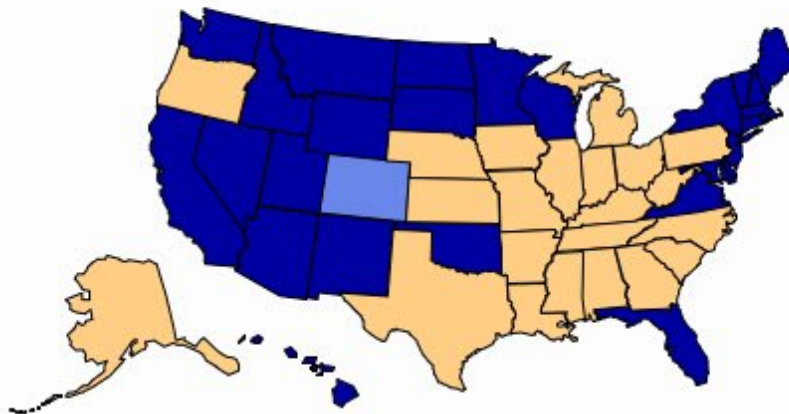


# Champion Provider Fellowship Model

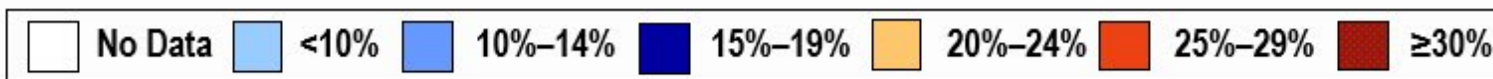
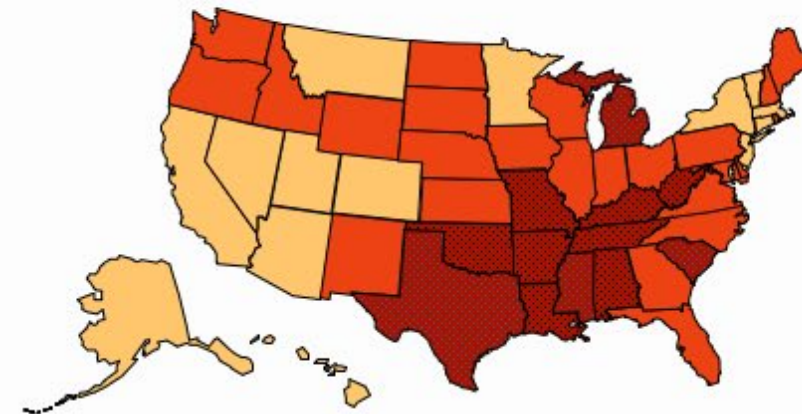
1990



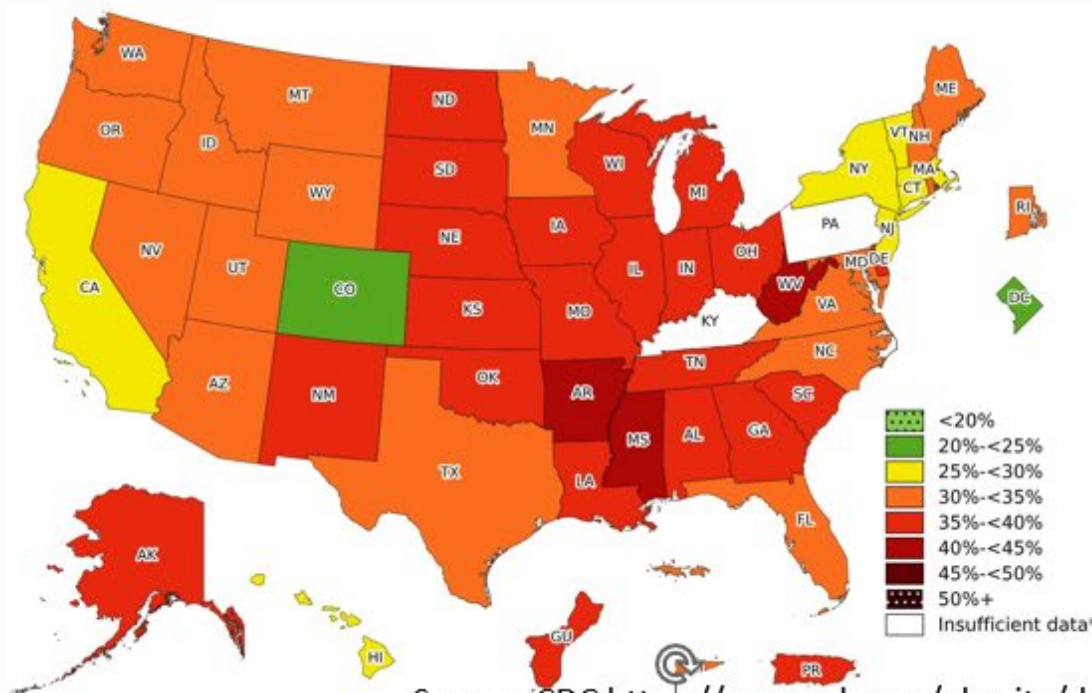
2000



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.

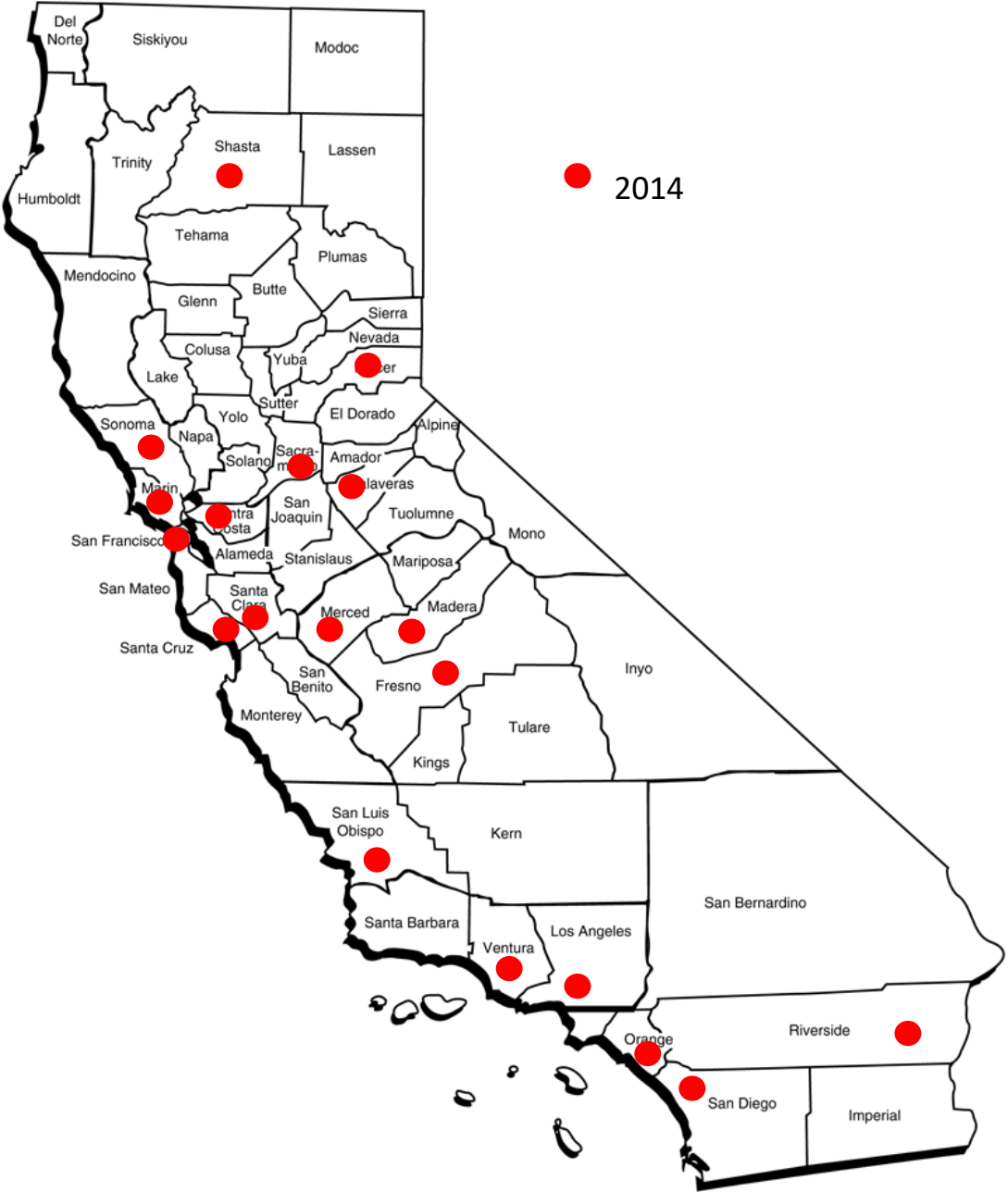
Our mission is:

*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.*

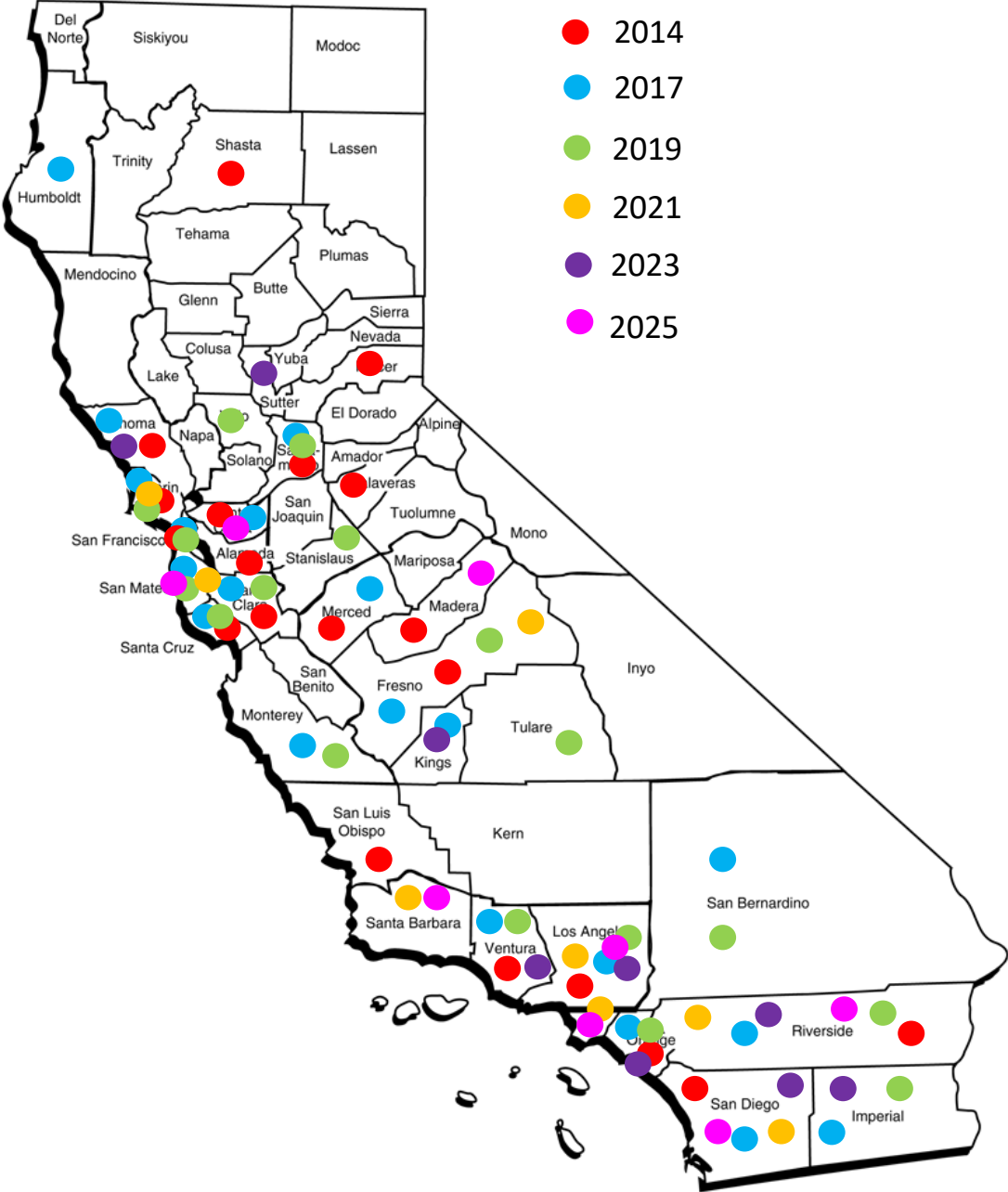
# Growth of the Champion Provider Fellowship



# Distribution by County (2014)

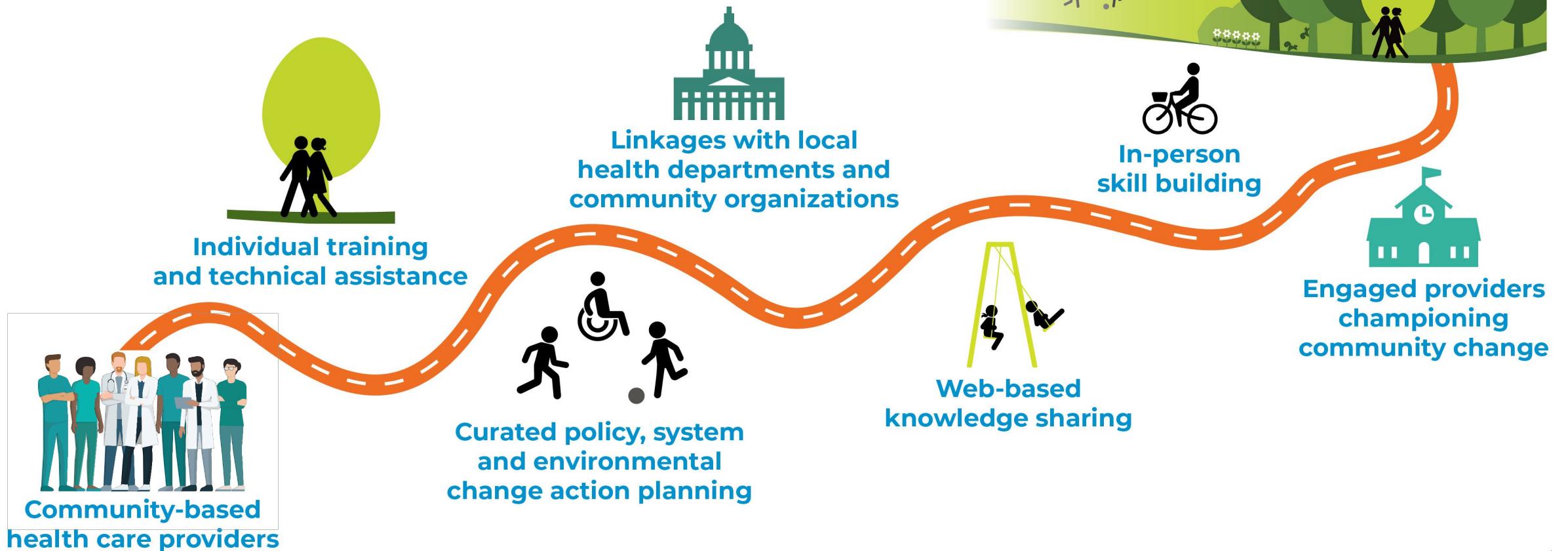


# Distribution by County (2025)

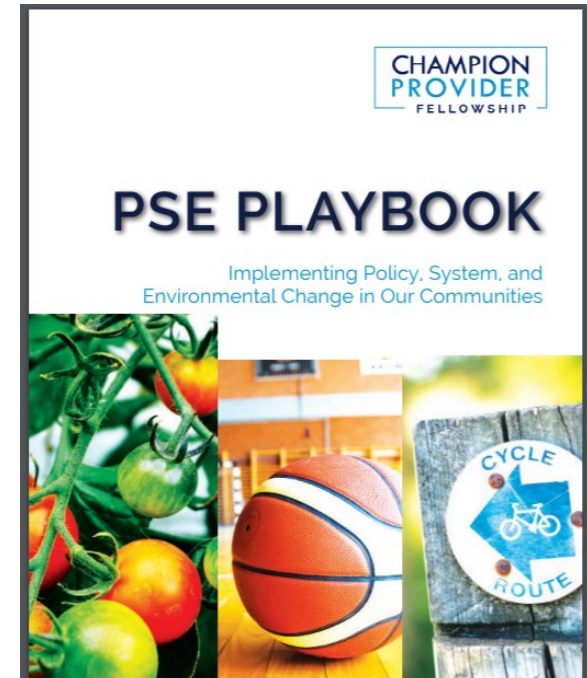


# PSE Change Road Map

## Building Healthier Communities through Policy, System and Environmental Change



# 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**

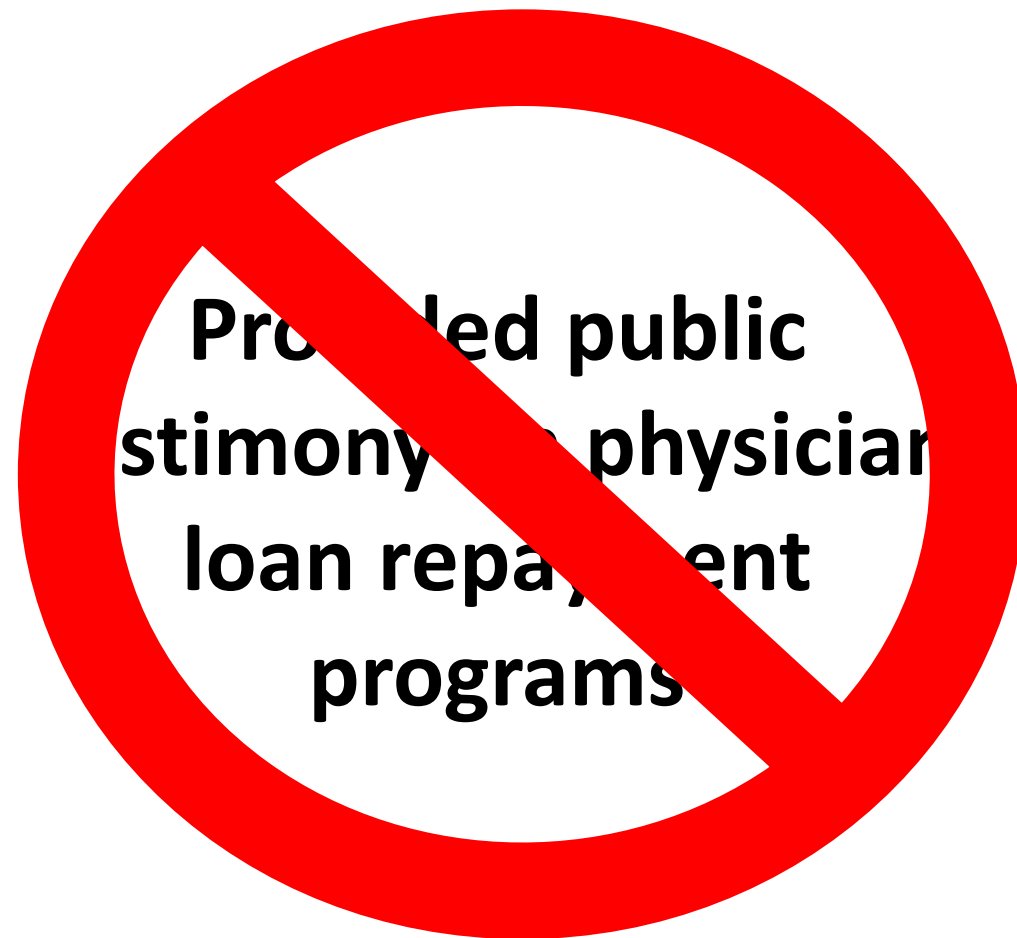


**Implemented a group  
visit program that  
included a nutrition  
education component**

# 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

The screenshot shows the website for the Champion Provider Fellowship. The header includes the logo, navigation links (About Us, Focus Areas, Resources, News and Events, Blog, Apply), and social media icons. The main content area features a blue banner with the word "Blog". Below this, a featured article is displayed with a profile picture of Moazzum Bajwa, MD MPH MSc, dated June 6, 2023, under the "Food Security" category. The article title is "A Hunger and Coverage Cliff Threatens Health Progress: Navigating the Hidden Pandemic". The text of the article begins with "I recently celebrated with one of my patients as she met a major health goal: she maintained well-controlled blood sugar and blood pressure levels for a full year. In the eight years since our first visit, she struggled with consistent management of her diabetes, in large part due to challenges affording medications and nutritious food. In addition to caring for her two young children, she spent years as the primary supporter for her mother who suffered from complications from a severe stroke. Witnessing her mother's decline in health only furthered this resilient young woman's resolve to improve her own health, and I was excited to see her making progress towards this precious goal." To the right of the article is a sidebar with a "View All Posts (12)" link, an "Authors" search box, and a "Date of Publication" filter with options for May 2023, April 2023, March 2023, February 2023, and January 2023.

# Meet the Champion Provider Fellowship Team

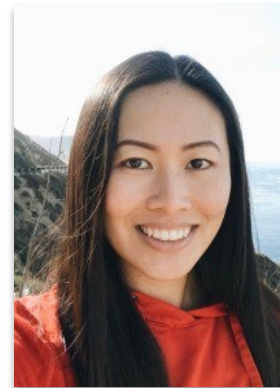
# Champion Provider Fellowship Team



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



**Dr. Wagahta Semere,**  
Fellowship Director,  
UCSF



**Nancy Ma,**  
Fellowship Project  
Manager,  
UCSF

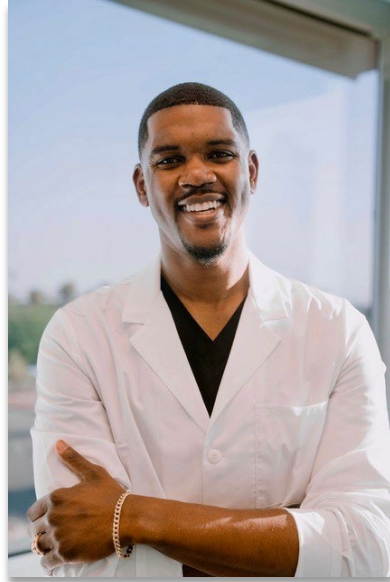


**Mike Miller,**  
President,  
Brown Miller  
Communications



**Muriel Bañares,**  
Account Manager,  
Brown Miller  
Communications

# Alumni Mentors



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



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