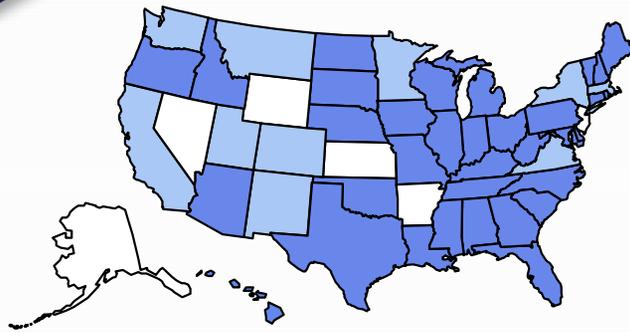


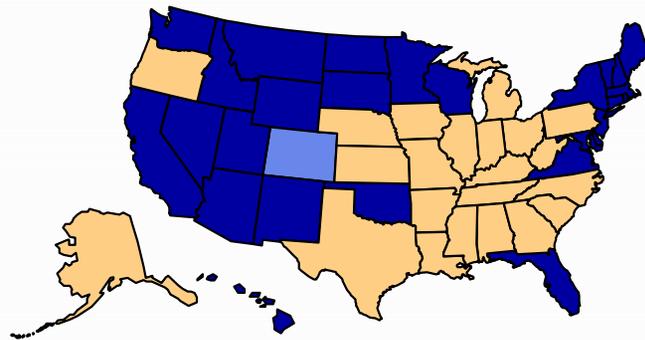
Champion Provider Fellowship Model

Wagahta Semere, MD, MHS

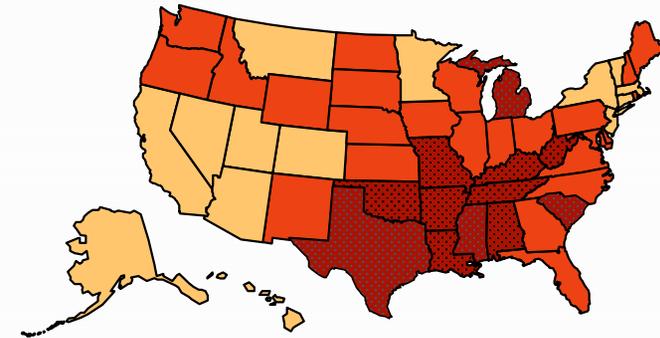
1990



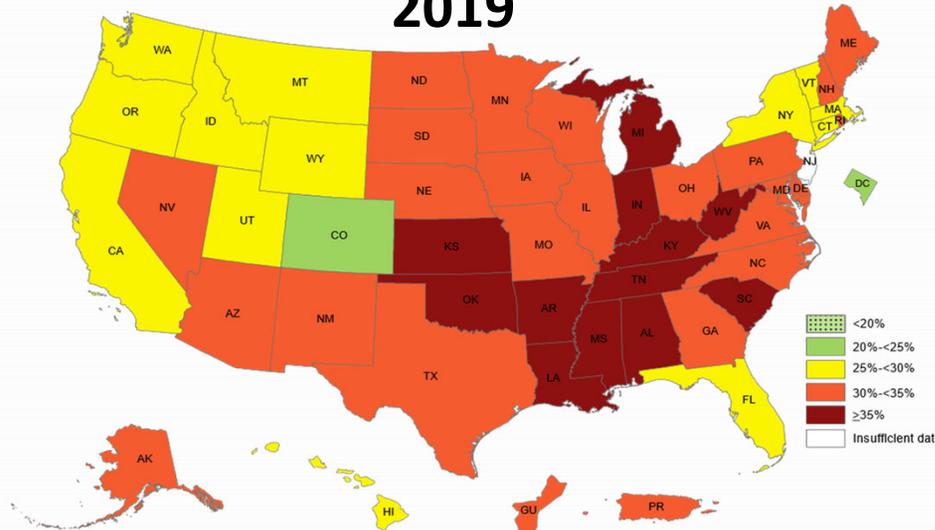
2000



2010



2019

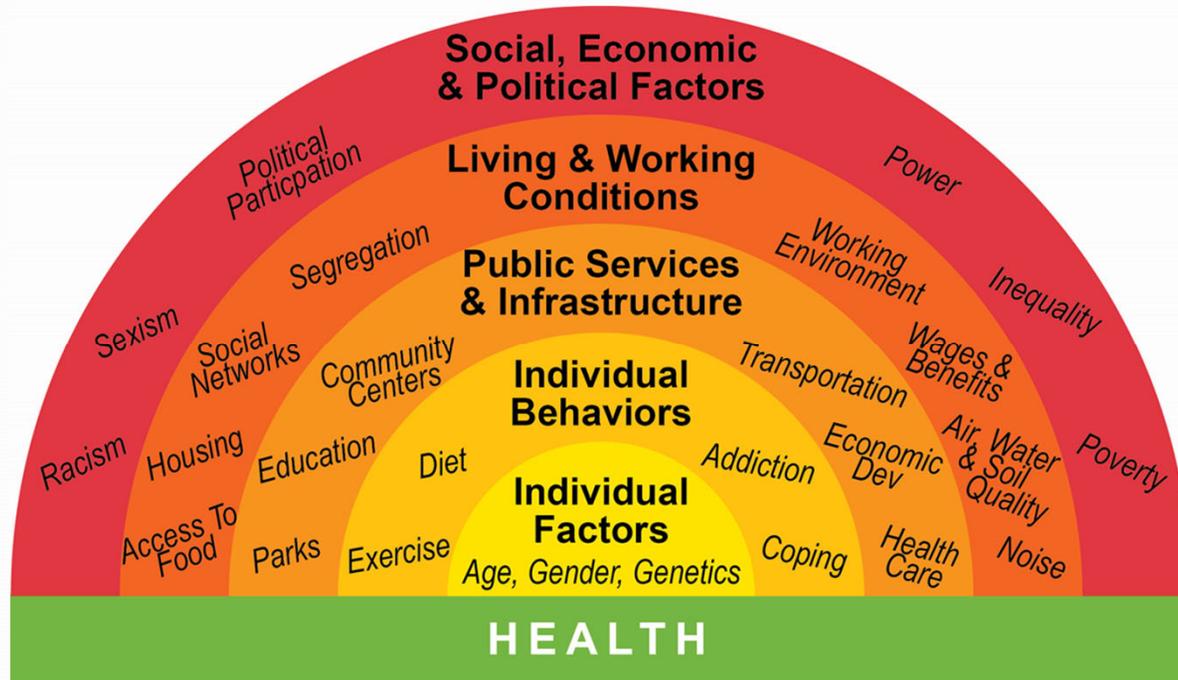


Prevalence† of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS

Source: CDC <https://www.cdc.gov/obesity/data/prevalence-maps.html>

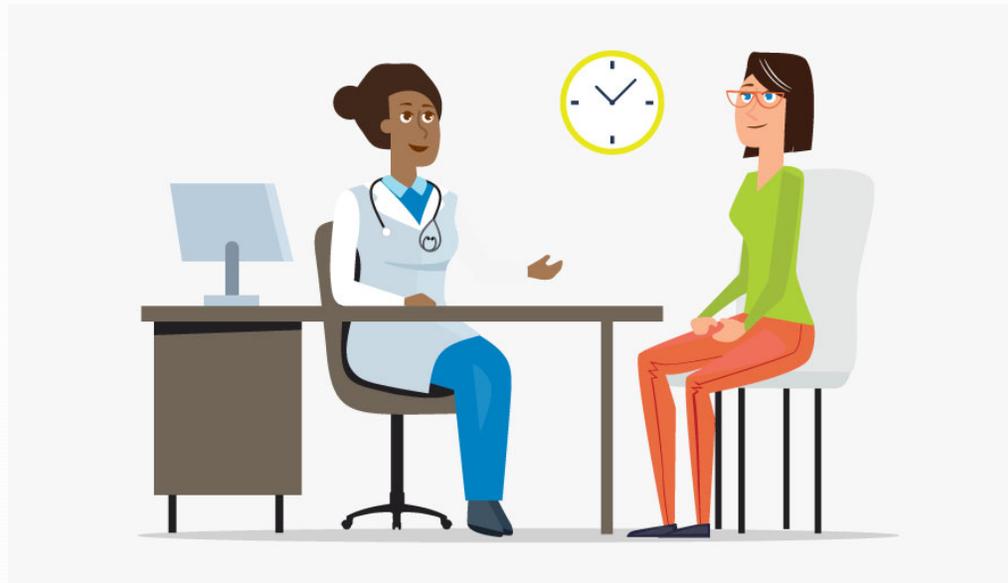
Background

FACTORS AFFECTING HEALTH



Background

MEDICAL/DENTAL SCHOOL TRAINING



- Traditionally focuses on individual behavior and factors

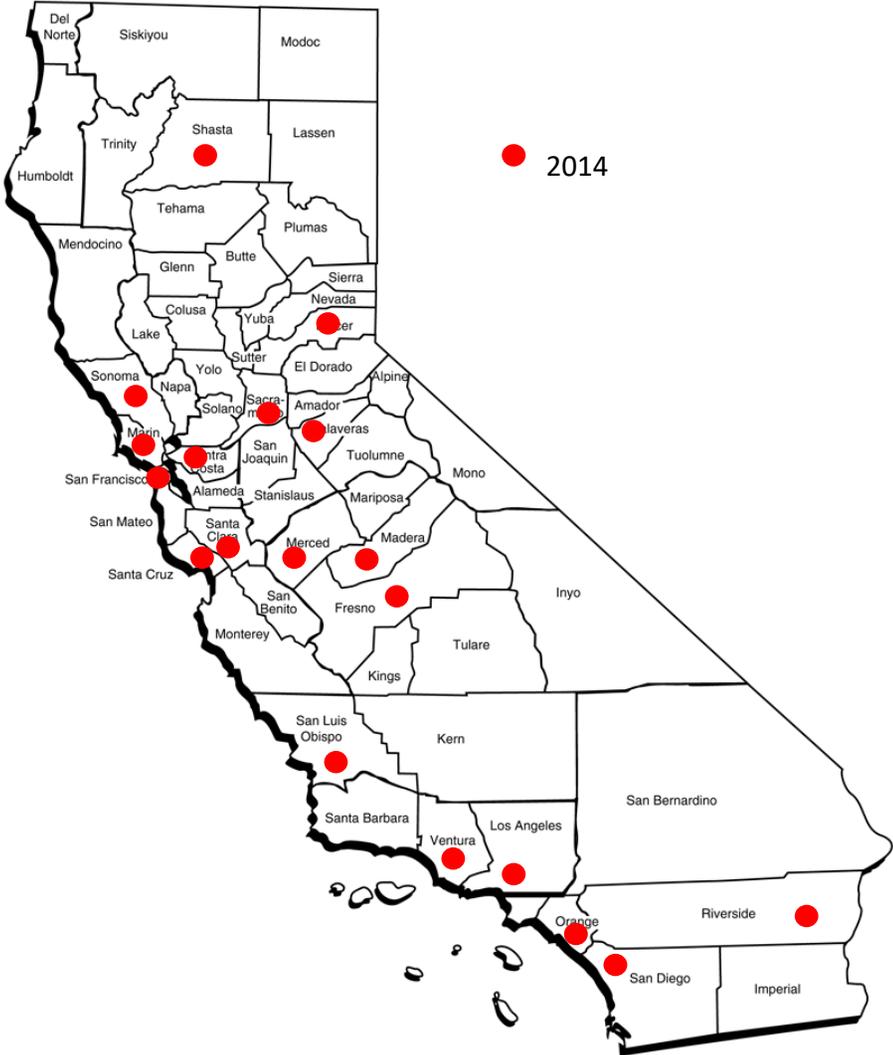
Background

- The Champion Provider Fellowship was developed in 2014.
Our mission is:

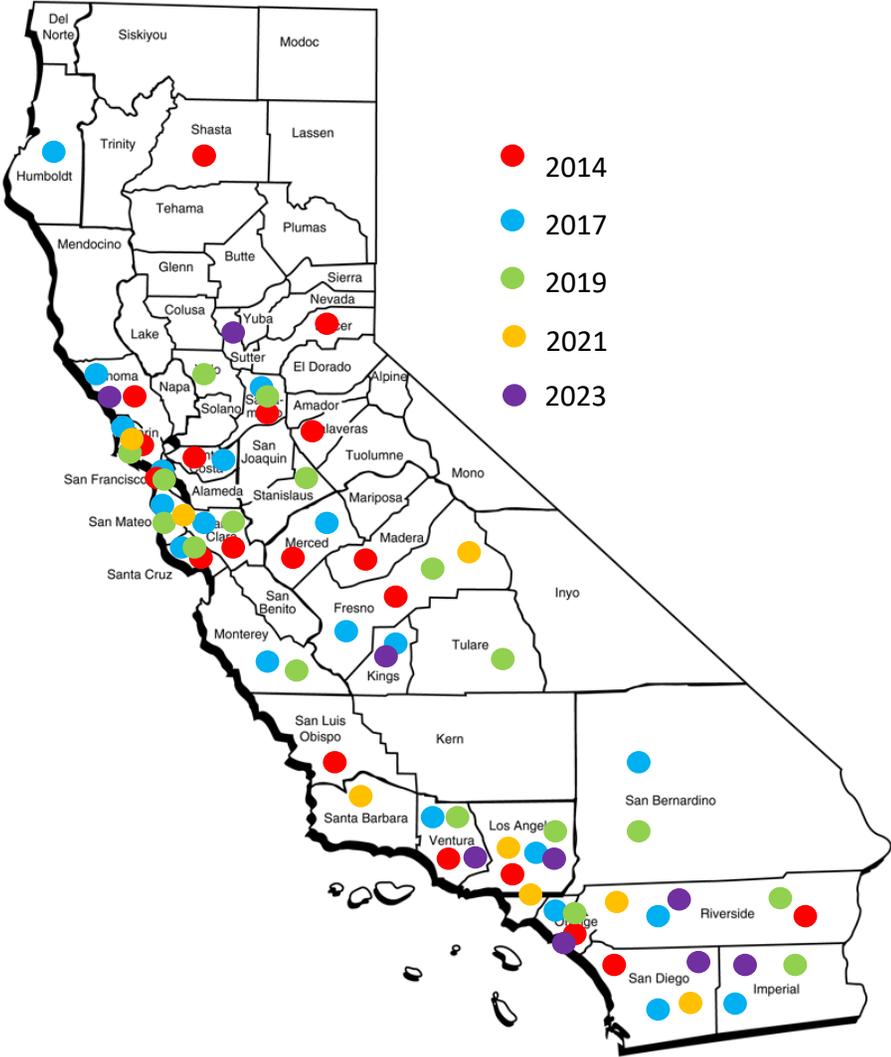
to empower, train and support healthcare providers to use their expertise and respected voices to improve the health of communities through local policy, systems and environmental changes.

Growth of the Champion Provider Fellowship

Distribution by County (2014)



Distribution by County (2023)



2023 Cohort by the Numbers

6 MD/DO

7 DDS/DMD

1 New counties/
jurisdictions

8 Languages
spoken

Racial/Ethnic Breakdown

7% White

7% Latinx

7% Black/African
American

16% South Asian

63% Asian

Building Healthier Communities through Policy, System and Environmental Change



Individual training and technical assistance



Linkages with local health departments and community organizations



In-person skill building



Web-based knowledge sharing



Engaged providers championing community change



Community-based health care providers



Curated policy, system and environmental change action planning

June 2023

June 2025



Passionate
healthcare providers

CalFresh Healthy
Living Program &
Office of Oral Health
statewide support

Success

Local health
department
collaboration

UCSF technical
assistance &
coordination

Programming

Onboarding

Mini College
(Annually)

Media &
Writing
Training

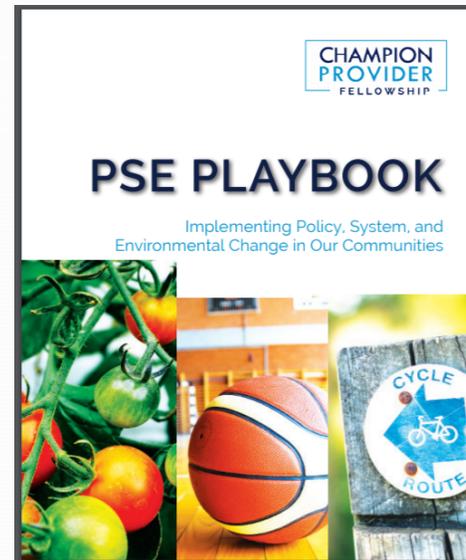
Webinars
(Quarterly)

WIP
(Quarterly)

CPF – LHD
Meetings
(TBD)

<https://championprovider.ucsf.edu/events>

Focus Areas



<https://championprovider.ucsf.edu/focus-areas>

PSE Implementation Toolkits

- Three (3) intervention areas
 - Safe Routes to School
 - Addressing Food Security by Scaling Up Market Match and Double Up Food Bucks
 - Local School Wellness Policy
- Components
 - Roadmap for Getting Started
 - Fact Sheet
 - Stakeholder PPT

<https://championprovider.ucsf.edu/focus-areas>

Program Evaluation

Activity Reports

- Administered every four (4) months
 - First Activity Report will be sent on Monday November 6 (July – October)

MEDIA		FREQUENCY				
		Never	1x	2-5x	6-9x	≥ 10
TYPE	Radio	<input type="radio"/>				
	Newspaper	<input type="radio"/>				
	TV	<input type="radio"/>				
	Blog	<input type="radio"/>				
	Social Media (LinkedIn, Facebook, Instagram, Twitter, etc.)	<input type="radio"/>				
	Other	<input type="radio"/>				

Activity Report

- Media: (If available)
 - Media Name
 - Link to Media
 - Audience Reach
 - Demographics of Audience

OTHER ACTIVITIES		FREQUENCY				
		Never	1x	2-5x	6-9x	≥ 10x
ACTIVITY	Provided testimony at a public forum. (E.g. city council or school board meeting.)	<input type="radio"/>				
	Attended/organized a community meeting.	<input type="radio"/>				
	Met (by phone or in-person) with stakeholders (e.g. public official, school representative, non-profit organization, etc.)	<input type="radio"/>				
	Presented at a professional conference.	<input type="radio"/>				
	Started/piloted a program or intervention.	<input type="radio"/>				
	Communicated with my local health department.	<input type="radio"/>				

Activity Description

Activity Description:

- Highlight partners
- Roles

Reporting Dos & Don'ts

➤ Intervention
Level

PSE

- ✓ Policy
- ✓ System
- ✓ Environmental

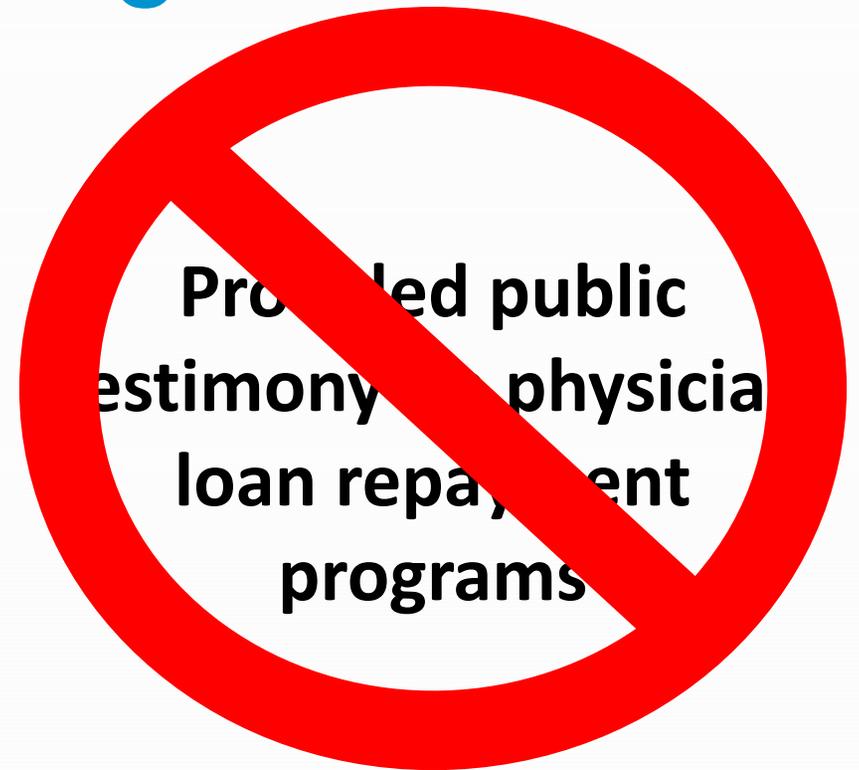


**Implemented a group
visit program that
included a nutrition
education component**

Reporting Dos & Don'ts

➤ Focus Areas

- Obesity, Chronic Disease, Dental Disease Prevention
- Increase access to healthy food and beverages
- Increased access to physical activity



Advocacy

VS.

The public support or recommendation of a cause or policy.

Not all advocacy is considered lobbying but all lobbying is considered advocacy.

Lobbying

Any activity or material to influence federal, state, or local officials to pass or sign legislation or to influence the outcomes of an election, referendum, or initiative

What can you do as fellows?

Champion Provider Fellows:

- Generally free to engage in lobbying as medical and dental providers
- Should be careful not to represent the Champion Provider Fellowship in lobbying activities
- Should check with their employers about any lobbying restrictions

Local Health Department Staff:

- Are generally restricted from engaging in lobbying activities

**Both can Engage,
Assess, Propose,
Advocate & Implement!**

Writing Opportunities

- **Authoring a Blog**
 - Practice writing skills
 - Amplify your voice
 - Published on the Champions website and featured in the newsletter
- **Persuasive Narrative Series**
 - Learn how to use powerful stories to shape public opinion and mobilize action
 - Develop a great foundation for a blog

The screenshot shows the Champion Provider Fellowship website's blog page. At the top, there is a navigation bar with the logo on the left and links for 'About Us', 'Focus Areas', 'Resources', 'News and Events', 'Blog', and 'Apply'. A search bar is located on the right. Below the navigation is a blue header with the word 'Blog'. The main content area features a blog post by Moazzum Bajwa, MD MPH MSc, dated June 6, 2023, under the 'Food Security' category. The post title is 'A Hunger and Coverage Cliff Threatens Health Progress: Navigating the Hidden Pandemic'. The text of the post describes a patient's health journey. To the right of the post is a sidebar with a 'View All Posts (12)' link, an 'Authors' field, a 'Topics' field, and a 'Date of Publication' dropdown menu with options for May 2023, April 2023, March 2023, February 2023, and January 2023.

Meet the Champion Provider Fellowship Team

Champion Provider Fellowship team



Wagahta Semere,
Director,
UCSF



Nancy Ma
Project Manager,
UCSF



Mike Miller,
President,
Brown Miller
Communications



Muriel Bañares,
Account Manager,
Brown Miller
Communications



Monet Parham-Lee,
Senior Health
Education Consultant,
CDPH

Alumni Mentors

- Available for technical assistance
- Moderate Webinars
- Participate in Works-in-Progress Call