

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



AAP Section for Senior Members (SFSM) Strategic Plan 2009-2012

The Mission of the SFSM is to:

- Create opportunities for all AAP members age 55 years of age and older to remain involved with the AAP in a meaningful way
- Support AAP members as they navigate the key developmental and career transitions in their personal and professional lives (i.e. how a pediatrician's needs change over time, managing change, financial empowerment, taking care of yourself through a model of wellness, etc) through educational curriculum in a variety of formats (motto: "We Can Help You")
- Maintain and sustain a strong connection across all ages of pediatricians through sharing of common values and experiential learning (learning through experience or learning by doing)

The SFSM will accomplish this mission by providing valued programs, resources and benefits.

Vision:

Pediatricians have achieved professional and personal fulfillment throughout the entirety of their career and their interaction with the AAP.

Core Values

We Believe:

- In the inherent worth and value of children and pediatricians of all ages
- In supporting pediatricians' life/career milestones and developmental processes so that pediatricians can optimally integrate professional and personal life
- That society should value children highly in policy and service decisions
- That the AAP should recognize and seek to utilize the value of its senior members
- That pediatricians should have a sense of worth and opportunities for fulfillment throughout the entirety of their career and post-career

OBJECTIVES

I. Increase the value of SFSM programs and services.

Initiatives:

1. Outline a developmental/transition model that highlights the key transition points in pediatric careers and the needs of members in those periods.
2. Create resources through the Section and through other entities in the AAP such as SOAPM to educate pediatricians on their choices related to transition points.
3. Work to transform SFSM from dues paying to “all-in” for eligible members with a philanthropic approach (a donation to FOC encouraged or required).
4. Increase the number of women and younger seniors as defined as seniors age 55-65 by 25% by 2011.
5. Develop and implement an annual outreach strategy to reach 55+ year members. For example, explore campaign to offer 1-year free membership to all new 55 year olds.
6. Develop and maintain a list of available volunteer opportunities at local and national AAP that can be regularly communicated to seniors.
7. Request a representative of the Section on Young Physicians (SOYP) and the Section on Administration and Practice Management (SOAPM) to attend the SFSM meeting in Boston.

II. Stimulate increased involvement and activity amongst seniors in the AAP chapters

Initiatives:

1. Solicit and publish “best practices” compendium of senior works in chapters
2. Create “chapter corner” in bulletin/website

3. Develop and maintain a list of available volunteer opportunities in Chapters that can be regularly communicated to Seniors.

III. Develop and implement at least two new technological innovations to reach Seniors in delivering education, information and networking.

Initiatives:

1. Explore development of a “Senor Connection” networking site
 2. Develop and present joint program with SOAPM on “practice transition” by 2010
 3. Explore streaming NCE SFSM program on website.
- IV. Create a mechanism by which AAP senior section members have access to opportunities to advocate for kids, pediatricians and the profession of pediatrics.

Initiatives:

1. Create a scholarship opportunity in conjunction with the AAP Federal Government Department to send a member of the senior section to the annual legislative conference.
2. Connect seniors to training tools that will allow seniors to be effective educators of national and state politicians.
3. Get all senior section members enrolled as “Key Contacts”.
4. Explore the possibility of creating a “Hill” advocacy day with young physicians and residents to rally around a child health or pediatrician advocacy issue.
5. Better advertise the Senior Section Child Advocacy Award call and ceremony to highlight seniors for their advocacy work and to encourage others to do this work.
6. Review chapter annual reports yearly for senior advocacy opportunities.
7. Ask Chapters to report how seniors are utilized to accomplish child or pediatrician advocacy initiatives.

Approved by SFSM Executive Committee 2009