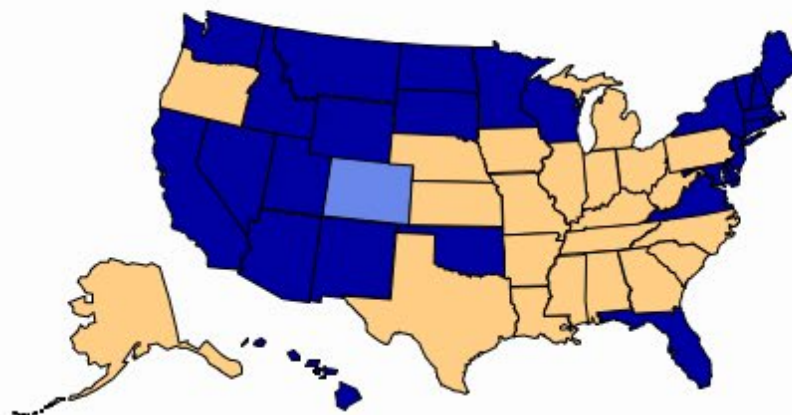


Champion Provider Fellowship Model

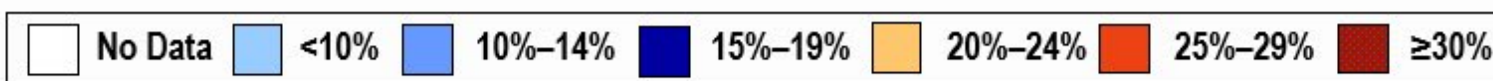
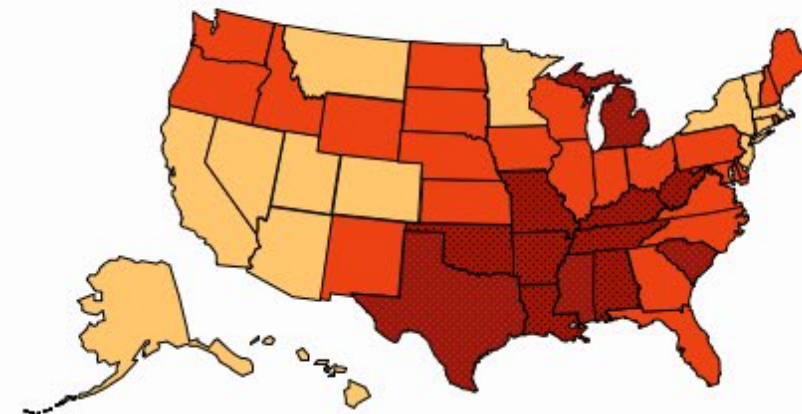
1990



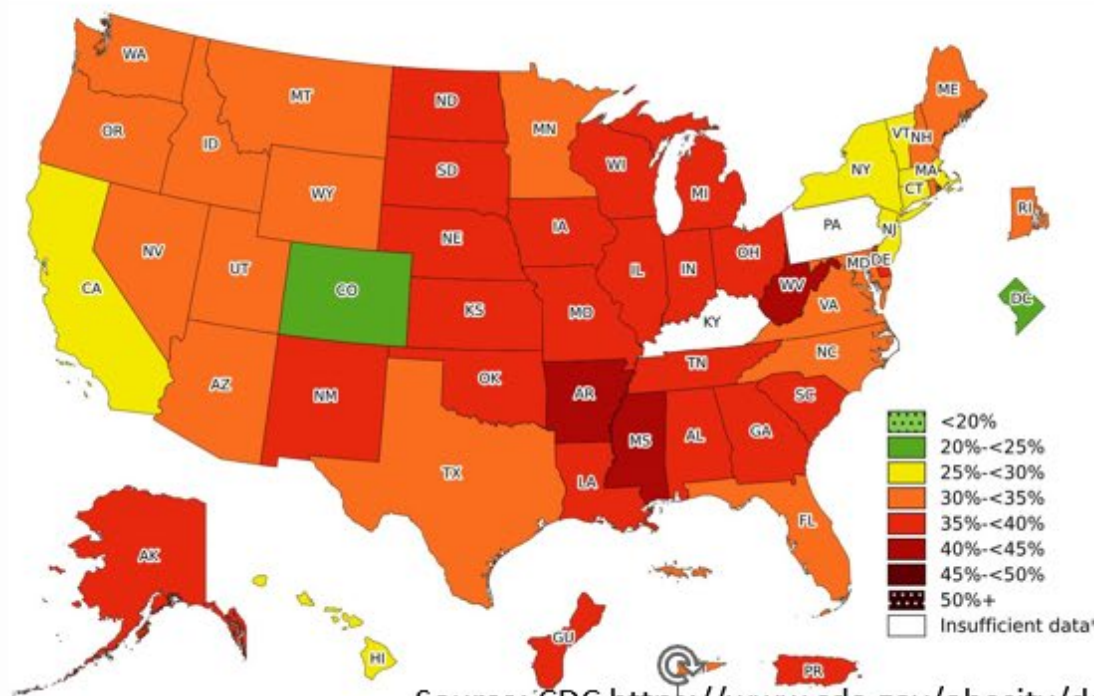
2000



2010

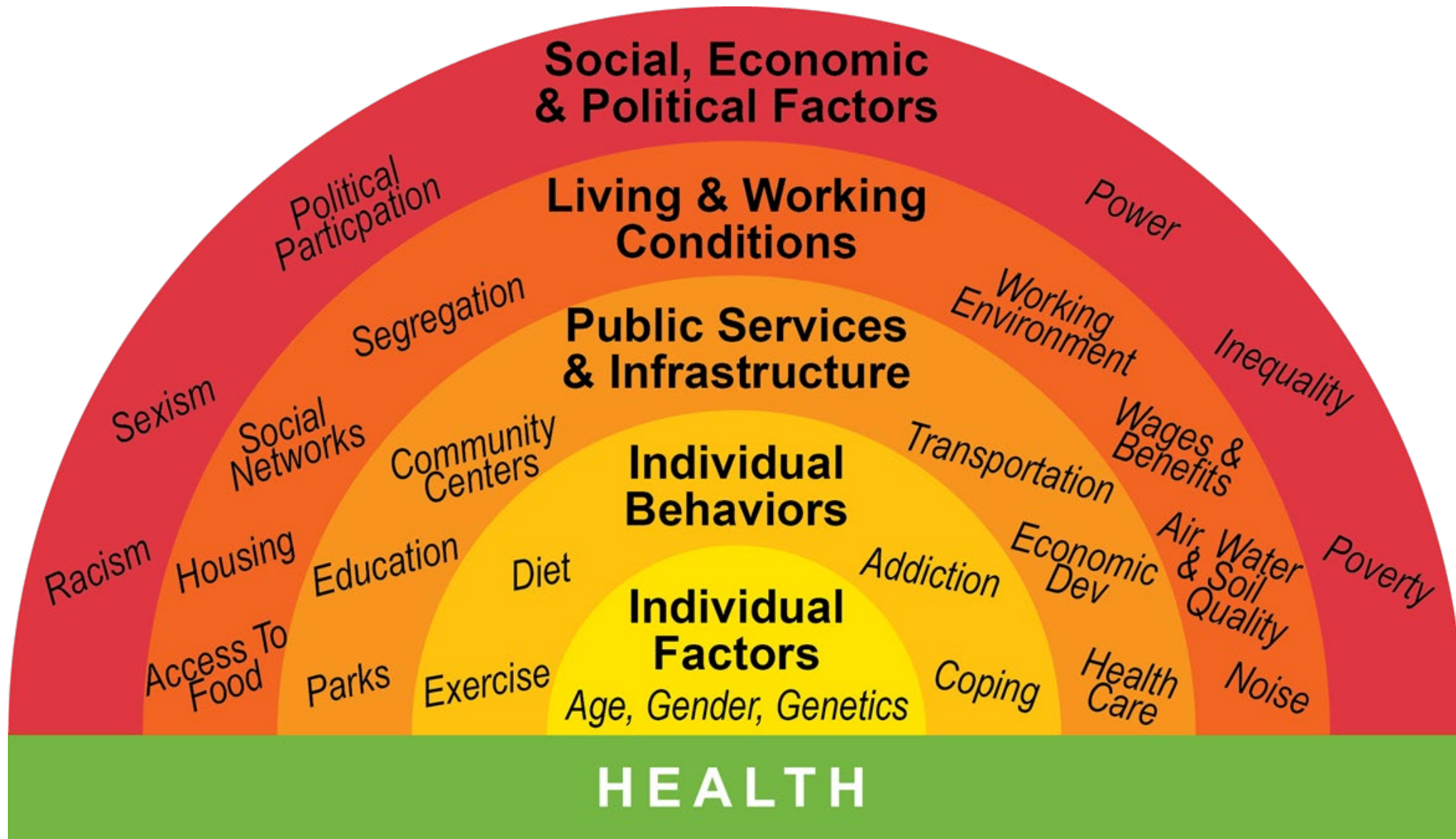


Prevalence† of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS



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

FACTORS AFFECTING HEALTH



MEDICAL/DENTAL SCHOOL TRAINING



Traditionally focuses on individual behavior and factors

The Champion Provider Fellowship was developed in 2014.

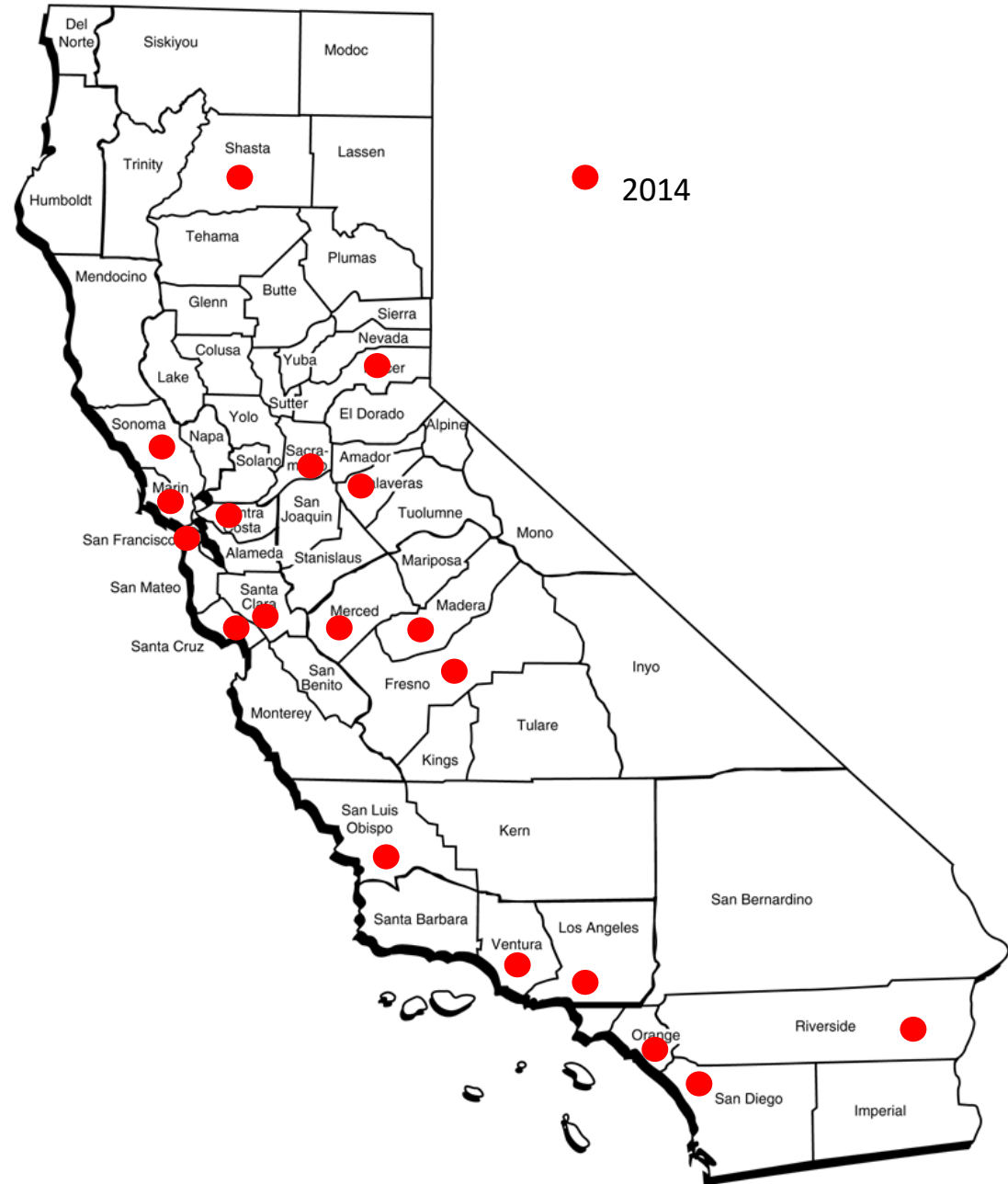
Our mission is:

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.

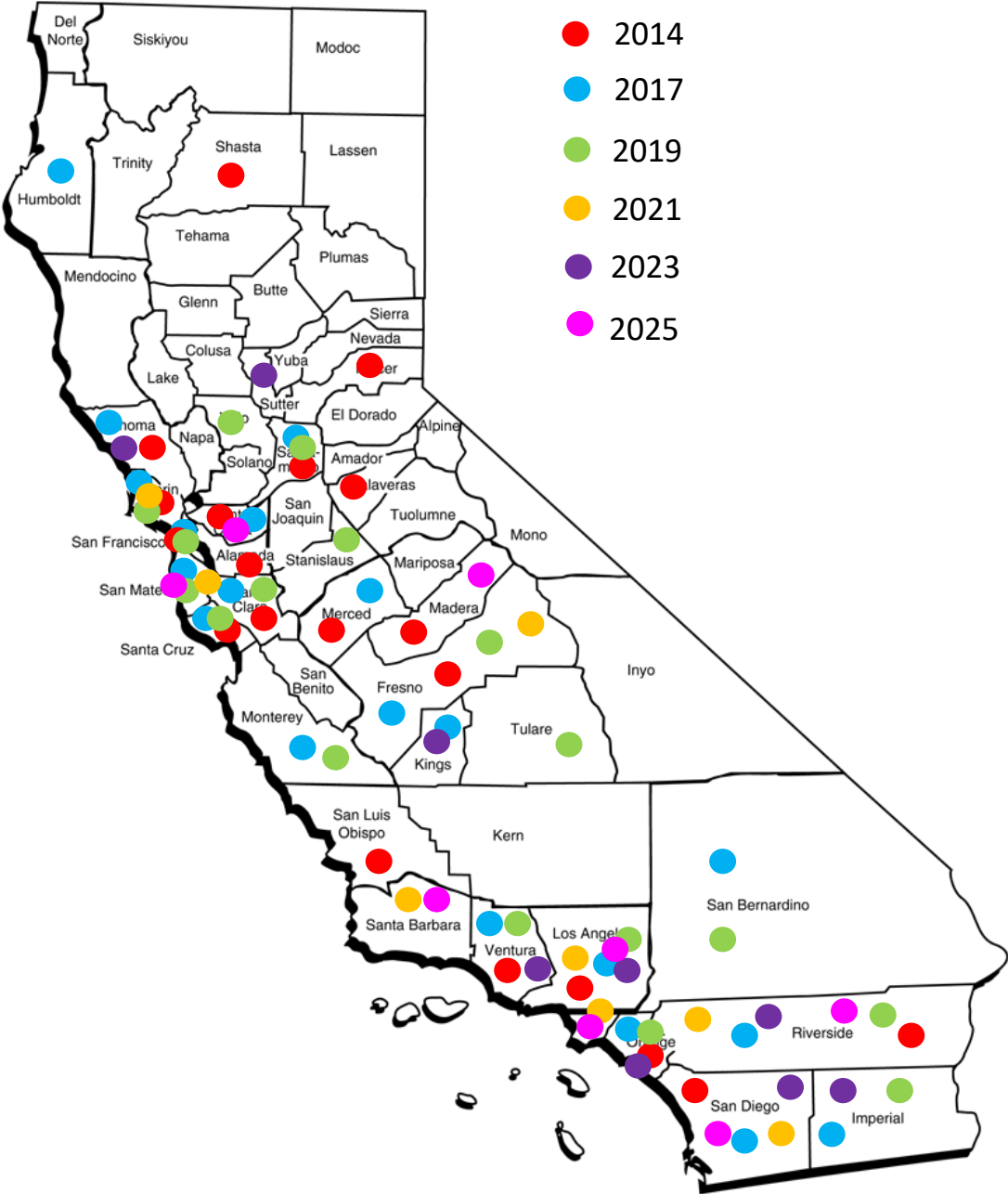
Growth of the Champion Provider Fellowship



Distribution by County (2014)

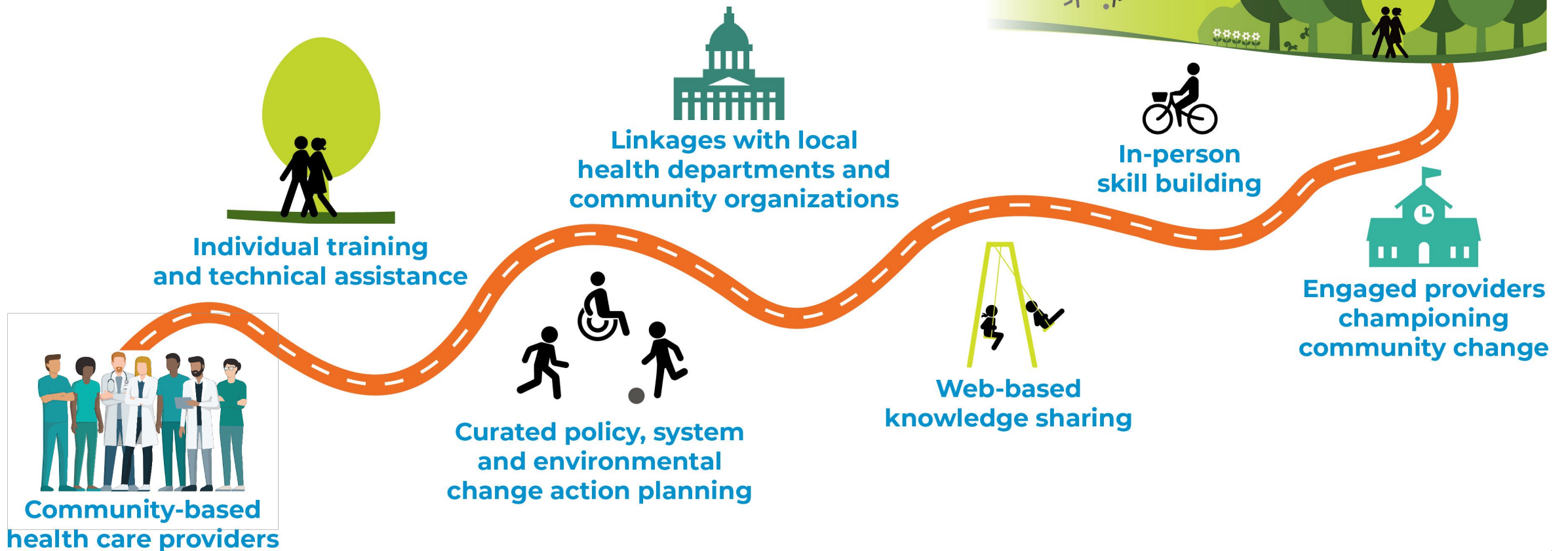


Distribution by County (2025)



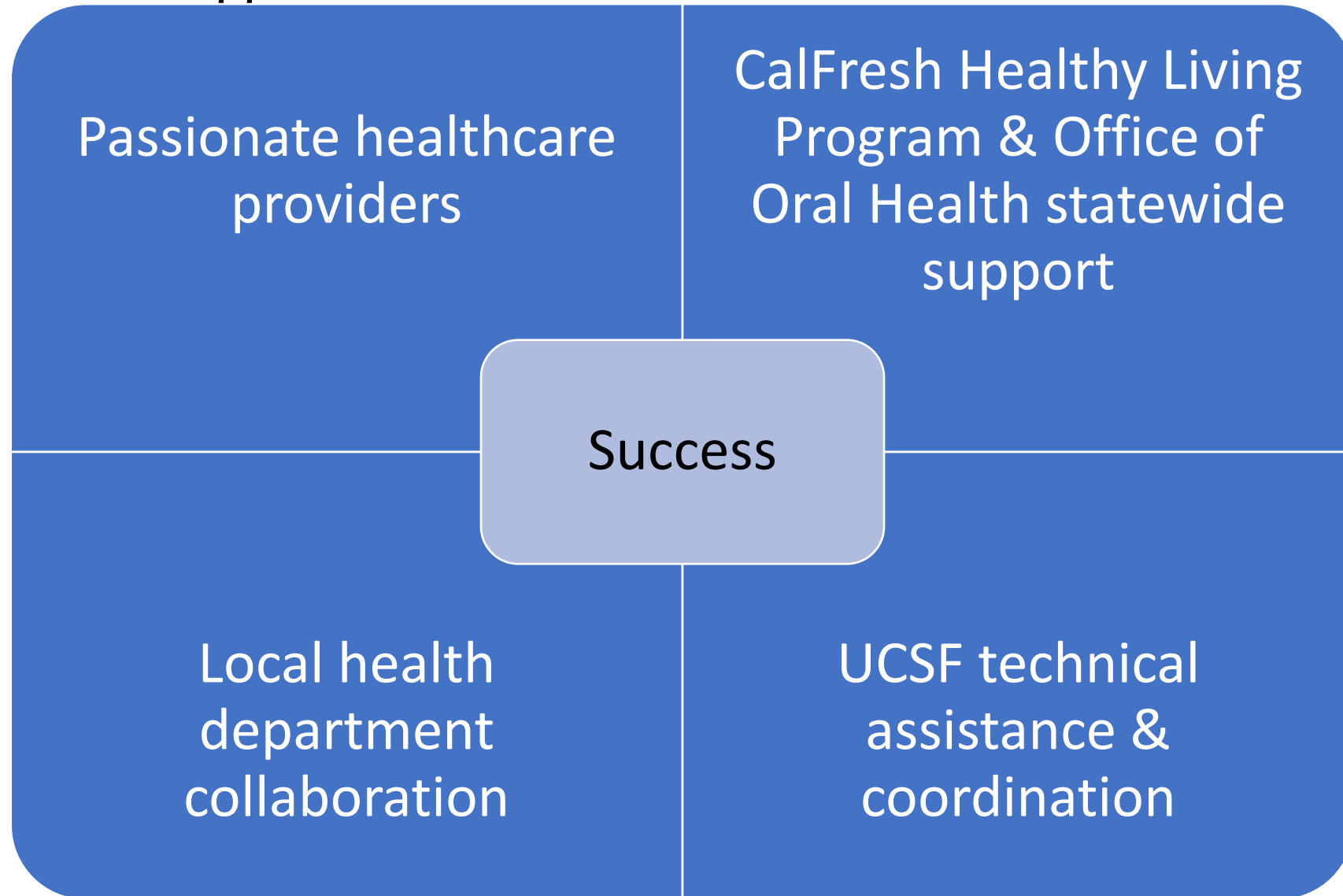
PSE Change Road Map

Building Healthier Communities through Policy, System and Environmental Change



June 2027

Success Diagram



Programming

Onboarding

WIP
(Quarterly)

Mini College
(Annually)

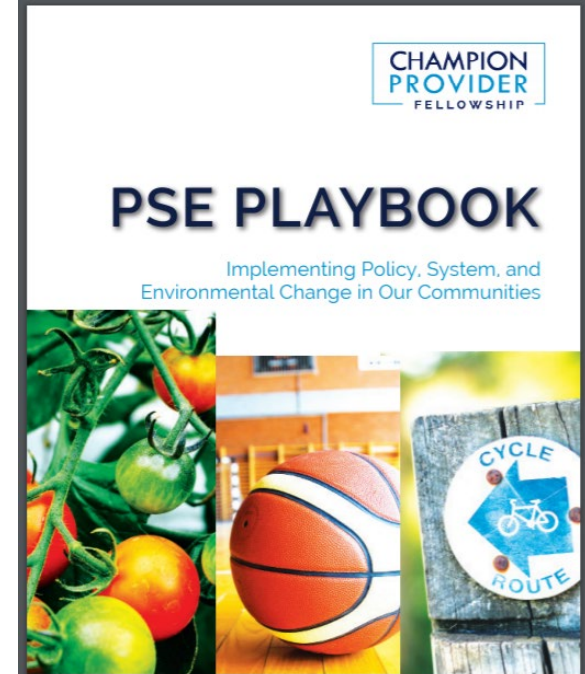
Webinars
(Quarterly)

Media &
Writing
Training

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 Types Question

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

Activity Report

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

Other Activities Question

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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Attended/organized a community meeting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Met (by phone or in-person) with stakeholders (e.g. public official, school representative, non-profit organization, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Presented at a professional conference.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Started/piloted a program or intervention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Communicated with my local health department.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Activity Description

Activity Description:


- Highlight partners
- Roles

Reporting Dos & Don'ts

➤ Intervention Level

PSE

- ✓ **Policy**
- ✓ **System**
- ✓ **Environmental**

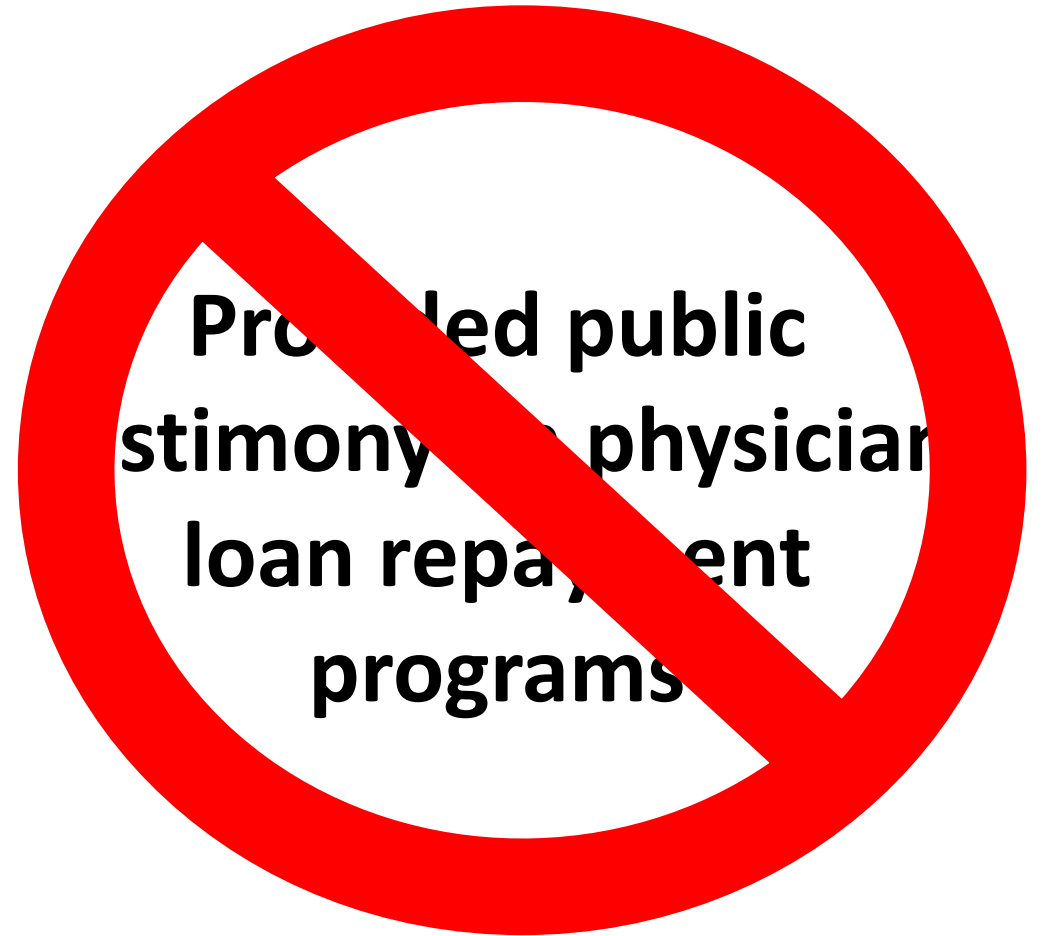


Implemented a group visit program that included a nutrition education component

Reporting Dos & Don'ts cont.

➤ Focus Areas

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



Advocacy

vs.

Lobbying

The public support or recommendation of a cause or policy.

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

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!**

Blog Requirement

- **Authoring a Blog**
 - Practice writing skills and amplify their voices
 - 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



Meet the Champion Provider Fellowship Team

Champion Provider Fellowship Team



Monet Parham-Lee,
Senior Health Edu.
Consultant,
CDPH



Dr. Wagahta Semere,
Fellowship Director,
UCSF



Nancy Ma,
Fellowship Project
Manager,
UCSF

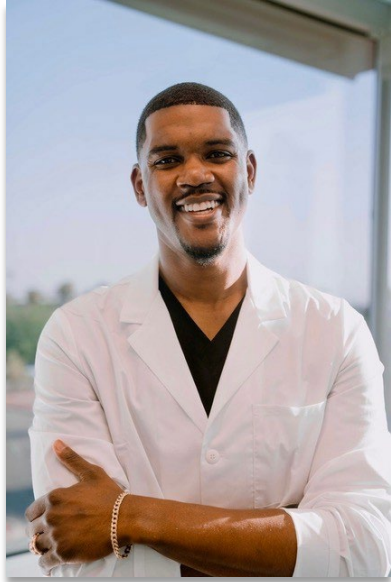


Mike Miller,
President,
Brown Miller
Communications



Muriel Bañares,
Account Manager,
Brown Miller
Communications

Alumni Mentors



**Maxmillian Chambers, DDS,
Cohort 5 (Imperial County)**



**Rakhi Singh, MD
Cohort 4 (San Mateo County)**