experience in effectively communicating issues that are important to their education and careers.

On the Road, *California*

CAFP On the Road means having a presence at four FMIG events, Match Day activities at two campuses, visits to one residency program in each of the six regions, and visits to two local chapters. Site visits provide a means of contextualizing our work, bridging a divide between the CAFP office and the realities of family medicine practice, and building relationships with students, residents, faculty, and other members.

Student Academy Ambassador Program, *Mississippi*

Academy Ambassadors serve as MAFP champions for Family Medicine on their campus and help recruit students to MAFP. For many years under the moniker Annual Meeting Assistants, MAFP has taken a group of medical students to Mississippi Annual Scientific Assembly to help staff and to experience the Assembly. This year MAFP decided to expand and rebrand the program. The name was changed to 'Academy Ambassadors' which created a brand that clearly defines the position, connects the students to the MAFP and encourages loyalty. One of the objectives this year is to increase the number of Academy Ambassadors by 20%.

Externship

Learning to Care, Advocate and Lead Summer Extern Program, *Wisconsin*

The Summer Externship Program offers medical students who have completed their first year of medical school the unique opportunity to increase student interest in Family Medicine as a specialty, as well as foster future leaders within Wisconsin AFP (WAFP) and Wisconsin AFP-Foundation (WAFP-F). Students with a strong interest in Family Medicine will be identified through an application process and will spend eight weeks rotating between a clinical setting with a family physician preceptor and the WAFP/WAFP-F office. Areas students will focus on while in the WAFP/WAFP-F office will be in leadership development, workforce development, advocacy education and philanthropic activities. The experience will conclude with attendance at the AAFP National Conference. The students will serve as Delegate or Alternate Delegate to the Wisconsin state chapter during the congress portion of the conference, and will help lead in other National Conference and Wisconsin's reception activities.

Leroy A. Rodgers, MD, Preceptorship Program, *Ohio*

The 2087 Leroy A. Rodgers, MD, Preceptorship Program will fund stipends for 70 first- and second-year medical students' preceptorship rotations. Participants receive stipends of \$300/week for a four- to six-week educational rotation with a volunteer, community-based family physician preceptor. Through the preceptorship experience students witness the diverse and rewarding realities of the Family Medicine specialty - all under the guidance of a family physician mentor. The OAFP Foundation will continue to collaborate with the Ohio Association of Community Health Centers to engage Ohio's Federally Qualified Health Centers as sites for these rotations. In addition to placing 70 students in the program, efforts in recruiting and keeping engaged preceptors will be a new emphasis. Preceptor support will be expanded by creating an online toolkit of resources that will be shared with current preceptors and other AAFP chapters to support this effort nationwide.

Meeting, National

Supporting Students to Attend National Conference, *Wisconsin*

A minimum of 50 medical students will attend NC and participate in corresponding activities sponsored by Wisconsin AFP. WAFP in collaboration with the Wisconsin medical schools coordinates the recruitment and selection of 50 students, and engages with them through defined activities before, during and after the conference. Students are being tracked over time to determine how many of those who participate in Students to National Conference select Family Medicine and remain in Wisconsin for residency and practice.

Meeting, Regional

Family Medicine Midwest Conference, *Family Medicine Midwest Collaborative*

Family Medicine Midwest (FMM) is a 3-day, 12-state collaboration conference dedicated to building a strong family medicine workforce. The 2018 FMM Conference, held in Madison, WI and will have a focused dedication to attracting, keeping and developing outstanding future family physicians. This grant will support outreach and student scholarships for all 12 States involved, but will have a special focus on the seven States that have not been as well-represented at the FMM in the past (Iowa, Kansas, Kentucky, Missouri, Nebraska, North Dakota, South Dakota) by providing further opportunities for medical student and residents to attend from States unable to provide funding.

Resident Jeopardy Challenge: Gear Up for Your Career, *Illinois*

The Resident Jeopardy Challenge will be a featured event following the Residency Fair at the 3-day Family Medicine Midwest (FMM) Conference. This event is intended to attract, educate, entertain and mentor the future family physicians. The event will start with a short social time to promote interaction between participants, then progress into an educational portion featuring Family Medicine related questions to competing teams comprised of Residents from across the Midwest. Community physicians, faculty and medical students are in the audience for Jeopardy cheering on the teams. A panel of three judges will oversee the Jeopardy Challenge and a trophy/bragging rights will be awarded to the winning team members.

Meeting, State

Future in Family Medicine Spring Fling, *Mississippi*

The 2018 MAFP Future in Family Medicine Spring Fling will be held in April in conjunction with the Mississippi Academy of Family Physicians Spring Conference. The goal of the Spring Fling Conference is to increase the exposure and interest in Family Medicine among medical students and increase the number of residents who remain in the state of Mississippi to practice medicine. The inaugural Family Medicine Spring Fling was held in 2013, and it's been an extremely useful tool in allowing MAFP to connect with and recruit medical students to family medicine.

Kickoff and Social for New Class of Residents

The Kickoff and Social for the New Class of Residents will engage and recruit new resident members; develop the next generation of family physician leaders; establish mentor relationships between residents and active members; and cultivate social connections among new residents from different residency programs. A recent pilot event was attended by 33% of the 2017 incoming class of new residents. This preliminary success motivated MAFP to include the event with some enhancements into the 2018 work plan. Following the pilot event, the following changes were initiated: a second event to the series, crucial to fostering ongoing professional connections initially made at the "welcome" event; and a career mentorship program for new residents. Invited participants will include 81 new family medicine residents at eleven residency programs; the chapter's resident director and resident alternate director, 20 family physician leaders on the chapter's board of directors and eight leaders on the foundation's board of directors. We are aiming for 66% attendance and 100% AAFP resident membership.

Student and Resident Conference, *Louisiana*

The Louisiana Academy will host a one day Resident Student Conference for student and resident members, which aims to bring 50 resident and student members together through a consolidated agenda of educational sessions, workshops and networking opportunities. LAFP staff will work closely with Resident Student Leadership Committee (RSLC) leaders, Family Medicine Interest Group (FMIG) leaders, and faculty and staff at state medical schools and residency program to plan, promote and develop the content of the conference.

Student and Resident Education at Annual Meeting, *Massachusetts*

The MassAFP offers a Student/Resident track for education and workshops at the Annual Meeting and Spring Refresher. The objective is to develop a greater awareness and appreciation for the specialty of Family Medicine, as well as increase students' and resident's knowledge. The leaders of MassAFP want students and residents to see the value and benefit of membership through this opportunity to attend the event for free, as well as offering residents the opportunity to attend the KSA session at a significant discount. Topics offered included "Success on Your Match Day: Preparing, Applying, & Interviewing at Family Medicine Residencies – Resident Panel", "Contract Negotiations", "How to start a Group Visit Using an Interdisciplinary Team Model", "Family Medicine: The Specialty Choice for Global Health – Resident Panel." Skills workshops have included joint injections, GYN procedures, suturing, skin biopsies and basic OMT. There is also a reception featuring student, resident and faculty poster presentations to not only showcase research projects, but to provide a networking opportunity with peers, MassAFP leaders, and practicing physicians.

Student Meeting & Workshop: Living the Family Medicine Dream, *Georgia*

In March 2017 GAFP revamped their student meeting, which is now an interactive one-day student workshop that incorporated lectures, hands-on clinical procedure sessions, conversations on "Day in the Life" of a resident, and a Residency Program Fair. The workshop culminated in a dinner with over 75 GAFP leaders talking about their magic moments in family medicine. The 2018 workshop will build on this success and expand to include graduates of the Pathway to Medical School Program currently enrolled in a Georgia medical school. The Pathway Program targets rural Georgia pre-med college students who plan to become primary care physicians and eventually practice in their rural hometown. GAFP will also work with the Family Medicine Education Consortium to recruit residents to both teach the hands-on procedures and discuss life as a resident. The Family Medicine Education Consortium is a coalition working to strengthen primary care services and medical education in Georgia.

Student Track at State Annual Meeting: Latex 2 Laryngoscopy, *Kansas*

To further support KAFP's highly successful and long-running six-week rural externship summer program (Rural Family Medicine & Research Program) KAFP developed the Latex 2 Laryngoscopy (L2L) Student Track for the Annual Meeting. L2L serves three purposes: 1) Official kick-off to the externship program; 2) Hands-on training to prepare students for their externship; and 3) Introduction to the Academy and KAFP's Annual Meeting. KAFP is requesting funding to purchase the equipment and supplies for the L2L Student Track held at the 2018 KAFP Annual Meeting. L2L provides five student workshops: sterile technique, suturing, reading EKG's, vaginal delivery using an OB model, and laryngoscope insertion with a video intubation tool. A KAFP member directs the program and works with faculty to develop appropriate educational materials for each workshop. They also recruit ten senior students to assist in facilitation.

Webinar Training

Student and Resident Webinar Series, *California*

After attending the 2017 Society of Teachers and of Family Medicine (STFM) conference in San Diego, CAFM pinpointed a clear directive to meet an identified need for supplemental student and resident training. To meet the identified needs this three-fold project will: 1) Provide webinar trainings on four topics identified at STFM as "high-need areas"[a] How to have end-of-life discussions with patients (proposed date: February 2018); b) How to critically review the literature: basic epidemiology and biostatistics skills (proposed date: June 2018); c) Advocacy basics (proposed date: December 2017); and d) How to choose a practice (large group vs small) and how to approach the interview process (proposed date: April 2018)]; 2) Provide relevant student- and resident-specific resources; and 3) Deliver an opportunity for students and residents to learn directly from each other and CAFM community. Throughout the 2017-2018 academic year, CAFM will work with appropriate faculty and staff to record webinars, using Zoom, which will be posted to the CAFM YouTube channel/website to be viewed at any time.