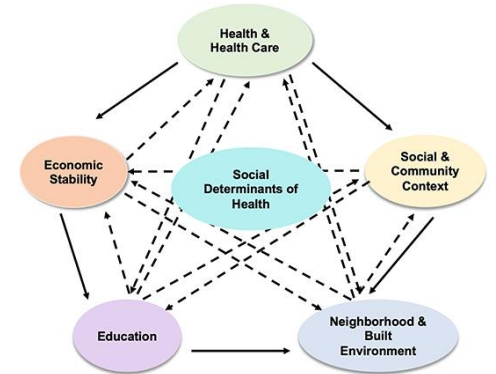


Physicians as Advocates

Structural Competency, OD3

References Adapted/Borrowed from:

- *Vanderbilt U. Medical School
- *CMA (California Medical Association)
- *AOA (American Osteopathic Association)
- *AMSA (American Medical Student Association)
- *Health In All Policies (link from AAFP site)





VANDERBILT
UNIVERSITY
MEDICAL
CENTER

introduction to Policy Advocacy

Jule West, MD

Morgan McDonald, MD

Foundations of healthcare delivery Advocacy Module
vanderbilt university school of medicine

What is advocacy

To Advocate (verb): To speak or write in support of; support or urge by argument; recommend publicly

Advocate (noun): A person who speaks or write in support or defense of a person or cause

Advocacy 101

Advocacy requires ACTION

Our goal is for you to THINK about something you care about that impacts the health of your patients or community

Then DO something about it

How can you influence policy?

Build relationships with legislators and staff

- Letters (email/fax preferred)
- Calls
- Visits

Involvement in supporting organizations

- Professional societies
- Disease specific organizations
- Foundations

Personal Visit Etiquette

“Do’s”	“Don’ts”
Make appointment in advance	Undersell your experience
Be on time	Claim to be an expert if you’re not
Know something about the representative	Discuss political campaigns
Be clear in who you represent (usually yourself or an organization that has asked you to go)	Be argumentative
Thank the legislator for their service	Expect more than 15-20 minutes
Educate (Prepare facts, anecdotes, approach)	Be disorganized
Give concrete recommendations (start and end with your “ask”)	Dismiss talking with an aide
Leave briefing sheet with contact information	

Maximizing letter writing effectiveness

"Do's"	"Don'ts"
Personalize letter (experience and data)	Claim to represent an organization unless they ask you to (university or otherwise)
Spell check	Make promises you can't keep
Be concise	Cover too many issues
Identify pertinent bill	Pretend to have more influence than you do
Emphasize impact on constituency	Send articles
Use your personal (not university) email or address	

Find your legislators

US Capitol Switchboard 877-210-5351

www.house.gov

www.senate.gov

State specific

- [Example: http://www.capitol.tn.gov/house/](http://www.capitol.tn.gov/house/)

Resources and References

National Healthcare for the Homeless Toolkit

<http://www.nhchc.org/policy-advocacy/advocacy-tool-kit/>

AMA Advocacy Center

<http://www.ama-assn.org/ama/pub/advocacy.page>

- Information on 40 advocacy topics
- Local and national links
- “Very Influential Physician” App

<http://www.ama-assn.org/ama/pub/advocacy/grassroots-advocacy/very-influential-physicians.page?>

Society of General Internal Medicine

<http://www.sgim.org/communities/advocacy>

American Academy of Pediatrics

<http://www.aap.org/en-us/advocacy-and-policy/Pages/Advocacy-and-Policy.aspx>

California Medical Association

<https://www.cmadoocs.org/newsroom/news/view/ArticleId/50110/12-ways-to-be-a-physician-advocate-2>

1. Use Your Voice
2. Participate in Grassroots Campaigns
3. Become a Key Contact for Legislators
4. Build Relationships with Your Elected Officials
5. Share Your Story
6. Follow CMA's Legislative Hot List
7. Become a Social Media Ambassador
8. Contribute to CALPAC
9. Host a Local Fundraiser
10. Run for Local Office
11. Attend CMA's Legislative Advocacy Day
12. Join CMA



← → ↻ cmadoocs.org/newsroom/news/view/ArticleId/50110/12-ways-to-be-a-physician-advocate-2

EL_Motivational_... DBT. Observing :... Touro University C... An Introduction to... Control Panel - Vi... Food as Medicine...

HOD

 CALIFORNIA MEDICAL ASSOCIATION

Join ▾ Take Action ▾

12 ways to be a physician advocate

April 07, 2023

Area(s) of Interest: **Advocacy**

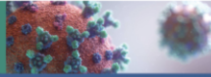
11 Shares     

Critical issues affecting physicians and the practice of medicine are being decided in the legislative arena now. Health care reform, workforce, Medi-Cal and scope of practice are just a few of the vital issues being debated and voted on by elected officials in Sacramento.

The California Medical Association (CMA) has some of the best lobbyists and lawyers in the Capitol, but the most powerful advocate in advancing the cause of physicians

Up-to-Date Insights on COVID-19 Treatment

Learn More at the AOA Learning Platform • 1.5 AOA Category 1-A CME Credits
This online learning module is supported by a medical education grant from Pfizer Inc.



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The DO

For osteopathic physicians, by osteopathic physicians

Osteopathic.org Join the AOA

Voices Patient Care Training Profession Advocacy Lifestyle



Advocacy

By Alexis Cates, DO

Alexis Cates, DO, is an emergency medicine

Making connections

Physician advocacy: Tips for communicating with legislators via phone, letters and face-to-face

I'm here to share some of the knowledge I've gained from my years of advocating for physicians at the state and national levels.

AOA



Osteopathic Physicians & Surgeons of California



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ENGAGE • EDUCATE • ADVOCATE

ABOUT US LATEST NEWS ADVOCACY JOIN CME RESOURCES

Find My Legislators
California Budget Update
Bill Review and Analysis
Legislative Information
Take Action

PRESENTATIONS


OPSC


#AACOMADVOCATES

AACOM
American Association of Colleges of
Osteopathic Medicine

ADVOCACY DAY 2025

SEPTEMBER 9-10, 2025

 Raise your voice to support
osteopathic medical education!



In This Section

Action Center

Advocacy Day

Policy and Advocacy Resource

OME Advocate

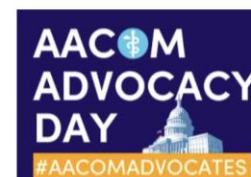


Leadership Program & Opportunities

AACOM's Leadership Institute

AACOM's Leadership Institute offers two health policy programs: a fellowship for current DO students and a fellowship for practicing osteopaths.

AACOM Advocacy Day 2025



Register today!

Join us **September 9–10, 2025** for **AACOM Advocacy Day**—a **free virtual event** where osteopathic deans, students, faculty, and advocates come together to speak up for the future of **osteopathic medical education (OME)**.

Day 1: Get Trained. Get Inspired.

September 9, 1:00–3:00 PM ET (tentative)

- Hear directly from Members of Congress and top policy experts
- Receive hands-on advocacy training from AACOM's Government Relations team
- Learn how YOU can make a difference in shaping federal policy

Day 2: Take Action. Be Heard.

September 10 – individual meeting times TBD (approximately 2 hours total)

- Meet with congressional offices (open to volunteers of all experience levels)
- Engage in self-paced grassroots advocacy efforts

Whether you're a seasoned advocate or brand new to policy, AACOM Advocacy Day

[Sign up to receive AACOM advocacy alerts!](#)

www.aacom.org/advocacy/resources/advocacy-day/registration#/simpleevent/4145d6b9-d230-f011-8c4e-000d3a16a870

<https://www.aacom.org/advocacy/resources/advocacy-day>

Check it Out!!!
Virtual and Free
9/9 and 9/10/2025

American Medical Student Association

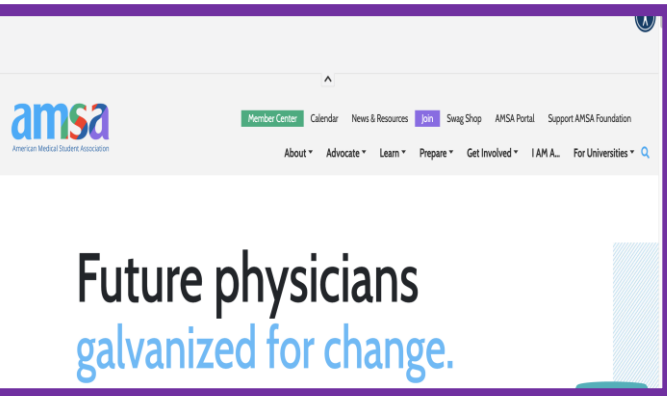
★AMSA.org

Activism Toolbox



Your Guide to Grassroots Action

Here you will find comprehensive resources for organizing and executing a strategic campaign. These documents provide step-by-step guides to organizing around an issue, creating influential and effective lobbying materials, and getting the message out to those who will effect change. Find the tactics you will need to target the media, Congress, state legislators, or even fellow medical students.



Opportunities



Action Committees

Inspired bands of like-minded advocates zeroing in on critical issues that matter—locally and nationally.

[Learn More](#)



Campaigns and Initiatives

Where movements happen—sparking social change from the ground up on vital, grassroots initiatives.

[Learn More](#)



Leadership

AMSA is student-led; members can serve as leaders on specific campaigns or committees that mean the most to them.

[Learn More](#)

Chat with us

Campaigns



Health In All Policies

“Understanding the linkages between health equity and government policies is essential to ensuring that health is truly addressed.” –

Family physician and AAFP Member

Health In All Policies refers to a collaborative approach that incorporates health considerations into policies that shape and influence SDOH.

Helps policy makers make informed decisions about policies and services across all levels of govt that will improve the health of the population.

Incorporates scientific evidence and community input to achieve the goal

SEE Link Below for **Health In All Policies Overview:**

https://www.changelabsolutions.org/sites/default/files/HIAP_ModelOrdinance_FINAL_20150728.pdf

As of 2016 the following states have adopted Health In All Policies into legislation: CA, MI, MN, NH, NJ, OH, RI, VT, DC