PROVIDERS AS ADVOCATES
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Objectives

- Define and describe advocacy
- Describe ways we can influence public policy
- Provide strategies to bring our voice to the public arena
- Discuss reasons for advocacy
- Convince you that you already have many of these skills!
DISCLOSURES

地位 none
WHAT IS PROVIDER ADVOCACY?

Action by a health professional to promote social, economic, educational, and political changes that ameliorate the suffering and threats to human health and well-being that he or she identifies through his or her professional work and expertise.
Advocacy

- Lawyers
- Politicians
- Lobbyists
- Doctors/Providers
- Citizens
- Stakeholders
Topics for Advocates

• No single topic
• Access to care
• Reproductive rights
• Reimbursement
• Scope of practice
• Larger social/societal topics
• General medical topics
• Safety initiatives
• Many others!

PHYSICIANS FOR REPRODUCTIVE HEALTH
Dr. Kelly Culwell, alumna of the Physicians for Reproductive Health Leadership Training Academy, meeting with her then-Senator from Illinois

Capitol Hill 2006
MODELS OF ADVOCACY

- Policy
- Media & Communication
  - Traditional
  - New
- Medical Education & Research
- Professional Associations & Societies
Policy

- Legislative
  - Federal Level
  - State Level
  - Lobby Organizations
  - Defensive position or positive legislation

- Regulatory
  - Health Department
  - Hospitals/health systems
Utah Considerations
Utah Senate
Media

➢ Tell your hospital
➢ Traditional
   ➢ Op Ed/opinion pieces
   ➢ Letters to Editor
   ➢ Lay press AND professional publications
   ➢ Levels
➢ Social
   ➢ Work with national organizations
   ➢ Share events
   ➢ Spread awareness
➢ Others?
Zika virus: Ensure equal access to reproductive care

...As an obstetrician and gynecologist in Washington state, I am acutely aware of the public-health crisis we face with the Zika virus [“As Zika epidemic worsens, Congress takes a vacation,” Opinion, Aug. 10]. It is time to herald the need for equal access to comprehensive reproductive care. (...)

Sara Pentlicky, Seattle

As a physician, I’m especially pleased with the improved health that would accompany the reduced air pollution from this proposal. Because all the factors leading to death are usually not apparent, we generally don’t recognize how air pollution contributes to the deaths of so many people: it’s reported that over 7 million people each year die from air pollution, which includes an estimated 1000 to 2000 Utahns. These people die from heart attacks, asthma, and other lung disease, but “air pollution” is not listed as a cause of death on their death certificates. So why aren’t members of Congress working tirelessly on carbon fee and dividend policy? In fairness, the great benefits of such a policy have just recently been reported. But there is also tremendous pressure to keep the status quo.
Academic

Education

- Work with your institution and educational directors
- Different approaches and flexibility important
- Involve different trainees
- Don’t forget about “lateral” education (e.g. grand rounds, etc)

Research

- Possibilities abound
- Good (recent!) examples:
  - Upadhyay, UD et al. Distance Traveled for an abortion and source of care after an abortion. Obstet Gynecol.
  - Christiana et al. Increasing uptake of LARC and permanent methods of family planning in Indonesia. Midwifery
Professional and Other

- National and state medical societies
  - Utah: UMA, ACOG, PP, ACLU, UWU,
- Communities
- Volunteer organizations
- Places of worship
- Schools
- Get creative
Why me? Why us?

- People trust you
- Useful skill set
- Stories to tell
Healthcare AND THE PUBLIC TRUST

Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low?

Dec. 2-6, 2015

% Very high/High

Nurses: 85
Pharmacists: 68
Medical doctor: 67
High school teachers: 60
Police officers: 56
Clergy: 43
Funeral directors: 44
Accountants: 39
Journalists: 27
Bankers: 25
Building contractors: 25
Lawyers: 21
Real estate agents: 20
Labor union leaders: 18
Business executives: 17
Stockbrokers: 13
Advertising practitioners: 10
Car salespeople: 8
Telemarketers: 8
Members of Congress: 8
Lobbyists: 7

Adapted from www.gallup.com
INNATE PROFESSIONAL SKILLS

- Technical and scientific knowledge
- Access to and understanding of research
- Experience with advocating for individual patients
- Effective communicators
- Treasure trove of personal and patient narratives
“After a presentation, 63% of attendees remembered STORIES. Only 5% remember STATISTICS.”

(source: Made To Stick p143 – Based on Stanford University Experiment)
Facts Vs. Feelings

Facts Tell, Stories Sell

Know how to use facts
- Facts are provable data points that generate awareness or understanding of a problem/issue
- Facts appeal to reason (Left-brain); accordingly they illicit an intellectual response (i.e. agreement or disagreement)
- Facts can be selectively dismissed by the listener or lost among other facts; so they should be used with purpose and intention

Know how to use stories
- Stories are extremely powerful ways of emotionally connecting people to new ways of thinking in a way that they will remember
- Stories are experiential and therefore can’t be disputed via argument
- If you want someone to internalize a thought or be persuaded by new information you offered them—tell them a story
AMA: “advocate for social, economic, educational, and political changes that ameliorate suffering and contribute to human well-being.”
DON’T LET THE LAWYERS WIN!

Adjusted Odds of Voting Compared to General Population

## FINDING TIME

<table>
<thead>
<tr>
<th>Activity</th>
<th>Estimated Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voting</td>
<td>10 min - one day</td>
</tr>
<tr>
<td>Signing a petition</td>
<td>One minute</td>
</tr>
<tr>
<td>Writing email to legislator</td>
<td>1 - 15 minutes</td>
</tr>
<tr>
<td>Calling your legislator</td>
<td>5 - 10 minutes</td>
</tr>
<tr>
<td>Writing a letter to the editor</td>
<td>15 - 60 minutes</td>
</tr>
<tr>
<td>Testifying</td>
<td>Half - whole day</td>
</tr>
</tbody>
</table>
SKILLS TO DEVELOP

- Defining your goal and your audience
- Crafting personal stories to frame your issue
- Developing and sticking to your message
- Recognizing opportunities for advocacy
- Developing relationships with partners, media, legislators
TAKE AWAY MESSAGES

- Healthcare professionals are effective and sought-after advocates

- Advocacy is strategic, learnable, and builds on existing skills

- Variety of opportunities available – work with others

- Stick with it – long-term process of speaking truth as doctors
The story in American history I most like to tell is the one about how women got the right to vote 90 years ago this month. It has everything. Adventure! Suspense! Treachery! Drunken legislators!

But, first, there was a 70-year slog.

Which is really the important part. We always need to remember that behind almost every great moment in history, there are heroic people doing really boring and frustrating things for a prolonged period of time.

http://www.nytimes.com/2010/08/14/opinion/14collins.html?_r=0
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