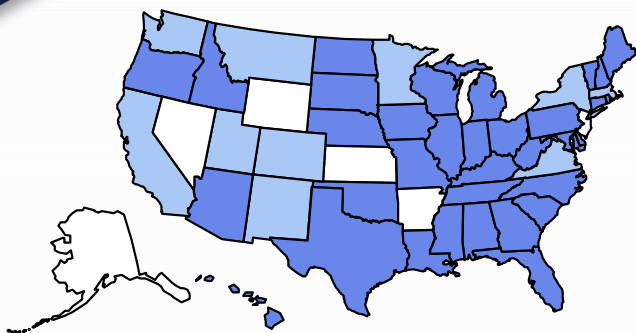


Champion Provider Fellowship Model

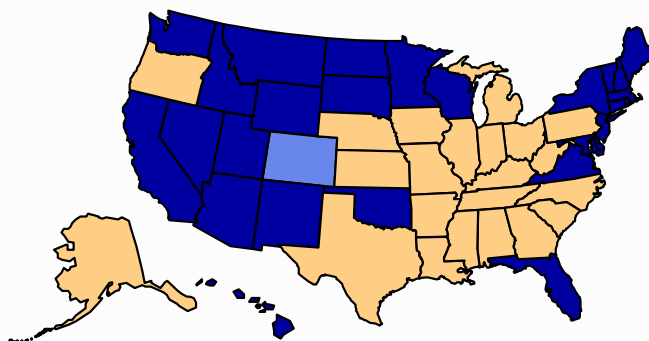
Wagahta Semere, MD, MHS



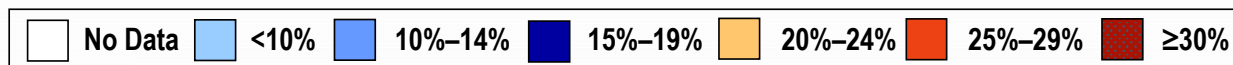
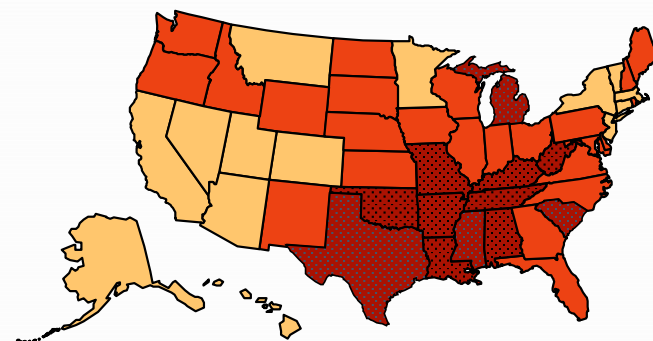
1990



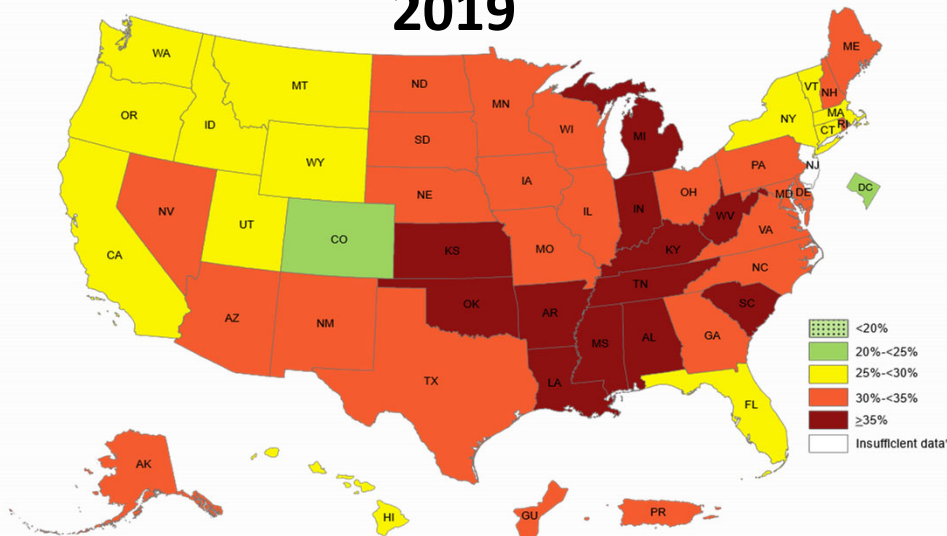
2000



2010



2019

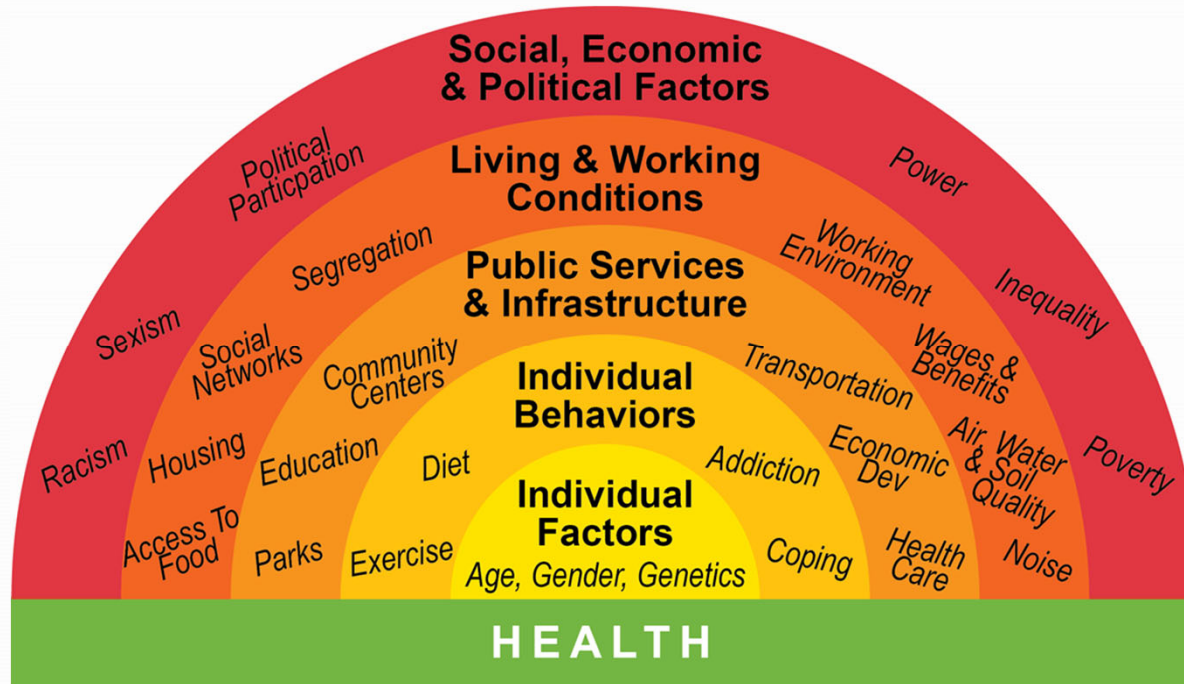


**Prevalence† of
Self-Reported
Obesity Among
U.S. Adults by
State and
Territory, BRFSS**

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

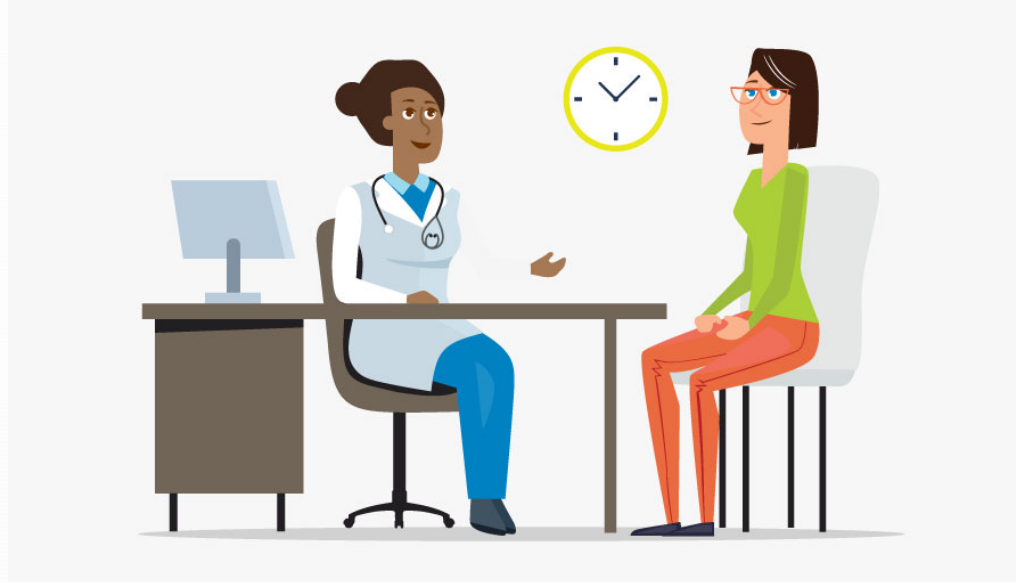
Background

FACTORS AFFECTING HEALTH



Background

MEDICAL/DENTAL SCHOOL TRAINING



- Traditionally focuses on individual behavior and factors

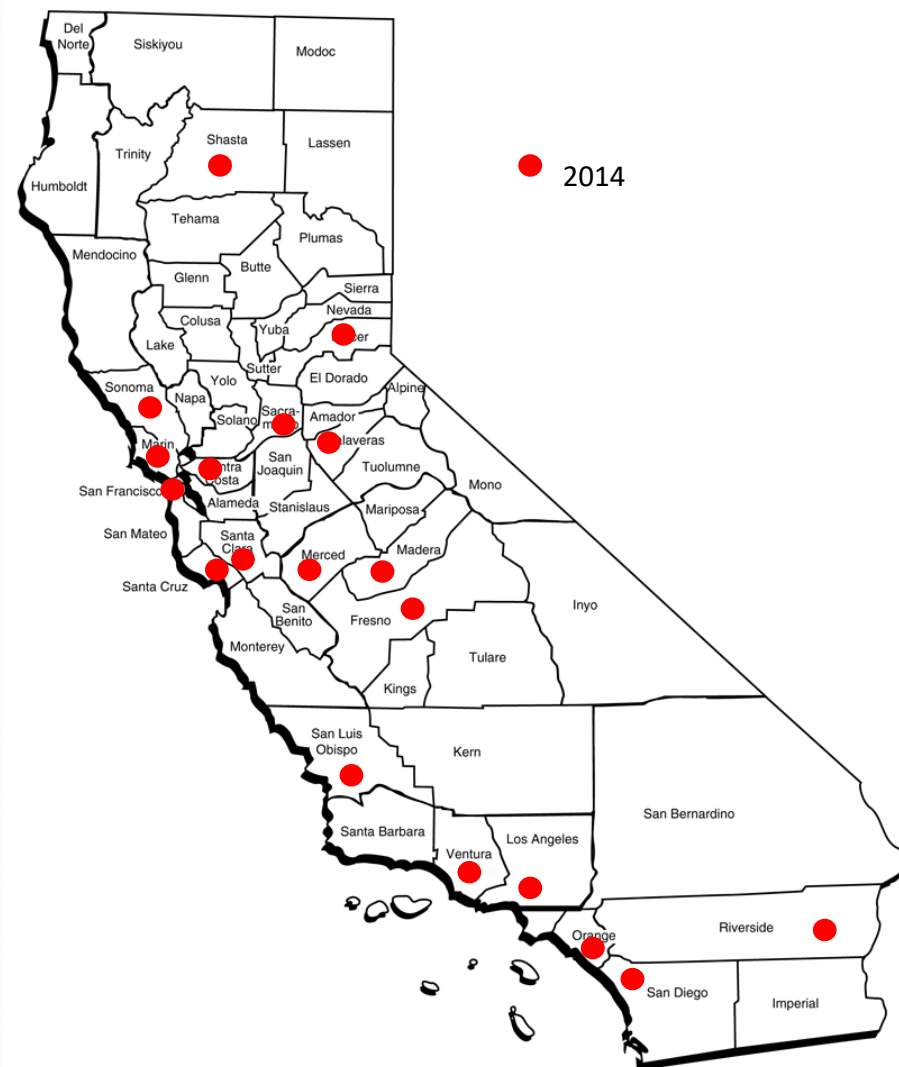
Background

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

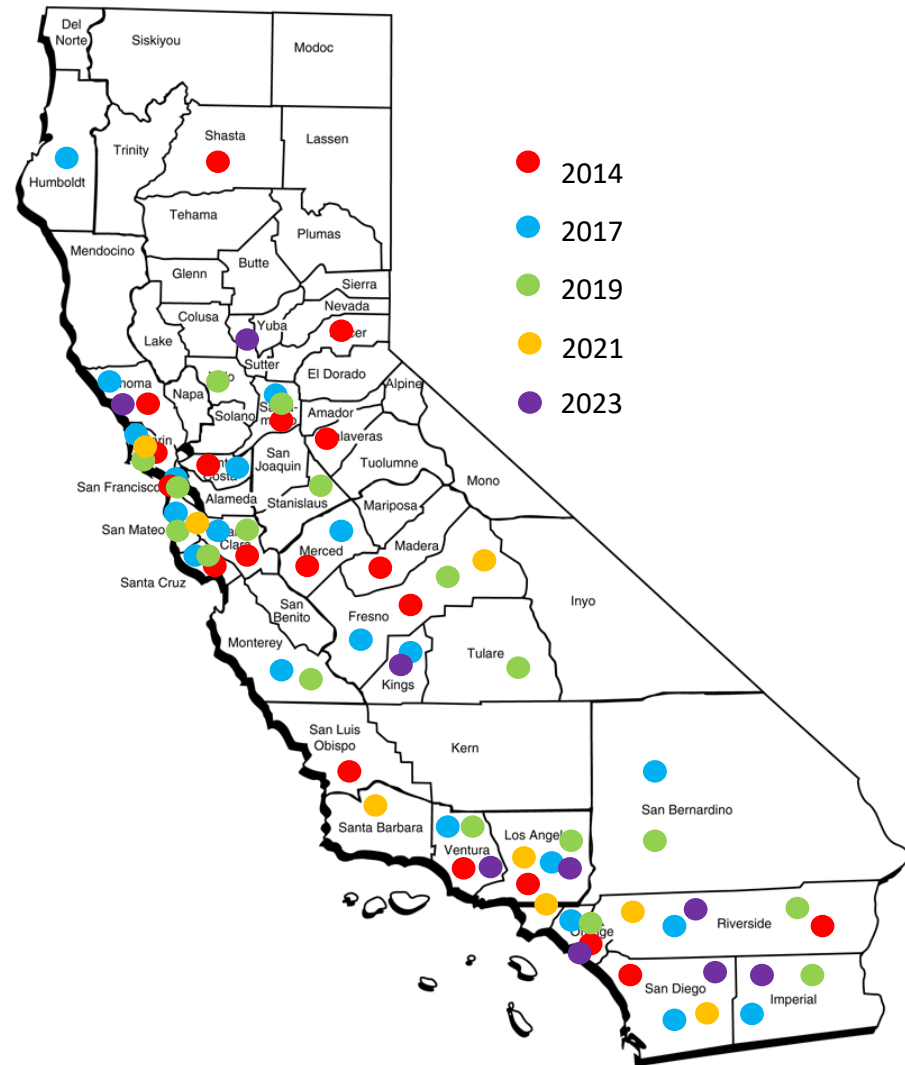
to empower, train and support healthcare providers to use their expertise and respected voices to improve the health of communities through local policy, systems and environmental changes.

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



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

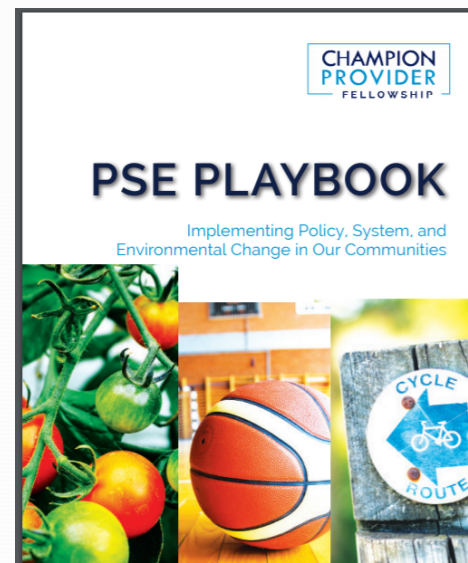
Webinars
(Quarterly)

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"/>	<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		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

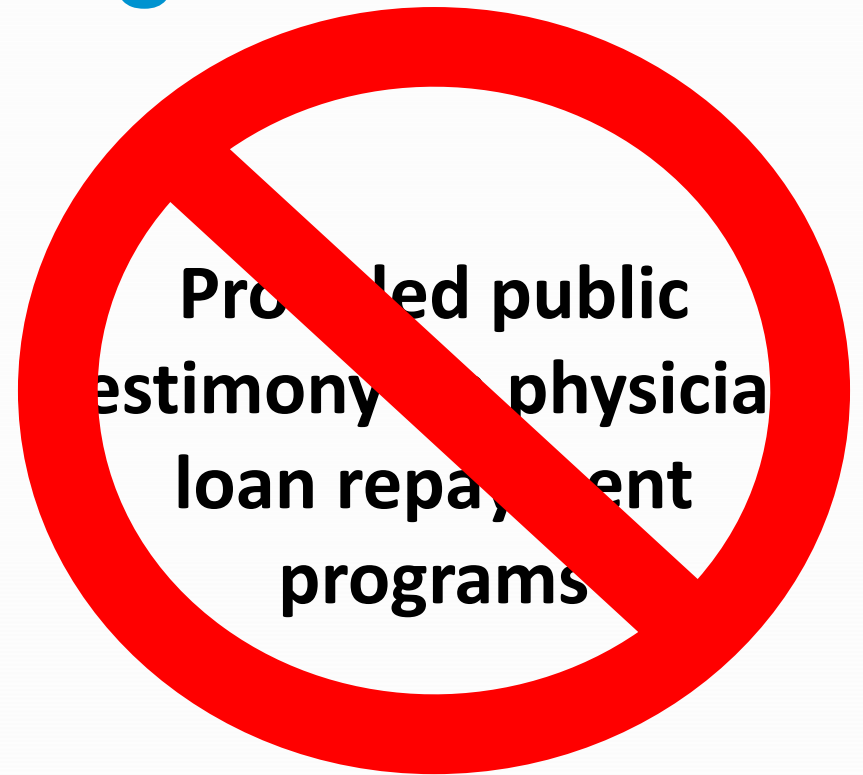


**Implemented a group
visit program that
included a nutrition
education component**

Reporting Dos & Don'ts

➤ 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!**

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



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