

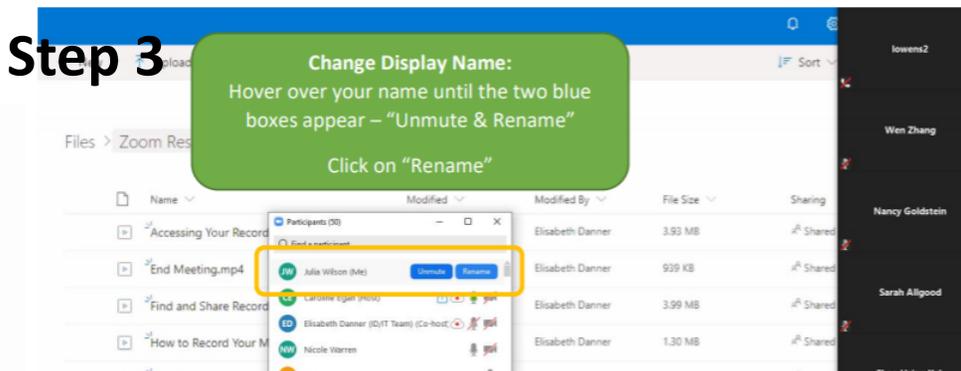
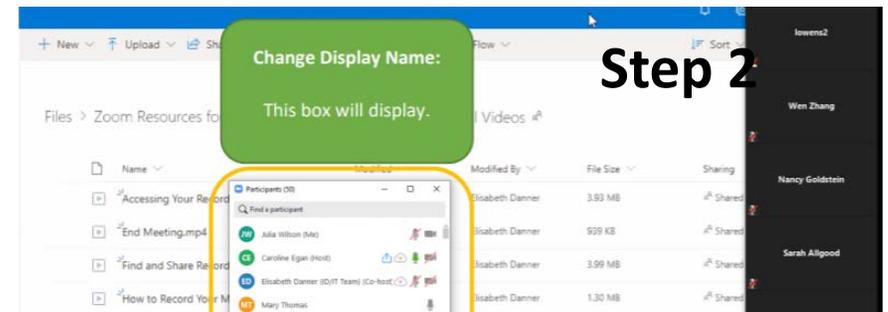
Champion Provider Fellowship Onboarding

Thursday, March 4, 2021
9AM – 3:00PM

Updating Your Profile Name on Zoom

Please update your profile name to include your county:

Ex. Alana (San Francisco)



Agenda

TIME	SESSION
9:00 – 9:15AM	Opening Remarks
9:15 – 9:30AM	Champion Provider Fellowship Model
9:30 – 9:45AM	Welcome Remarks from CDPH Office of Oral Health & CalFresh Healthy Living Program
9:45 – 10:15AM	Policy, Systems and Environmental Change 101
10:15 – 11:15AM	Messaging 101
11:15 – 11:30AM	Break
11:30AM – 12:30PM	Champion Provider Fellowship Works-In-Progress

Agenda

TIME	SESSION
12:30 – 1:30PM	Lunch & Networking Circles 1:05PM: Networking circles with mentors to begin
1:30 – 2:05PM	Keynote: Building Healthier More Equitable Communities Through PSE Change: Role of Physicians and Dentists as Change Agents
2:05 – 2:50PM	Champion Provider Fellowship – Local Health Department Partnership Work
2:50 – 3:00PM	Closing Remarks

<https://championprovider.ucsf.edu/content/2021-onboarding>

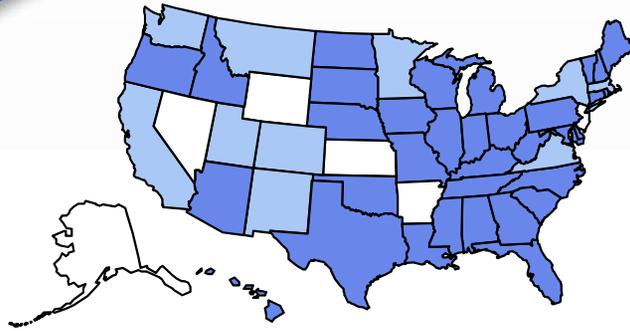
Welcome



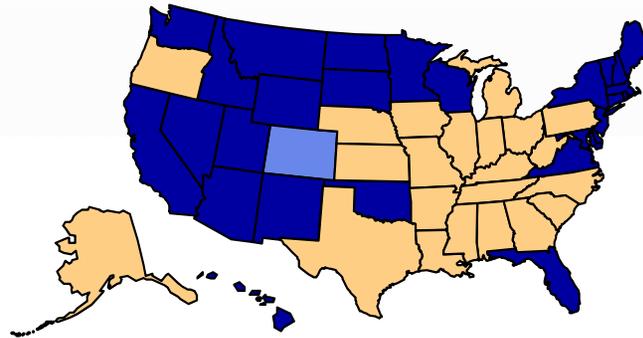
- Wagahtha Semere, MD, MHS
- Director, Champion Provider Fellowship
- Assistant Professor of Medicine, UCSF School of Medicine
- Primary care provider at Zuckerberg San Francisco General Hospital

Champion Provider Fellowship Model

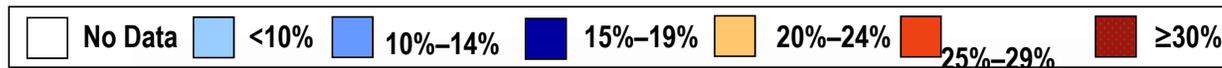
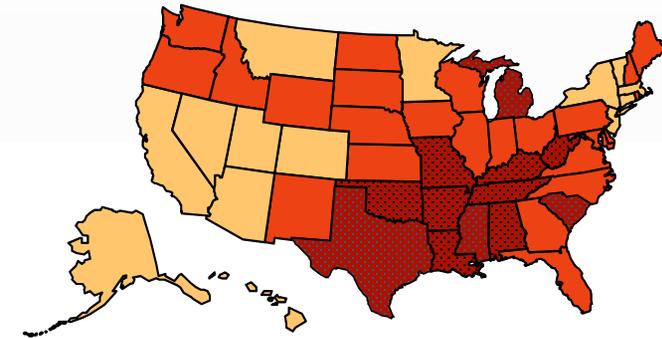
1990



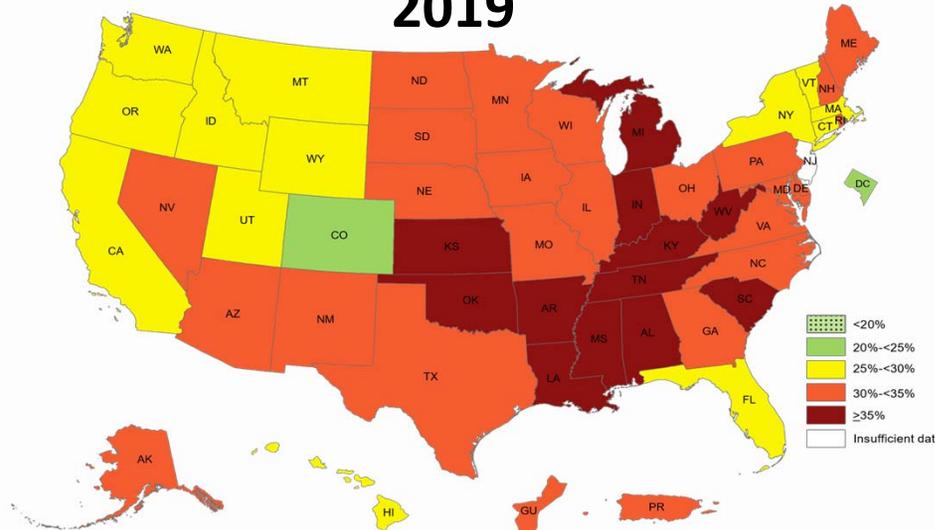
2000



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>

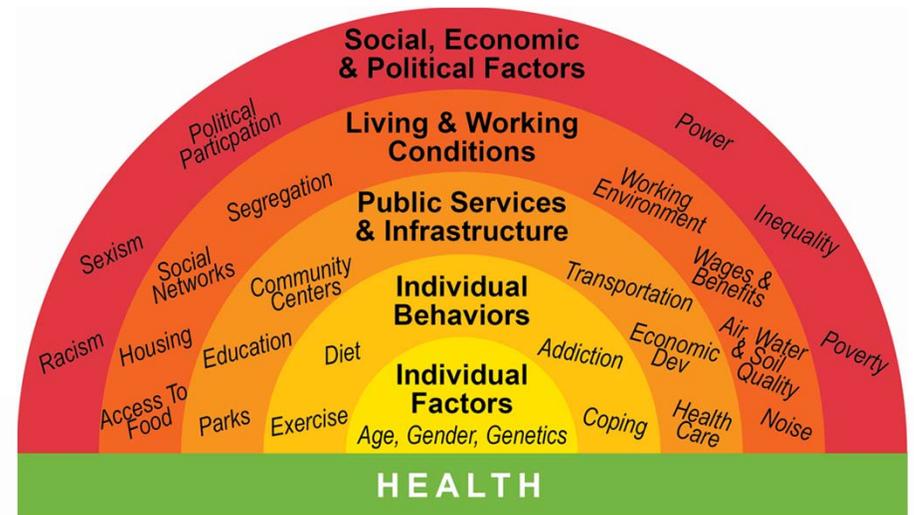
Background

MEDICAL/DENTAL SCHOOL TRAINING



- Traditionally focuses on individual behavior and factors

FACTORS AFFECTING HEALTH

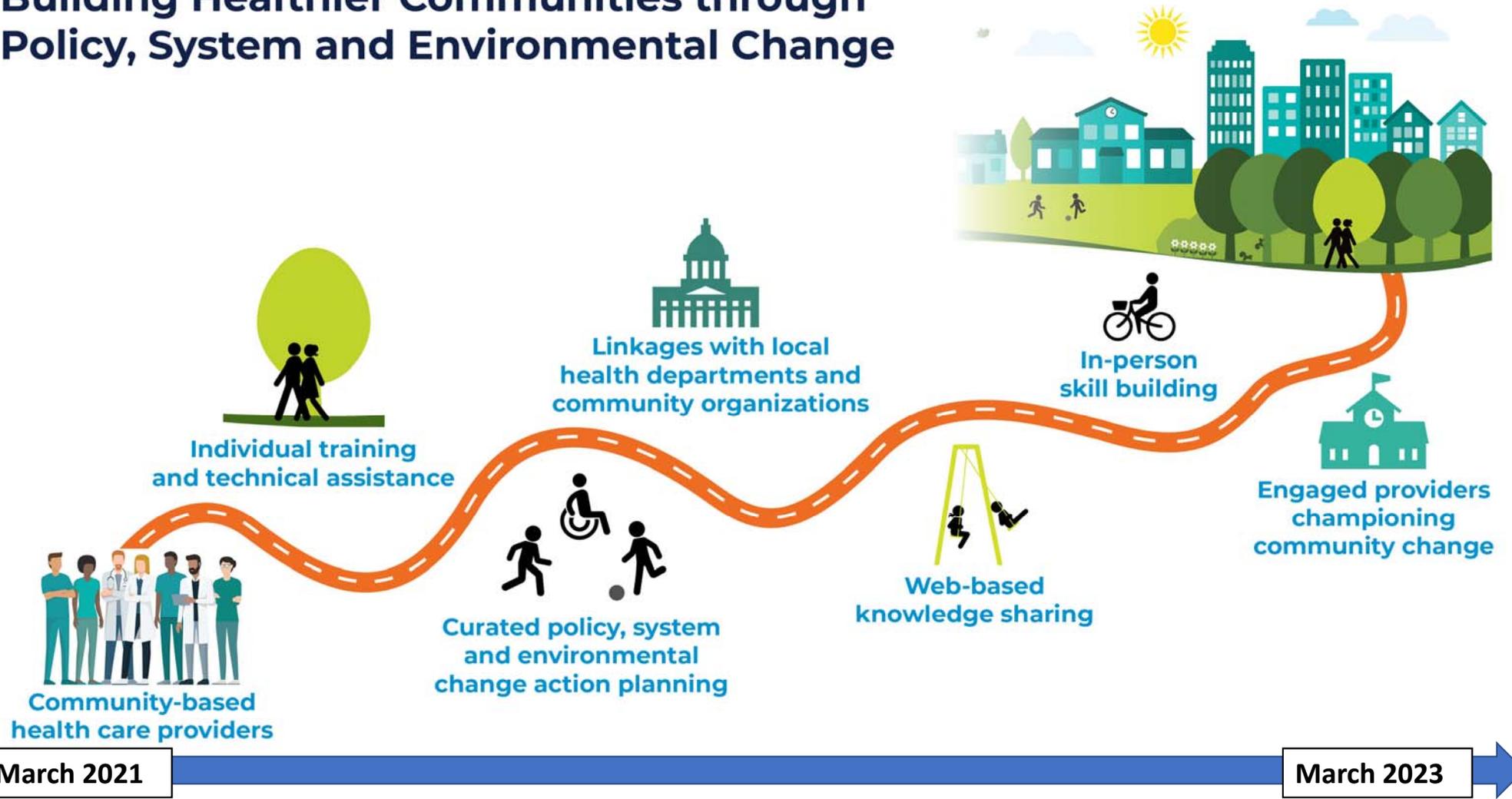


Background

- 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.

Building Healthier Communities through Policy, System and Environmental Change



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 Training (Varies)
Webinars (~Quarterly)	WIP (Quarterly)	CPF – LHD Meetings (TBD)

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

Program Updates

- ❑ **Tuesday, March 16, 12:15 – 1:15PM**
Webinar: Engaging with Community Based Organizations
- ❑ **Tuesday, March 23, 12:15 – 1:15PM**
Persuasive Narrative Series Session #2 (Fellows only)
- ❑ **Thursday, April 8, 9AM – 3PM**
Champion Provider Fellowship Mini College
- ❑ **Tuesday, April 27, 12:15 – 1:15PM**
Persuasive Narrative Series Session #3 (Fellows only)
- ❑ **Tuesday, May 4, 12:15 – 1:15PM**
Webinar: Sugar & Oral Health Messaging: Implications for PSE Change

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

Program Updates

Thursday, May 13, 12:15 – 1:15PM

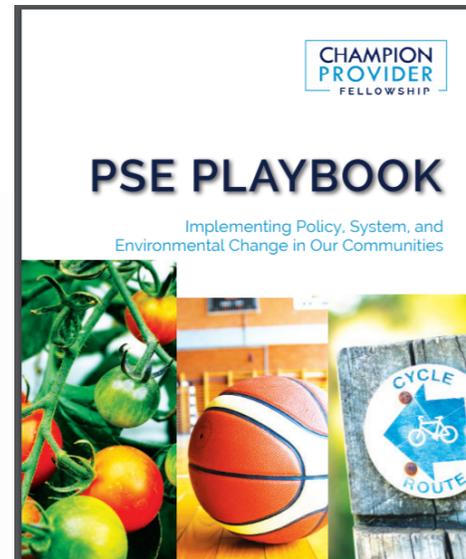
Works-In-Progress

Thursday, June 10, 10AM – 6PM

The OpEd Project

<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
 - Monday July 5 (March – June)

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

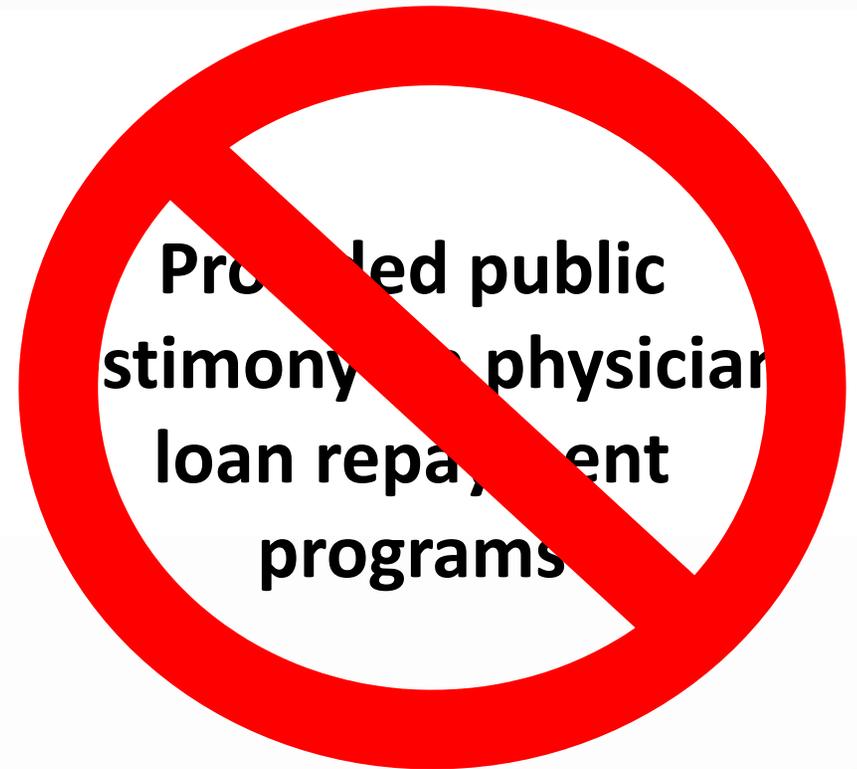


**Implemented a group
visit program that
included a nutrition
education component**

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

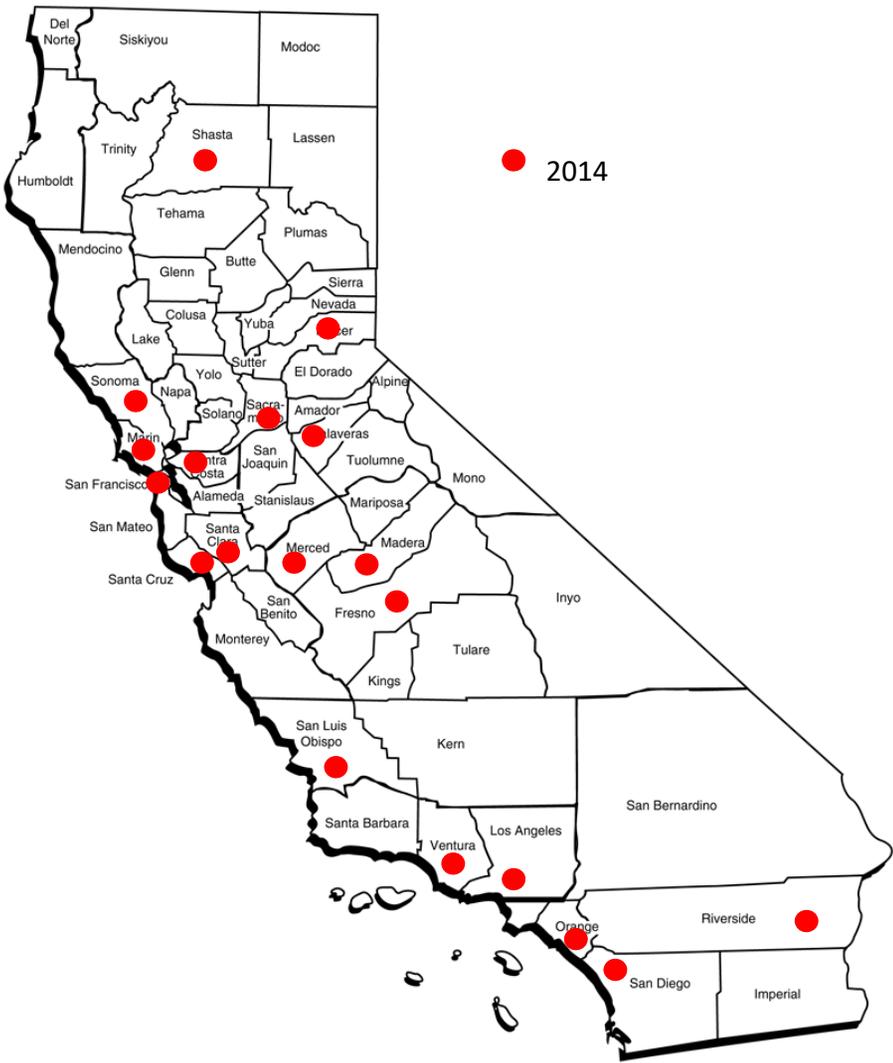
Local Health Department Staff:

- Are generally restricted from engaging in lobbying activities

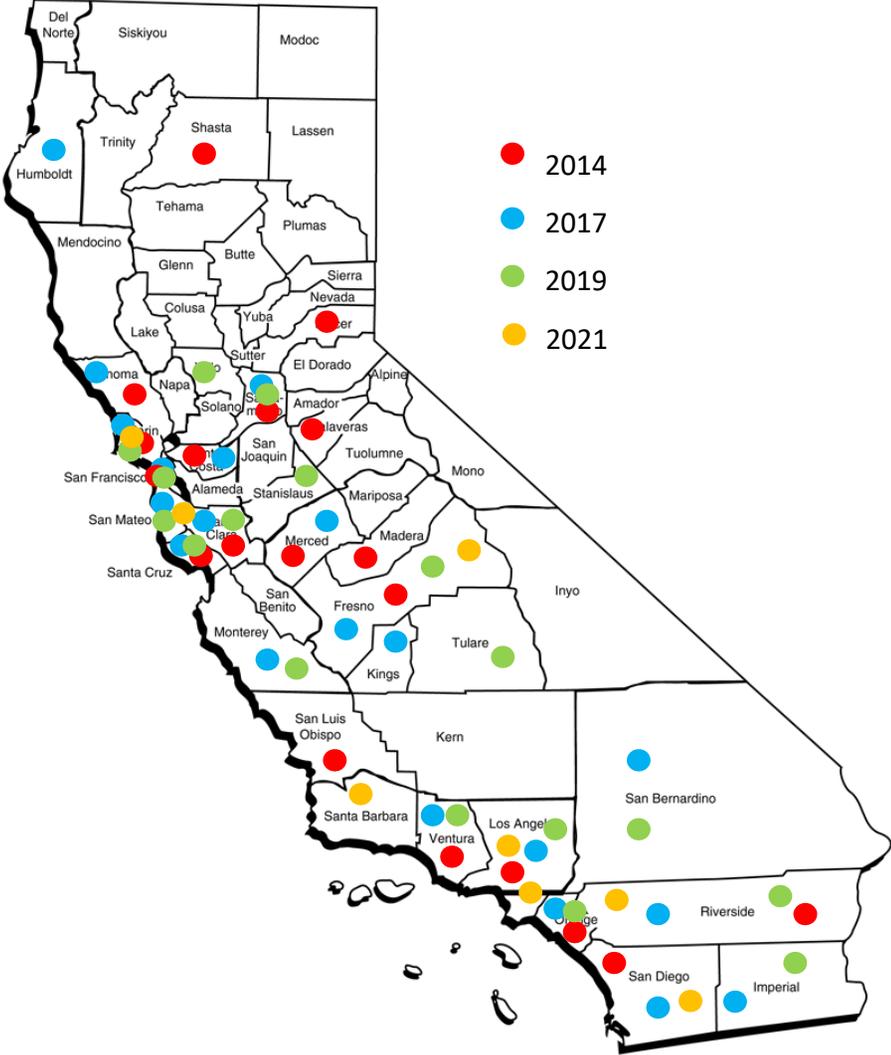
**Both can Engage,
Assess, Propose,
Advocate & Implement!**

Growth of the Champion Provider Fellowship

Distribution by County (2014)



Distribution by County (2021)



2021 Cohort by the Numbers

6 MD/DO

4 DDS/DMD

2 New counties/
jurisdictions

5 Languages
spoken

Racial/Ethnic Breakdown

30% White

20% South Asian

20% Latinx

20% Asian

Meet the Champion Provider Fellowship Team

Champion Provider Fellowship Team



Dr. Alicia
Fernández
Professor of
Medicine UCSF



Alana Pfeffinger
Project Manager,
UCSF



Mike Miller
Brown Miller
Communications



Muriel Bañares
Miller
Brown Miller
Communications



Carma Okerberg,
Health Program
Specialist II,
NEOPB, CDPH

2021 Mentors



**Dr. Emma Steinberg,
San Francisco County,
Cohort 3**

*Food Security (Healthy
Food Access)*



**Dr. Laurie Bostick
Cammon, Santa Clara
County, Cohort 3**

*Structured Physical
Activity (ParkRx)*



**Dr. Luz Elva
Tristan, Imperial
County, Cohort 2**

*School Wellness
Policy*



**Dr. Kim Newell Green,
San Francisco County,
Cohort 3**

*Food Security (Healthy
Food Access)*



**Dr. Shakalpi
Pendurkar, San Mateo
County, Cohort 2**

*Healthy Food &
Beverage Standards
(SSB reduction)*