

Advocacy Curriculum

Goals	Objective	Possible Activities	Outcomes
<p>Legislative: Trainees will interact within the legislative process to improve the health care of women, children, and families with special health care needs</p>	<p>1. Trainees will define the legislative and administrative structure of the government at the local, state, and federal levels</p>	<ul style="list-style-type: none"> • Trainees attend formal or informal instruction on the legislative and administrative structure and function of local, state, and federal government • Trainees delineate the key committees & personnel with the strongest impact on policy relating to CSHCN at state and federal levels • Trainees investigate and list Web sites that provide information related to legislative structure and activities for state and federal groups/organizations that impact CSHCN 	<ul style="list-style-type: none"> • List in at least two specific methods that can be used to stay current with potential legislation affecting CSHCN when in professional practice roles • Participate in a legislative process affecting policy development for CSHCN within at least one legislative session using a variety of activities and methods
	<p>2. Delineate the legislative process at the state and federal levels in terms of how a bill becomes law</p>	<ul style="list-style-type: none"> • Participate in the exercise “Ms. Bill Becomes Law” • Follow a bill from time of inception until it becomes a law & participate in some aspect of this process (e.g., write a letter or editorial; meet with legislator) 	<ul style="list-style-type: none"> • Same as above.
	<p>3. Identify major current policy issues and concerns affecting CSHCN</p>	<ul style="list-style-type: none"> • Organize information and provide summaries of state and federal legislative agendas/activities related to CSHCN • Communicate with advocacy resources (i.e. within their professional organizations) re: current legislation that affects CSHCN 	<ul style="list-style-type: none"> • Same as above.
	<p>4. Utilize constructive approaches in addressing issues with legislative and administrative policy makers</p>	<ul style="list-style-type: none"> • Role play meeting with a legislator or policymaker, with feedback from an experienced legislative liaison • Discuss a specific public health issue related to CSHCN with an experienced legislative liaison 	<ul style="list-style-type: none"> • Same as above.

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<p>Media: Trainees will promote issues relevant to CSHCN by developing and evaluating liaisons with a variety of local, regional, and national media resources.</p>	<p>1. Identify a variety of media resources, locally and regionally, and have the skills to access them.</p>	<ul style="list-style-type: none"> • Access the internet and find the URLs for 10 agencies/organizations serving CSHCN. • Compare and contrast the strengths and weaknesses of 6 different media forms • Generate a list of media contacts from local radio stations, newspapers, and TV. • Identify key personnel at your agency/organization with responsibility for interacting with media. 	<ul style="list-style-type: none"> • Distribute to MCHB faculty a list of media contacts in their local community.
	<p>2. Develop effective oral and written communication skills for media activities.</p>	<ul style="list-style-type: none"> • Adapt an advocacy program for radio, TV, or newspaper. • Submit an article describing a health-related activity to a professional newsletter or newspaper. • Conduct and evaluate a “mock” interview/training session with news reporter using videotape equipment. • Invite media personnel to annual meeting. • Write an article or position paper demonstrating knowledge of an issue. • Create a web site addressing an issue relevant to CSHCN. 	<ul style="list-style-type: none"> • Participate in at least one professional writing activity related to CSHCN. • Web site established for CSHCN.
	<p>3. Demonstrate media advocacy skills necessary for leaders in health care professions.</p>	<ul style="list-style-type: none"> • Plan/participate in a seminar to demonstrate advocacy through selected forms of media. • Work as a team to develop a strategy utilizing case studies for media advocacy (hypothetical or actual). • Write a letter to an editor or do an Op Ed piece. 	<ul style="list-style-type: none"> • Actively participate in one type of media format to promote care of CSHCN. • Interact with at least one key media person in their communities. • Develop a media advocacy plan using the case studied, creation of letters to the editor, op ed pieces, seminars relating to the use of media in advocacy of CSHCN.

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<p>Parents as Advocates: Trainees will comprehend the essential components of family advocacy promoting its practice in all aspects of care.</p>	<p>1. Integrate principles of family centered care into each discipline's practice.</p>	<ul style="list-style-type: none"> • Discuss principles of family centered care learned through assigned readings, formal training and clinical experience. • Identify examples of family centered care while working with the interdisciplinary team. • Visit web sites: http://aap.org/advocacy/mmcfllhom.htm and http://www.familyvoices.org/ for information on family centered care. 	<ul style="list-style-type: none"> • Compile a list of parent advocacy groups relevant to their discipline and area of practice.
	<p>2. Ensure family skills and abilities with regard to advocating and obtaining basic services available to them through public or private agencies</p>	<ul style="list-style-type: none"> • Review the process with a family for applying to federal or state agencies, private insurance systems, and community organizations to obtain needed health care services • Assist a family in applying for health care resources (SSI, Medicaid covered services, Developmental Disabilities (DD) etc). 	<ul style="list-style-type: none"> • Provide a written summary of their advocacy activities/experiences in supporting family's abilities to obtain or provide information or services for their special needs children.
	<p>Objective 2: Ensure family skills and abilities with regard to advocating and obtaining basic services available to them through public or private agencies</p>	<ul style="list-style-type: none"> • Review the process with a family for applying to federal or state agencies, private insurance systems, and community organizations to obtain needed health care services • Assist a family in applying for health care resources (SSI, Medicaid covered services, Developmental Disabilities (DD) etc). 	<ul style="list-style-type: none"> • Provide a written summary of their advocacy activities/experiences in supporting family's abilities to obtain or provide information or services for their special needs children.

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	3. Develop a plan for families to access resources for CSHCN	<ul style="list-style-type: none"> • Link families to local, state or federal legislative resources to obtain assistance for CSHCN. • Review local community support services available to families of CSHCN • Attend a relevant legislative session or media session with a family or parent advocate • Write a relevant article with a family or parent advocate regarding services for CSHCN for a newsletter, newspaper, radio broadcast or television spot etc • Provide ongoing support or technical assistance to families and or organizations caring for CSHCN 	<ul style="list-style-type: none"> • Same as above
	4. Assure the effectiveness of advocacy plans.	<ul style="list-style-type: none"> • Follow up with families or organizations to assess outcome of family's advocacy activities • Actively participate in local or national programmatic development addressing issues for families of CSHCN 	<ul style="list-style-type: none"> • Same as above
Systems Analysis: Comprehend the necessary components which must be available within a health care system to optimize services for CSHCN and their families	1. Identify key elements of a health care system as they relate to CSHCN and their families	<ul style="list-style-type: none"> • Complete assigned readings regarding systems analysis • Participate in interdisciplinary discussion related to reading and their clinical applications • Participate in problem based learning sessions to apply principles to case studies 	<ul style="list-style-type: none"> • Short term: Compile key components and services within a health care system that must be available to families with CSHCN i.e. access to appropriate specialists, streamlined referral processes, easy communication with medical home • Long term: Experience includes: <ul style="list-style-type: none"> • Teaching a family how to intervene within health care systems that care for CSHCN • Assisting a family in proactively evaluating a potential health care system for their special needs child

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	2. Describe obstacles which may effect health care delivery of services	<ul style="list-style-type: none"> • Using a case study or current situation, interview participants (individuals within a family or agency) to determine obstacles to care of CSHCN • Discuss MCHB/PPC faculty presentation of exemplary case for identification of obstacles to care within a system of care for CSHCN 	<ul style="list-style-type: none"> • Same as above.
	3. Formulate appropriate strategies to influence systems for positive change	<ul style="list-style-type: none"> • Enroll in program analysis/development course • Enroll in Health Services management course • Participate in web based education module at: http://ssw.unc.edu/phsw/mch/modules.html. Using a case study or actual case participation, discuss following key questions: Who is the population, what needs to be changed, what will be the benefit, what will it cost, who will it also effect, who is involved in decisions in the organization, what time line is necessary or possible, are there others that can help support this request, what is the best way to ascertain current policy, etc. 	<ul style="list-style-type: none"> • Same as above.
<p>Using Data to Affect Change: Trainees will understand the appropriate use of data relevant to CSHCN</p>	1. Identify data sets that are relevant to CSHCN and collect, analyze and formally present this information	<ul style="list-style-type: none"> • Collaborate on a research project (apply to all objectives) • Attend seminar on data sources/local resources • Collect and report data that impacts one health care issue to all trainees in MCHB training program • Visit MCHB Analytic Skill on line project http://www.uic.edu/sph/dataskills/ and/or • Visit web site: Data Skills Online http://www.sph.unc.edu/toolbox/index.htm 	<ul style="list-style-type: none"> • Present data within a leadership project/research project which supports a specific advocacy initiative in an organized presentation format to colleagues, other trainees, faculty etc

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	2. Analyze statistical methods/study design of research relative to CSHCN	<ul style="list-style-type: none"> • Enroll in a Biostatistics or Epidemiology course (at least one) • Collaborate on a research Project (for all objectives) • Make a presentation in Journal Club/class/etc of a critical review of literature and statistical analysis in terms of data supporting an hypothesis 	<ul style="list-style-type: none"> • Successfully complete a Biostatistics or Epidemiology course using this information to correctly interpret research finding relevant to CSHCN during presentation.
	3. Use oral and written data appropriately to communicate information regarding the needs of CSHCN and demonstrating awareness of culturally sensitive issues	<ul style="list-style-type: none"> • Collaborate on research project (for all objectives) • Share research findings with colleagues concerning a topic of choice re CSHCN. • Identify three potential audiences and describe the modifications of the presentation which would be necessary for each audience. 	<ul style="list-style-type: none"> • Present data in order to advocate for a population of CSHCN: i.e., local, national, during a legislative visit, in order to write or influence a relevant policy statement incorporating appropriate data. • List awards/special recognition for research projects concerning CSHCN.
Coalitions: Integrate essential coalition building skills to improve services for children with special health care needs (CSHCN) and their families.	1. Identify groups that can potentially benefit from or contribute to specific services for CSHCN.	<ul style="list-style-type: none"> • Define coalition building. • Compare and contrast purpose/mission of 3 different groups in a coalition and their resources. • Identify at least 2 groups within a coalition and present its developments and accomplishments to other trainees. 	<ul style="list-style-type: none"> • Compile a list of 3 local coalitions potentially affecting CSHCN, including their purpose, members and accomplishments.
	2. Demonstrate how coalitions define and negotiate goals.	<ul style="list-style-type: none"> • With regard to a specific ongoing issue, invite coalition participants that have influenced the issue to summarize their activities. • Follow the success/failure of a coalition regarding a specific issue • From discussion of case studies, identify factors which have led to success (or not and why not) including issues of cost-benefit analysis, priority setting, compromises, professional associations and alliances, etc 	<ul style="list-style-type: none"> • Be able to explain the process of molding successful coalitions to affect change – providing at least one example.