

# Change Agency, Advocacy, & Managing Your Passions Through Writing

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June 26, 2023

# Disclosures

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- ❖ No financial disclosures
- ❖ Historical context
- ❖ Bias acknowledgment
- ❖ Know institution's policy on advocacy
  - ❖ Bipartisan political activities
  - ❖ Representing your institution vs. your personal/professional views





Construct a priority list for becoming a change agent



Examine opportunities for advocacy writing within your circle of influence

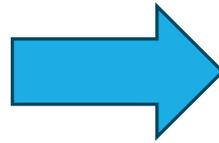


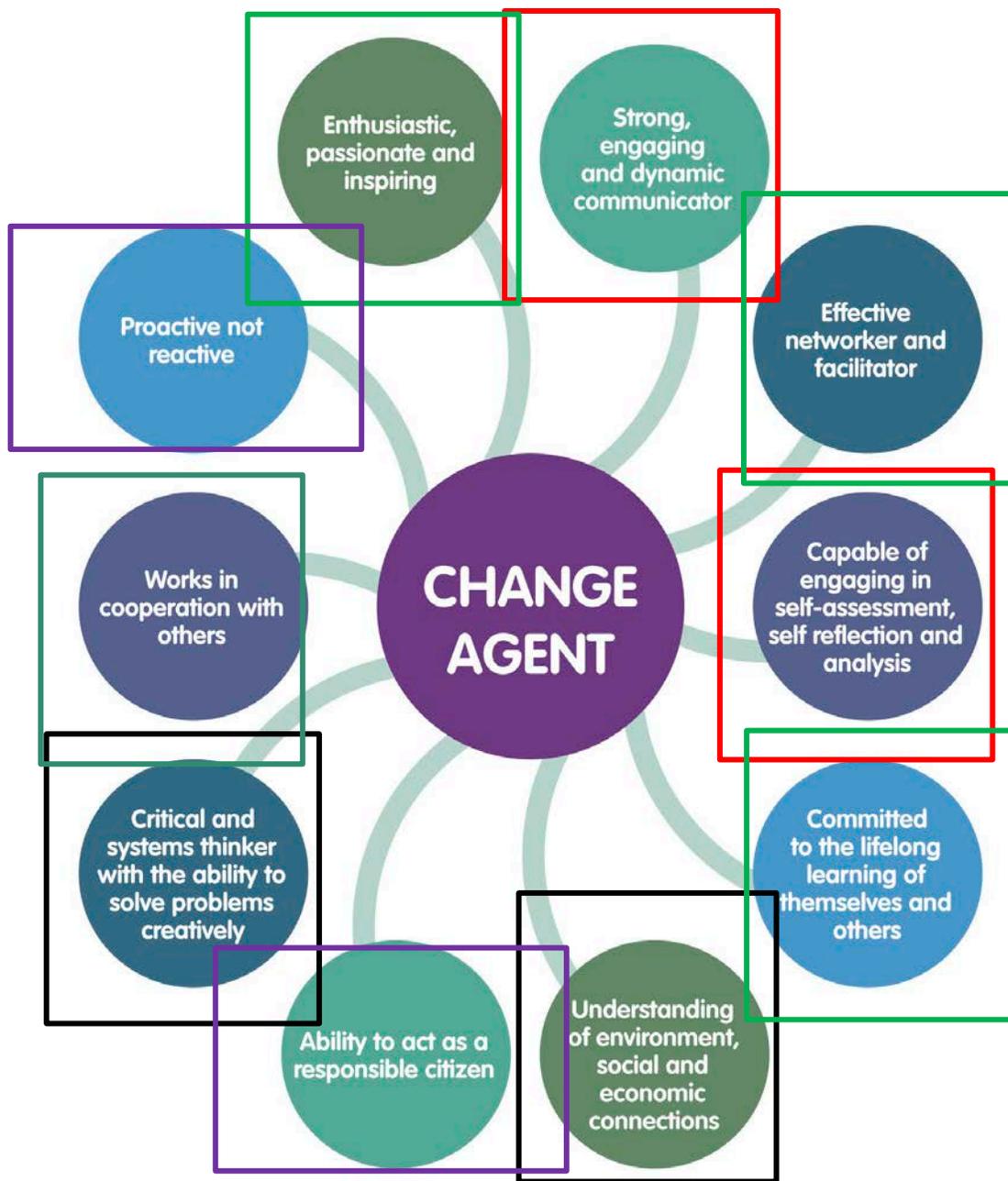
Identify a topic for future writing focused on your advocacy passion

# Intended Learning Objectives

# What does it mean to be a change agent?

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# Characteristics of change agents

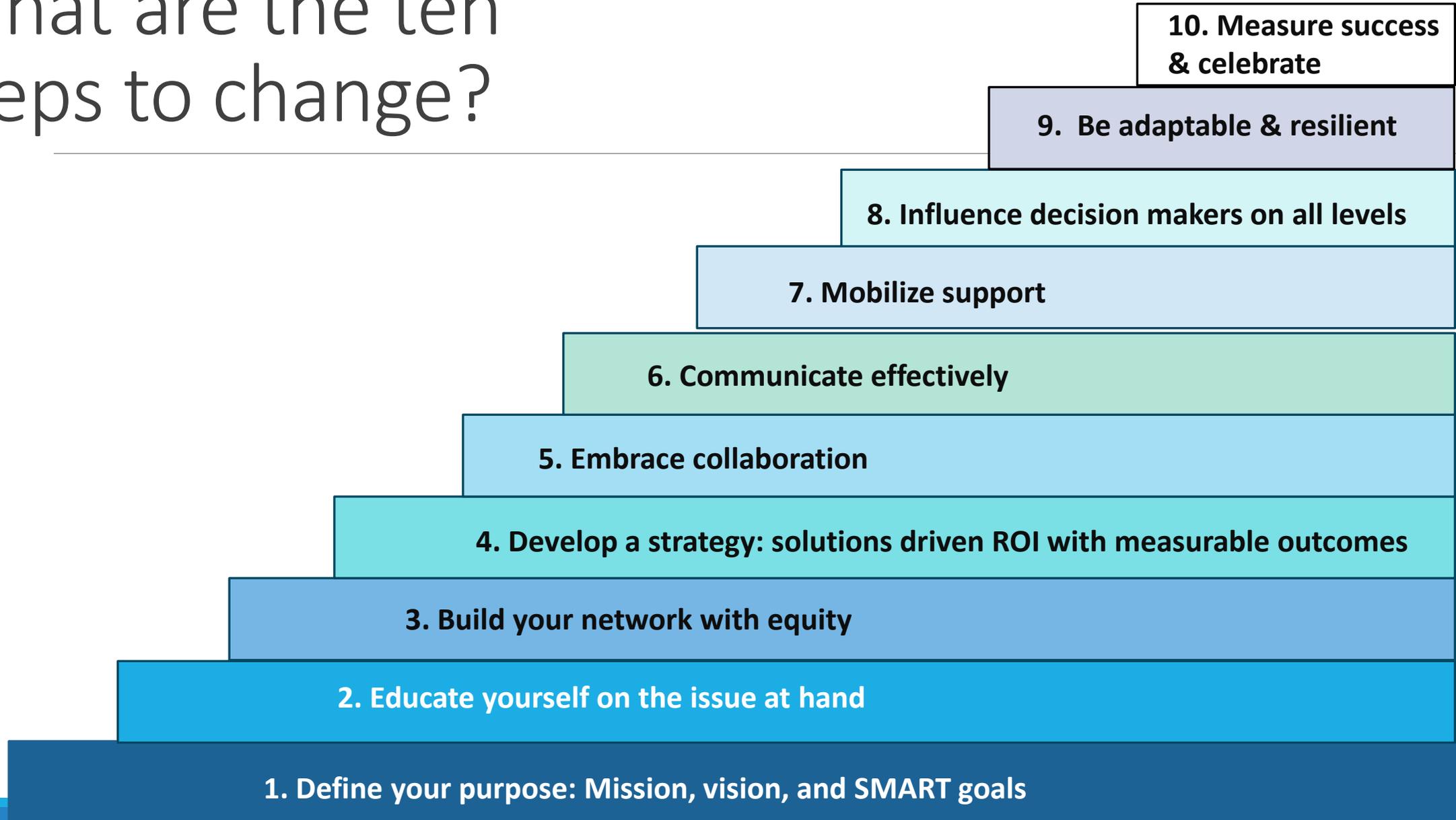


<https://www.istockphoto.com/illustrations/empty-car-interior>

<http://d-demaree.blogspot.com/2011/12/agent-of-change.html>

# What are the ten steps to change?

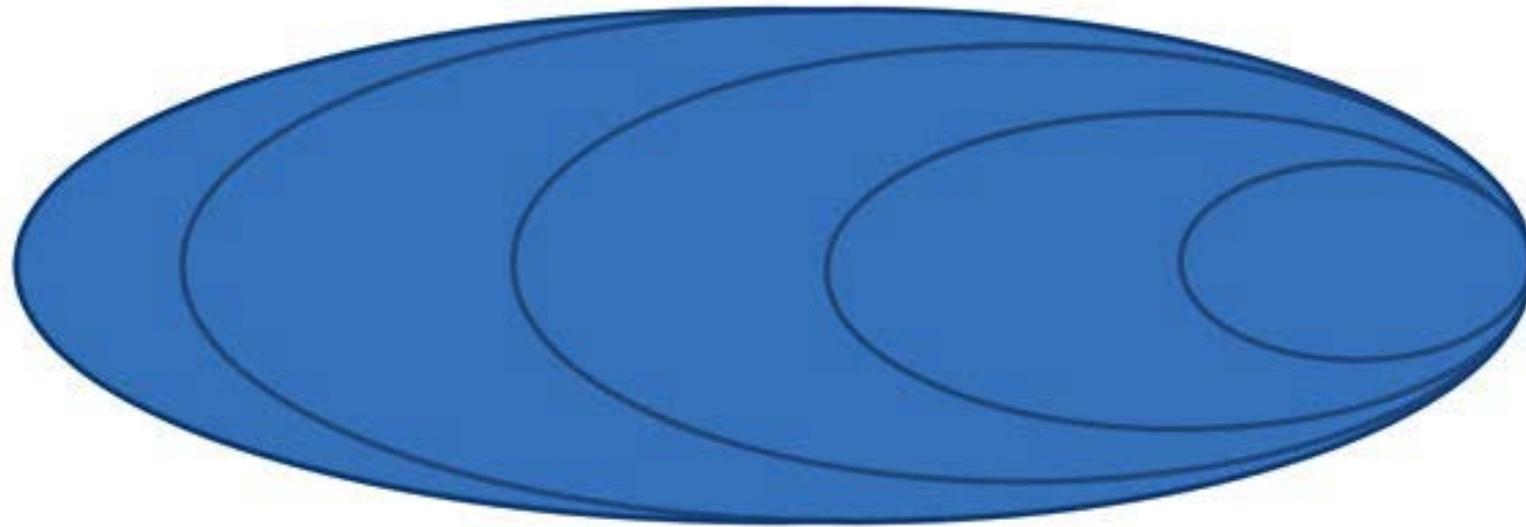
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# Advocacy

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Spheres of influence



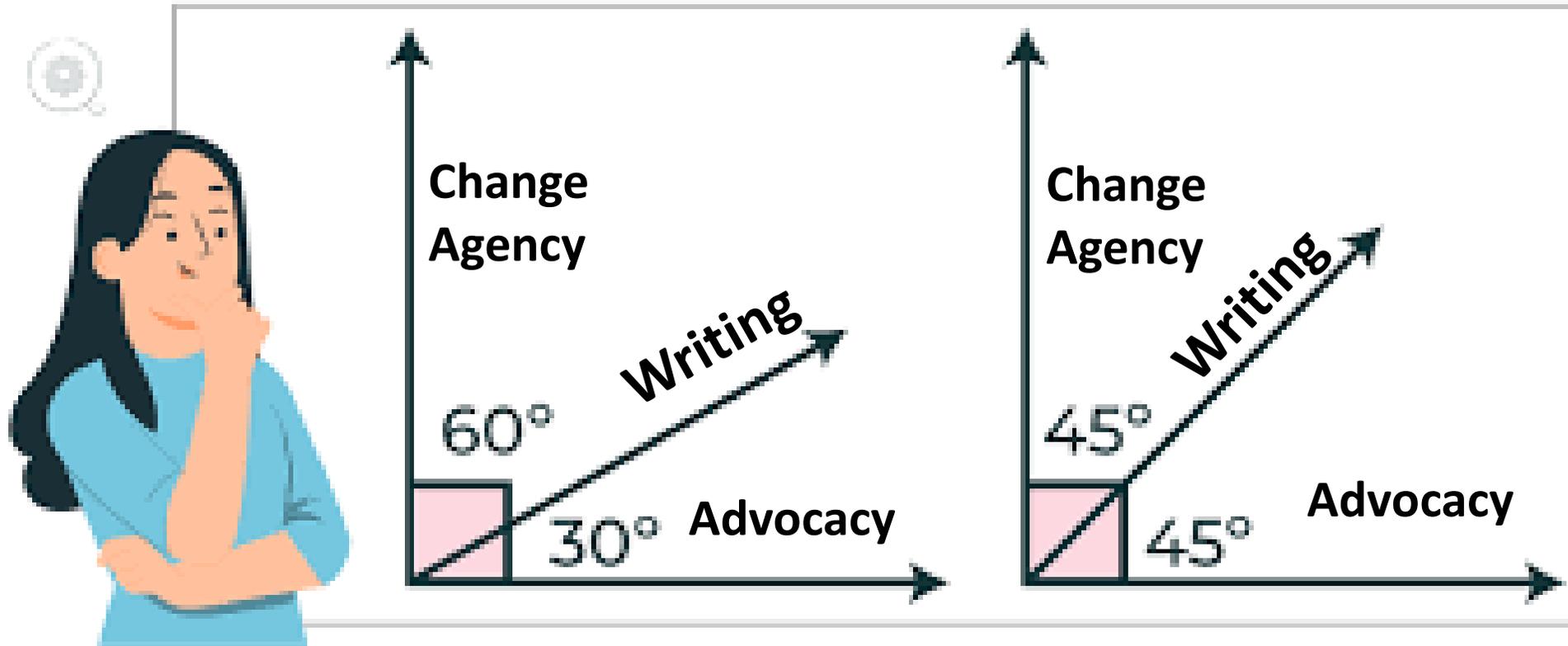
Global	Society	Community	Interpersonal + social	Individual
<p><u>Examples:</u></p> <ul style="list-style-type: none"> <li>* UN Universal Declaration on Human Rights</li> <li>* WHO Consultative Group on Equity and Universal Health Coverage</li> <li>* Multinational corporate marketing</li> </ul>	<p>Cultural values Political priorities Public policies Laws + regulations Economic capacity Science + technology Absorptive capacity Resource allocations</p>	<p>Neighborhood Workplace Schools Places of worship Community organizations Health literacy</p>	<p>Family support Friendships + networks Social interactions Group membership</p>	<p>Personal beliefs Attitudes Behaviors/habits Knowledge base Circumstances Other life course influences</p>

# Circles of influence

White, Franklin. (2015). Primary Health Care and Public Health: Foundations of Universal Health Systems. Medical Principles and Practice. 24. 10.1159/000370197.

# Change agency & advocacy as complements

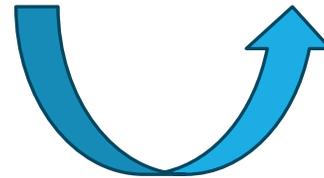
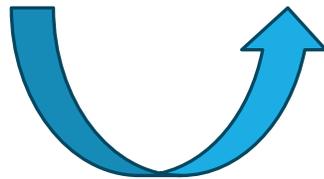
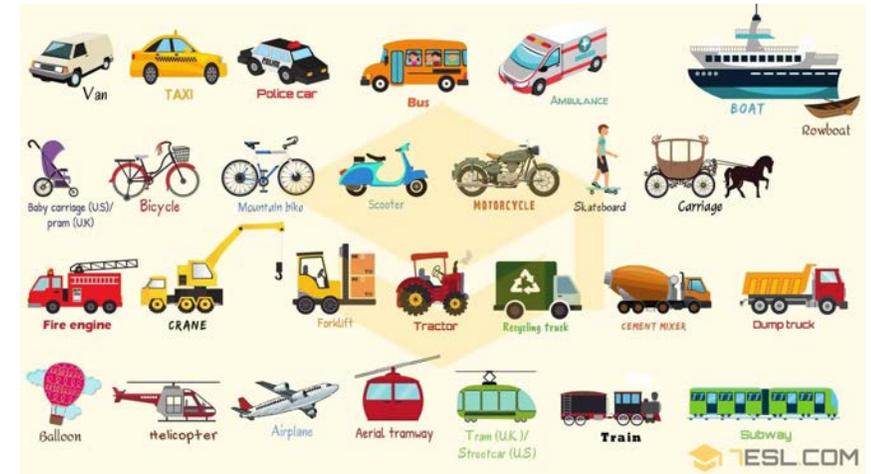
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# Change agency, advocacy, & writing



<https://www.istockphoto.com/illustrations/empty-car-interior>

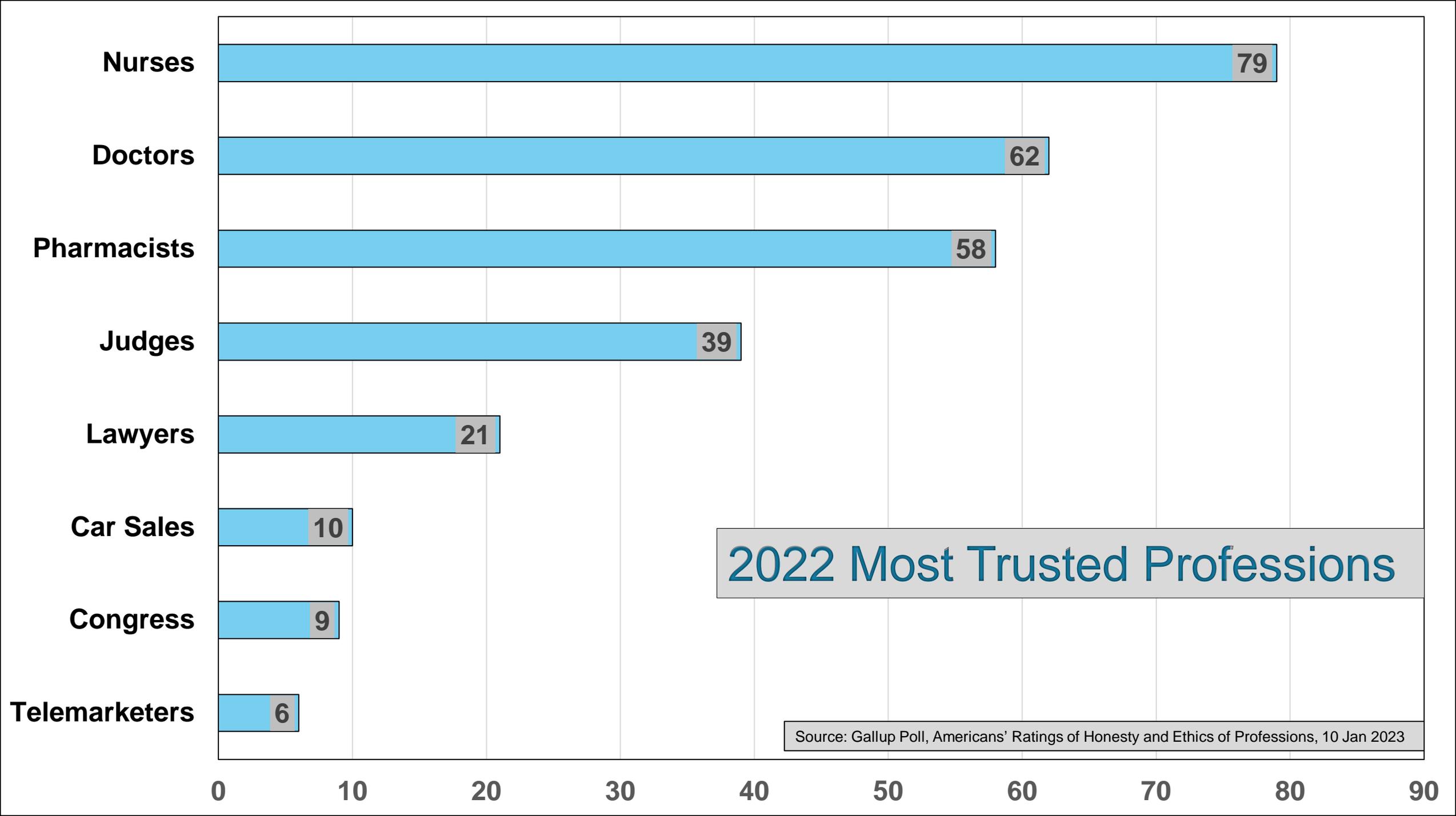


# Why Advocate Through Writing

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- Professional responsibility – AMA, ACGME, ACOG
- Telling the narrative or changing the narrative
- Silence is acquiescence
- Confusion from mis/disinformation
- Enduring
- Easy to disseminate





# Principles of writing

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Audience

Purpose

Format

Content

Diversity, Equity,  
Inclusion &  
Belonging

Trauma-  
informed

# Writing for change agency & advocacy

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Personal Narratives

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Opinion pieces

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Research & White Papers

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Quality Improvement

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Education

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Social Media

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Policy & Procedure

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Writing for  
advocacy &  
change agency:

Personal Narratives



Writing for  
advocacy &  
change agency:

## Opinion Articles



CONTENTS: CURRENT COMMENTARY

# The Motherhood Penalty in Obstetrics and Gynecology Training

Polan, Rosa M. MD; Mattei, Larissa H. MD; Barber, Emma L. MD, MS

[Author Information](#) ⌵

*Obstetrics & Gynecology* 139(1):p 9-13, January 2022. | DOI: 10.1097/AOG.0000000000004633

 Metrics

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[Abstract](#)   [In Brief](#)

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Since 2017, the number of women enrolled in medical schools in the United States has increased steadily. For the average female graduate, residency training will coincide with peak childbearing years. Despite increasingly well-defined parental leave policies in other industries, there is no standardized approach across graduate medical education programs. Physician mothers, particularly those in surgical specialties, have also been shown to be at increased risk for major pregnancy complications and postpartum depression. In addition, despite excellent initiation rates, the majority of breastfeeding trainees struggle with low milk supply, and as few as 7% of physician mothers continue to breastfeed for 1 year. Although the medical field routinely advocates for the benefits of

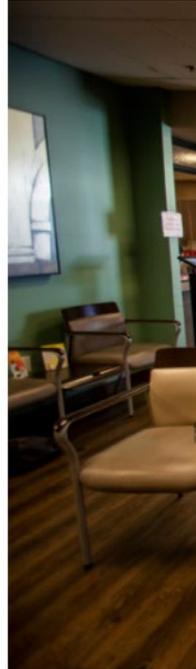
# Writing for advocacy & change agency:

## Opinion Articles

<b>Op-Ed</b>	<b>Letter to the Editor (LttE)</b>
<u>Column</u> from a contributor	<u>Comment</u> from a contributor
New, interesting, unexpected perspective	One or two points; response to recent coverage
600-800 words	200 words or less
Relevant in a few weeks (op-eds have a longer lead time)	Response to topic within one to two days (LTTEs have a faster publishing turnaround)
Include a personal story, if appropriate and a call to action	State your position quickly, back it up with one proof point, sign off

# How the fall of Roe could change abortion care in Mass.

July 26, 2022



The waiting room at the Supreme Court over in San Antonio, Texas. Angeles Times via

By **OPINION > LETTERS TO THE EDITOR** • Letters, Opinion

## Letter: Newsom also cut help for maternal mental health

Gov. Gavin Newsom is cutting the newly passed postpartum Medi-Cal extension

As obstetricians, we seek to highlight an omission in Skelton's piece "[Skelton: California's budget cuts stick it to the most vulnerable](#)" (Opinion section, Mercurynews.com, May 18).

Gov. Gavin Newsom is also cutting the newly passed postpartum Medi-Cal extension.

In 2019, AB 577 passed to extend Medi-Cal benefits to one year postpartum in the setting of maternal mental health disorders. This was a huge win for women and families of California as 50% of births are funded through Medi-Cal. Medi-Cal coverage lapses six weeks after delivery, leaving new mothers uninsured thereafter. This program was to fill a critical coverage gap — up to 20% of new moms are diagnosed with postpartum depression, anxiety or psychosis. Suicide in the postpartum period is one of California's top causes of maternal mortality.

We strongly urge Gov. Newsom to prioritize the health of women and families and reconsider his proposed funding cut, implementing extended Medi-Cal for postpartum health coverage without delay.

**Dr. Andrea Henkel**  
**Dr. Hayley Miller**  
**Dr. Anne R. Waldrop**  
Palo Alto

Opinions

## It's time to say no to politicians in exam rooms

✍ Author: Dr. Kirsten Jorgensen | Opinion © Updated: August 11, 2018 📅 Published: August 11, 2018



Getty/ iStock

**OPINION > LETTERS**

## Letter | Bill will expand coverage for postpartum care

By **LETTERS TO THE EDITOR** | Santa Cruz Sentinel  
April 13, 2019 at 5:00 pm

As Ob/Gyn physicians at Stanford University Hospital, we care for the pregnant women of the South Bay, including some of the most vulnerable patients with mental health conditions. These conditions range from severe anxiety to postpartum depression causing thoughts of suicide. One in five women have a diagnosed mental health disorder in pregnancy. We see the direct impacts on the health of pregnant women, young children, families and our community.

About 50% of our local pregnant women have MediCal insurance, one that covers California women for up to six weeks postpartum – and abruptly ends at that point, leaving those women uninsured thereafter. Assembly Bill 577 would expand MediCal coverage for postpartum care for women with mental health conditions for up to one year in order to provide the care new mothers need and deserve.

Please call your local Assembly representatives to ask them to support AB 577.

— Dr. Hayley Miller, Dr. Erica Martinez, Dr. Paige Bates, Dr. Roshan Burns,

Writing for  
advocacy &  
change agency:

Research articles &  
White papers



# Research

 **JAMA Health Forum**

Search All

April 14, 2023

## Association of Race With Urine Toxicology Testing Among Pregnant Patients During Labor and Delivery

Marian Jarlenski, PhD, MPH<sup>1</sup>; Jay Shroff, MS<sup>1</sup>; Mishka Terplan, MD<sup>2</sup>; [et al](#)

[» Author Affiliations](#) | [Article Information](#)

*JAMA Health Forum.* 2023;4(4):e230441. doi:10.1001/jamahealthforum.2023.0441

# Research

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*Original Research*

## **Mifepristone Combination Therapy Compared With Misoprostol Monotherapy for the Management of Miscarriage**

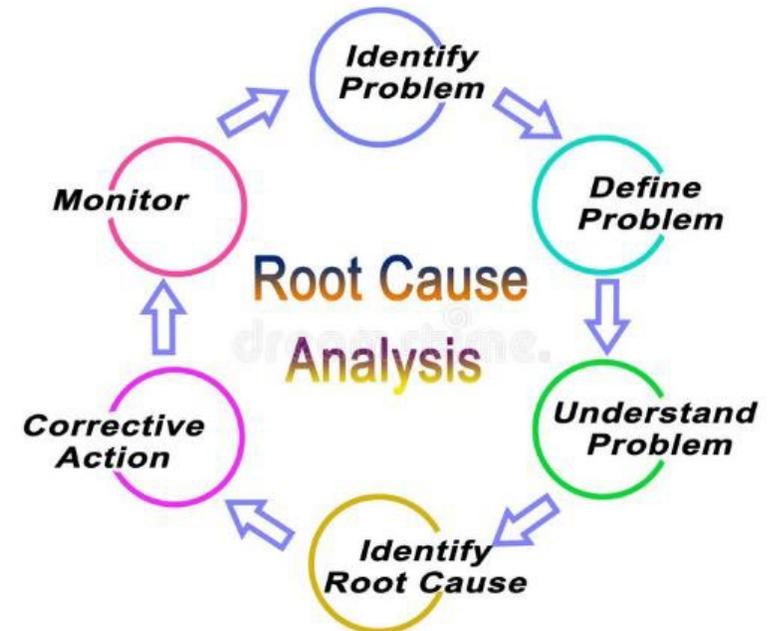
*A Cost-Effectiveness Analysis*

*Holly H. Berkley, MD, Howard L. Greene, PhD, and Michael D. Wittenberger, MD*

Berkley, Holly H., Howard L. Greene, and Michael D. Wittenberger. "Mifepristone combination therapy compared with misoprostol monotherapy for the management of miscarriage: a cost-effectiveness analysis." *Obstetrics & Gynecology* 136.4 (2020): 774-781.

# Writing for advocacy & change agency:

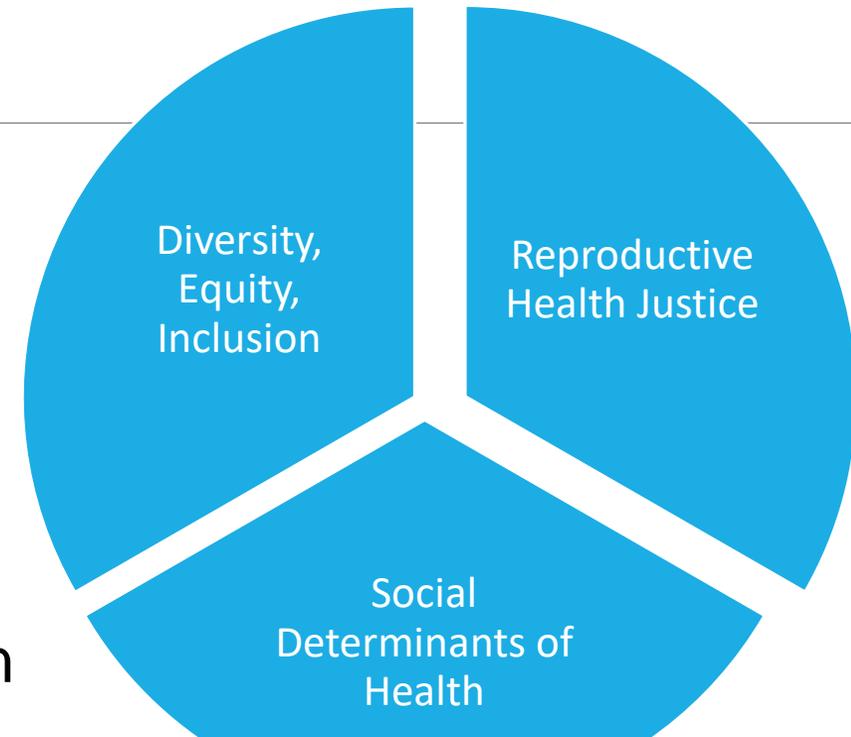
## Quality Improvement



# Quality Improvement

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- Address systemic problems
  - Diversity, Equity, and Inclusion
  - Reproductive Health Justice
  - Social Determinants of Health
- Creates a "paper trail"
  - If you didn't document it, it didn't happen



# Quality Improvement

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- M&M incorporation of selection criteria and assessment

**CONTENTS: CLINICAL PRACTICE AND QUALITY**

## **Pilot Implementation of a Health Equity Checklist to Improve the Identification of Equity-Related Adverse Events**

Fan, Linda L. MD; Sheth, Sangini S. MD, MPH; Pettker, Christian M. MD

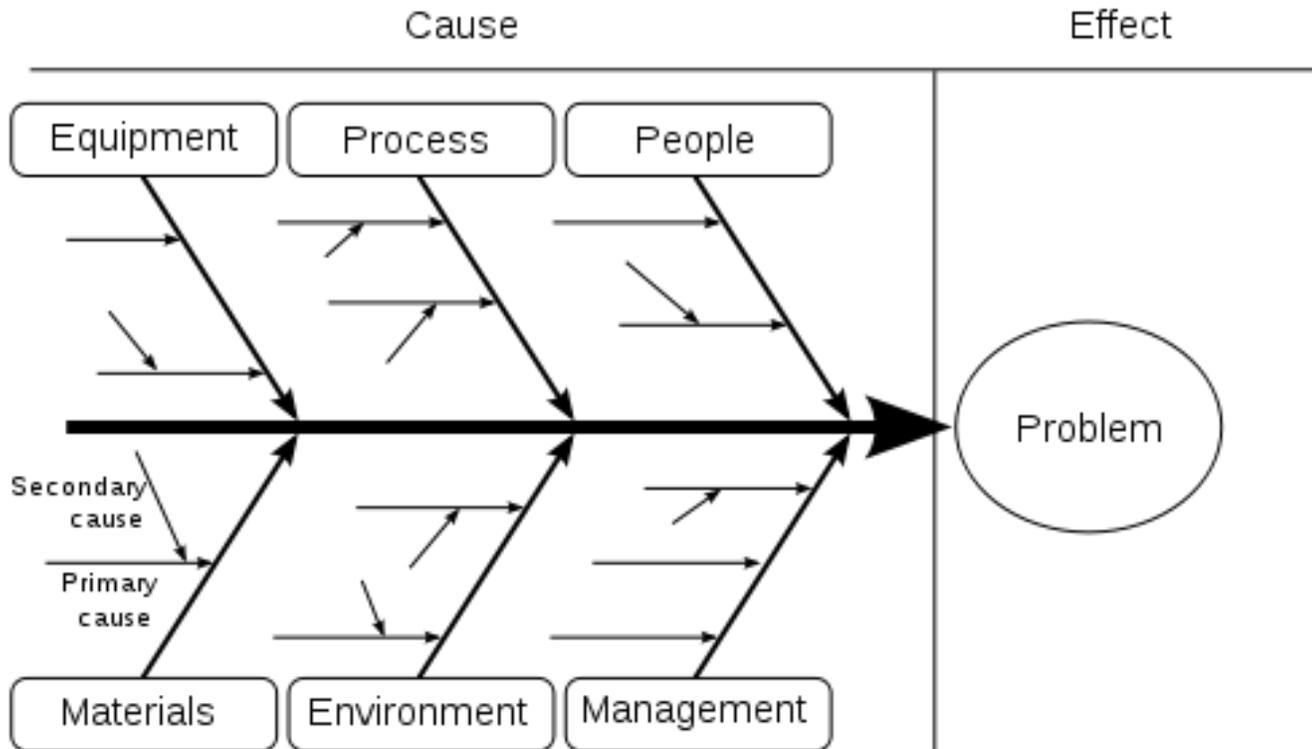
[Author Information](#) 

*Obstetrics & Gynecology* 140(4):p 667-673, October 2022. | DOI: 10.1097/AOG.0000000000004934

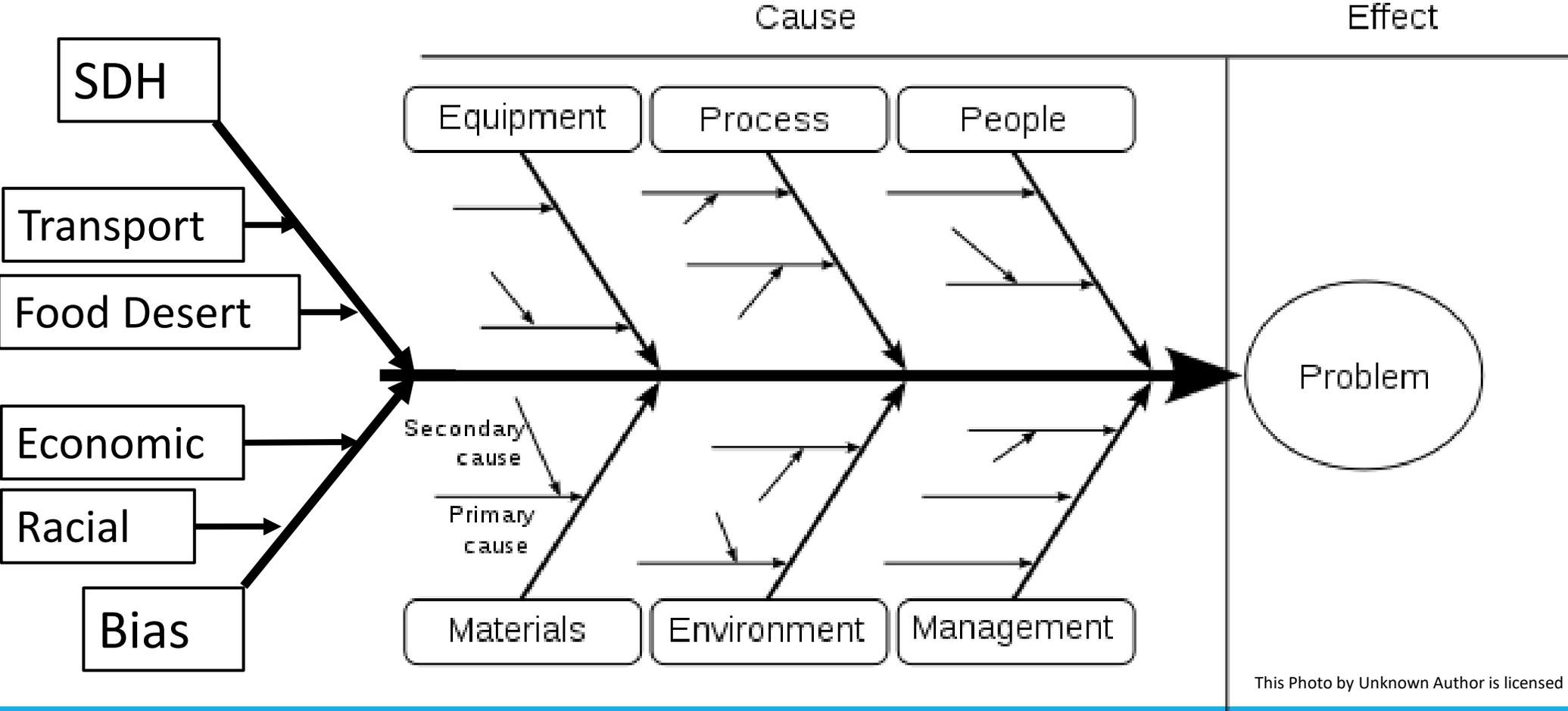
# Quality Improvement

- RCA – include these domains in the fishbone diagram

Ishikawa or  
Fishbone Diagram



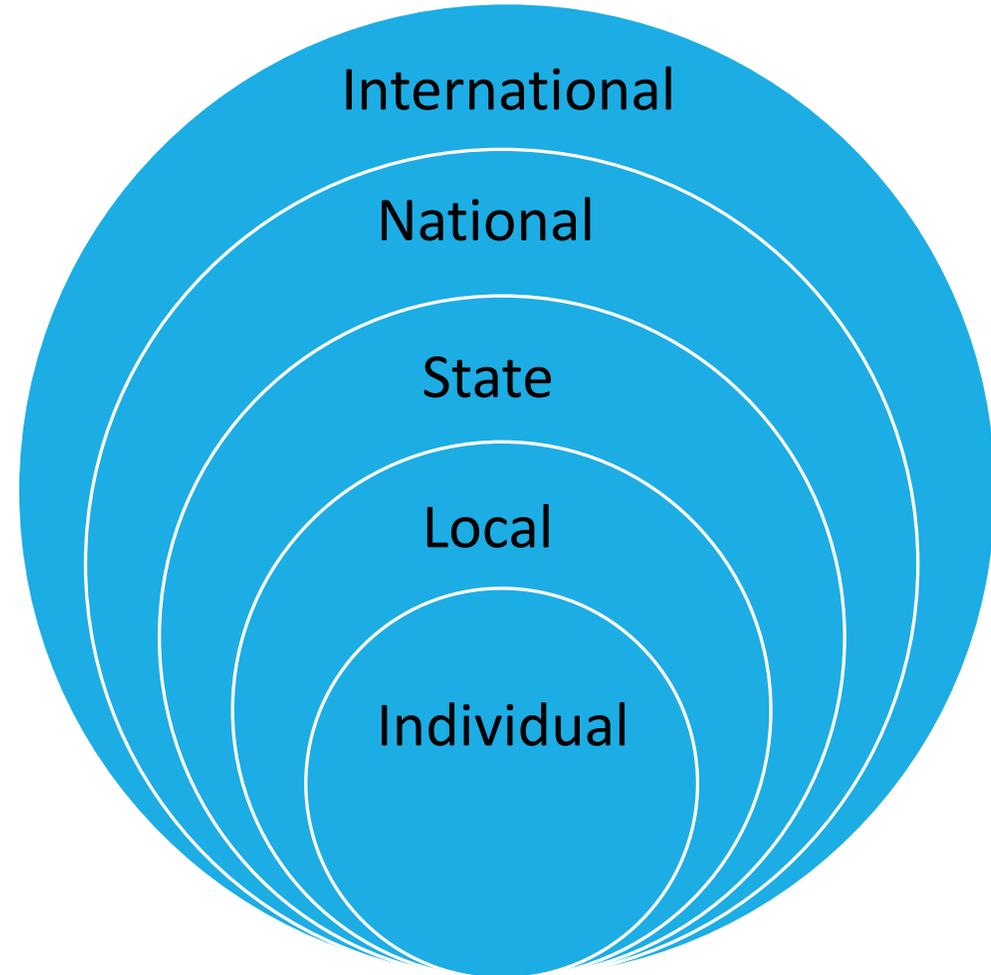
# Quality Improvement



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# Writing for advocacy & change agency:

## Education



# Education: Individual and local

- Curriculum design
  - OSCE
  - Acting internships
  - Trauma-informed care
  - Problem-based learning
- Curriculum re-design
- Mass communication & media



# Education - State

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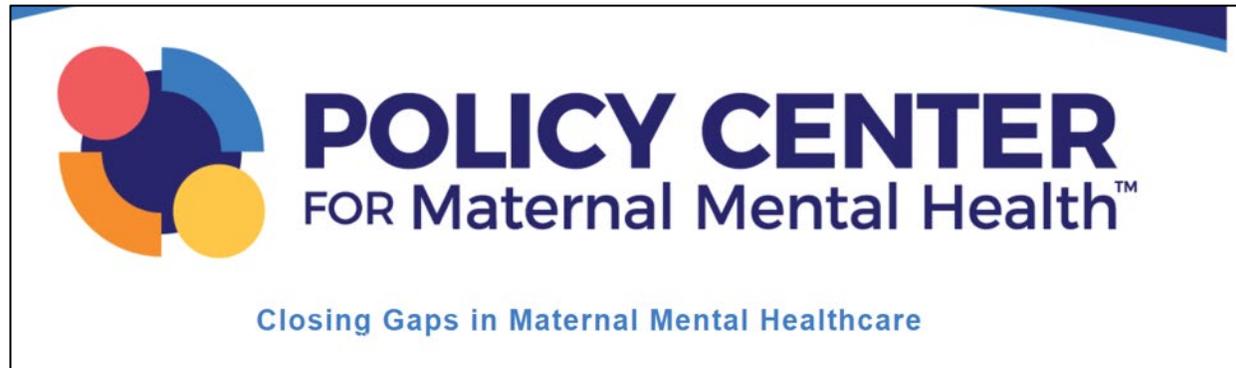
- Optimize your resources
  - Department of Health
  - Society Legislative section
  - State Medical Society

Virginia OBGYN  
Trainee Advocacy  
Day  
Virtual Conference  
2024 DATE TBD

# Education-National

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- Contribute to national organizations
  - Maternal Mental Health Leadership Alliance
  - Policy Center for Maternal Mental Health
  - Mom Congress



# Education – International

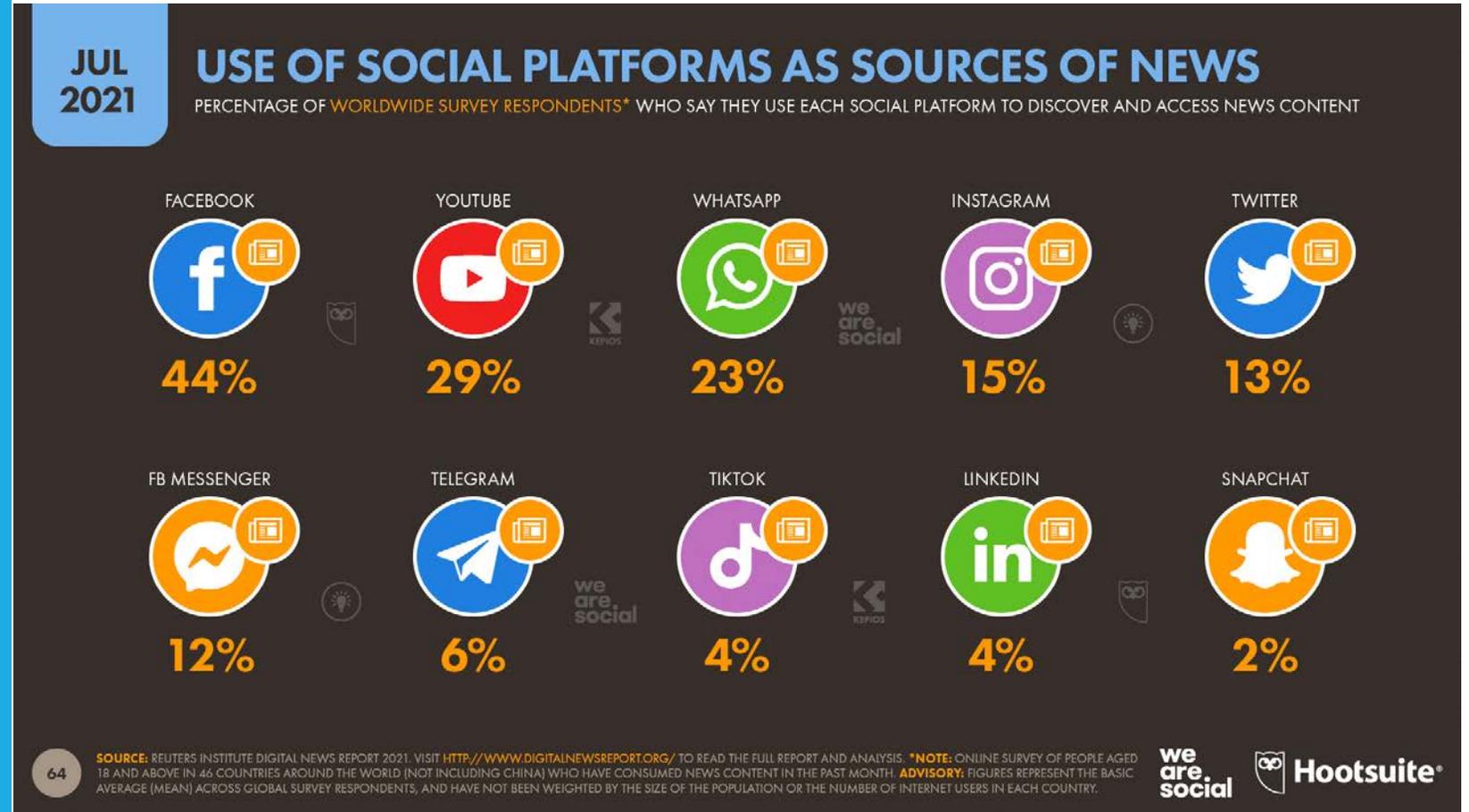
- Wikipedia, Medscape authorship
  - Provide evidence-based entries on widely read platforms
  - Add diversity to the authorship pool
    - Wikipedia authors 85% male, 89% white

**Medscape**



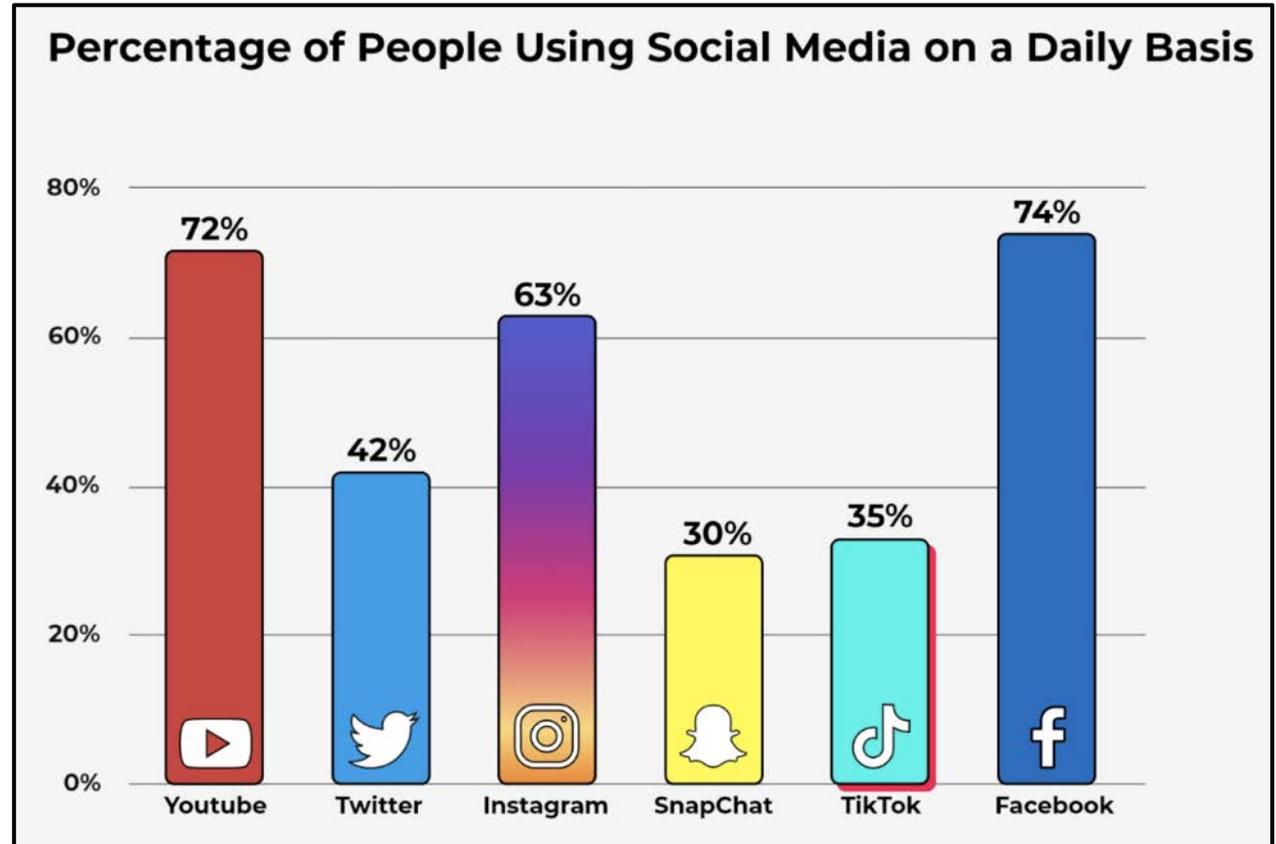
# Writing for advocacy & change agency:

## Social Media



# Who uses social media?

- Facebook
  - 2.5 billion monthly users
  - Gen X, Boomer
- Instagram
  - 1 billion monthly users
  - Millennials
- Twitter
  - 330 million monthly users
  - 63% users 35-65 yo
  - Cross-generational
    - Median age 40 yo, 66% male



# Twitter

× **Tweet Analytics**

 **Megan L. Evans, MD, MPH, FACOG** @MeganEvansMD · Jan 22  
On the 49th Anniversary of #RoewWade, here are 49 thoughts, facts, and feelings about #abortion. A 📖

1)Abortion is health care  
2)1 in 4 women\* will have an abortion in their lifetime... ...  
[Show this thread](#)

 **181**       **78**       **6**

Impressions ⓘ	Engagements ⓘ	Detail expands ⓘ
<b>25,829</b>	<b>981</b>	<b>584</b>
	New followers ⓘ	Profile visits ⓘ

**Promote your Tweet**  
Your Tweet has earned 25,829 impressions so far. Switch to a professional account to broaden your reach.

[Switch to professional](#)

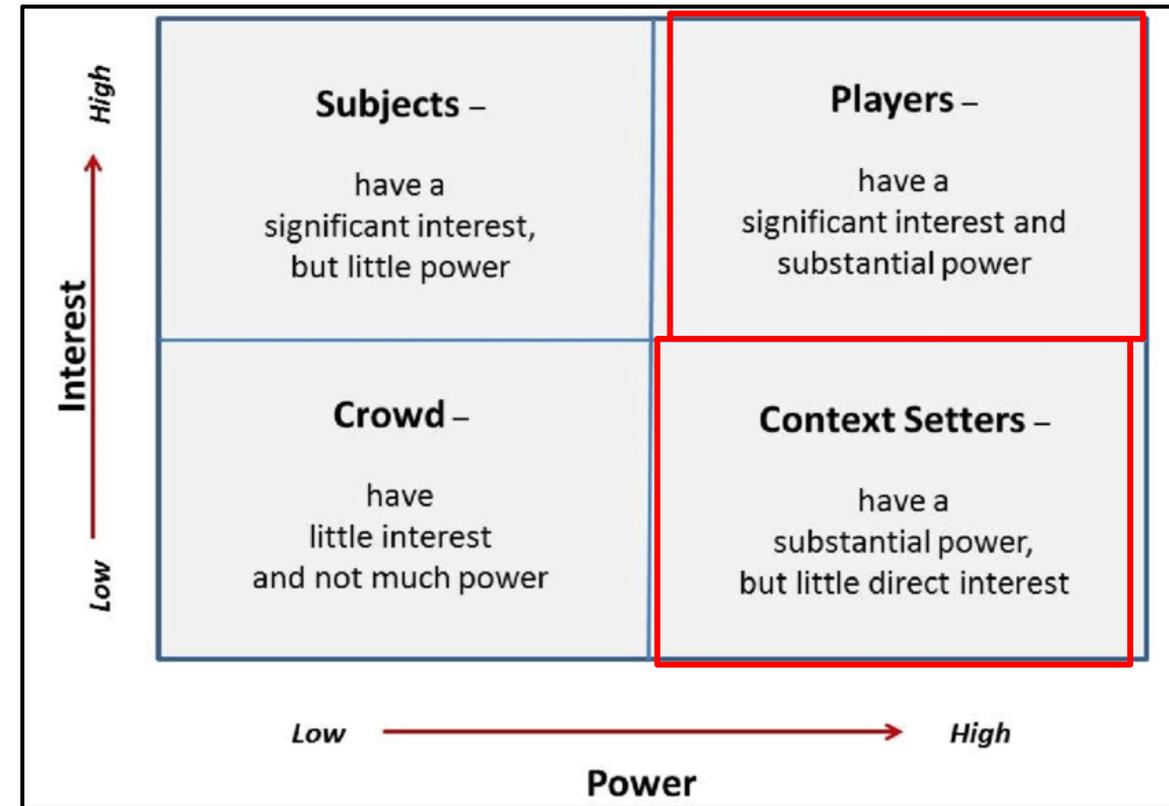
Writing for  
advocacy &  
change agency:

## Policy & Procedure



# Policy Development

- ❖ Stakeholders
  - ❖ Key to policy development
- ❖ Our Role
  - ❖ “Context Setters” as SME’s
  - ❖ We can be.....???
- ❖ Opportunity to magnify & advocate for interests of marginalized populations
  - ❖ Under-represented views in low power/high interest quad



# Public Comment

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- Healthcare regulatory agencies include:
  - CDC, CMS, FDA, HRSA, OSHA
- Regulations are 1 of 3 authority actions
- Process: Initiating → Proposing → **Commenting** → Issuing
  - NRPM (Notice of Proposed Rulemaking Form) published
  - No time limit
  - Must respond to every comment

# Public Comment

- Find open regulations at [www.federalregister.gov](http://www.federalregister.gov)
- Submit comments via “Submit Comment” button, or at [www.regulations.gov](http://www.regulations.gov)

The screenshot shows the homepage of the Federal Register. At the top left is the National Archives logo. The main header reads "FEDERAL REGISTER" in large bold letters, with the subtitle "The Daily Journal of the United States Government" below it. A circular seal on the right side of the header contains the text "ARCHIVES AND RECORDS ADMINISTRATION" and "1955". Below the header is a blue navigation bar with the text "Federal Register Home".

The main content area is divided into several sections:

- Current Issue:** A green bar with a calendar icon. It contains the text "107 documents from 45 agencies (220 Pages)" and "85 Notices 8 Proposed Rules 14 Rules 2 Significant Documents".
- Public Inspection:** A red bar with a clipboard icon. It contains the text "Special Filing" and "Regular Filing".
- Special Filing:** A pink bar with the text "updated on 11:15 AM on Friday, April 21, 2023" and "10 documents from 9 agencies".
- Regular Filing:** A pink bar with the text "updated on 8:45 AM on Friday, April 21, 2023" and "100 documents from 10 agencies".

Below these sections is a search bar with the text "Search Federal Register Documents Since 1994". The search bar has a "Find" button and a search input field with the placeholder text "Search term or citation". To the right of the search bar are four circular buttons labeled "R", "PR", "N", and "PD".

At the bottom of the page, there are two columns of content. The left column has a "Money" icon and the text "Environment". The right column has a blue circle with the letter "N" and the text "Medicaid and Children's Health Insurance Program" and "by the Centers for Medicare & Medicaid Services on 04/17/2023".

The screenshot shows the homepage of Regulations.gov. At the top left is the logo "Regulations.gov" with the tagline "Your Voice in Federal Decision Making". In the top right corner is a "SUPPORT" button.

The main content area has a blue background with the text "Make a difference. Submit your comments and let your voice be heard." Below this text is a search bar with the placeholder text "Search for dockets and documents on agency actions" and a green "Search" button.

# Communicating with Representatives

- Our elected officials work for us
- E-mail and phone call better than snail mail
- Social media – excellent amplifier
- Communication is NOT a research project
- 3 parts to communication
  - Greeting with your title/credentials & your position for/against a topic
  - 2-3 sentences supporting your position
  - Cordial conclusion – “Thank you for considering my opinion.”
- **Bonus points**
  - **Identify specific legislation by name, number**
  - **Include story (HIPAA compliant) about constituents**



# Writing for change agency & advocacy

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Personal Narratives

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Opinion pieces

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Research & White Papers

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Quality Improvement

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Education

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Social Media

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Policy & Procedure

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# Call to action & Questions?

- ❖ Identify a topic for future writing focused on your advocacy passion
  - ❖ Write out your narrative
  - ❖ Find your passion point
  - ❖ Identify your circle of influence
  - ❖ Pick a platform
  - ❖ Give yourself a deadline
  - ❖ Write a piece



<https://www.istockphoto.com/illustrations/empty-car-interior>



"Most of the important things in the world have been accomplished by people who have kept on trying where there seem to be no hope at all" - Dale Carnegie

# Resources

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## Training and Education Opportunities

### **Congressional Leadership Conference**

- Annual, 3-day ACOG hosted event to learn about key women's health topics, and meet with your elected officials on day #3.
- Funding often available through your ACOG District
- <https://www.acog.org/education-and-events/meetings/acog-congressional-leadership-conference>

### **Physicians for Reproductive Health**

- Annual Leadership Training Academy covers multiple aspects of advocacy, over 3 separate in-person conferences. Includes a Lobby Day at the Capitol. **Funding provided.**
- <https://prh.org/leadership-training-academy/>

### **Wiki-Edu**

- Virtual classes on effectively writing Wikipedia entries – format, references, etc. Special training for Science/Medicine entries.
- <https://wikiedu.org/learn/>

### **SIX – State Innovation Exchange**

- Helps state legislators and their staff use evidence-based information to craft policy and legislation. Works to ensure policy is based on science. Helps the legislators reach out to pull in research.
- <https://stateinnovation.org/>

### **SSN – Strategic Scholars Network**

- Helps researchers collaborate to pursue research efforts that can be used to inform evidence-based policies and laws. Helps research push their findings up to the legislators.
- <https://scholars.org/>

### **Op-Ed Project** – “Public Voices” and other programs

- Offers mentorship for authors on writing Op-eds; website with resources and guidelines for writing these pieces.
- <https://www.theopedproject.org/>

# Resources

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## Websites for Advocacy Engagement

**ACOG** – <https://www.acog.org/advocacy/get-involved>

**CREOG** - <https://www.acog.org/education-and-events/creog/curriculum-resources/additional-curricular-resources/advocacy>

**American Public Health Association** - <https://www.apha.org/Policies-and-Advocacy>

**AMA** - <https://www.ama-assn.org/health-care-advocacy>

Finding your **elected officials** - <https://www.usa.gov/elected-officials>

Find pending **regulations** for comment - <https://www.regulations.gov/>

## Tips for Writing/Calling Your Elected Officials

**AMA Publication** – “How to make your voice heard by Congress”

<https://patientsactionnetwork.com/sites/default/files/guide-to-communicating-with-congress.pdf>

## **Berkley Library, University of California**

<https://guides.lib.berkeley.edu/ContactingOfficials/Tips>

## **National Center for Health Research**

<https://www.center4research.org/get-involved/let-your-voice-be-heard/>

## **National Women’s Law Center**

<https://nwlc.org/resources/tips-tools-for-offline-action/>

# Resources

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## Organizations Discussed in Session

**Vo+ER** - [vot-er.org/](http://vot-er.org/)

**Maternal Mental Health Alliance** - [www.mmhla.org](http://www.mmhla.org)

**Policy Center for Maternal Mental Health** - [www.2020mom.org](http://www.2020mom.org)

**Mom Congress** - [www.mom-congress.com](http://www.mom-congress.com)

## Other Collaborators

Healthcare – Other Specialties, Nurses, Psychologists, Social Workers, etc

Legal – ACLU; National Women’s Law Center, If/ When/ How - <https://www.ifwhenhow.org>

DEI, SDH, Environmental, Media/Journalism, Academic, Faith-based, Community Leaders, Business

## Podcasts

**Freakonomics** - <https://freakonomics.com/series/freakonomics-radio/#405> - Policy Making is Not a Science (Implementation Science)

**No Stupid Questions** - <https://freakonomics.com/series/nsq/#10> “Why are Stories Stickier than Statistics?”

**Short Wave** - <https://www.npr.org/podcasts/510351/short-wave>  
05 Aug 2021 “How to Correct Misinformation”  
06 Jan 2021 “One Page at a Time, Jess Wade is Changing Wikipedia”  
14 Jan 2020 “Your Brain on Storytelling”