



## OPPORTUNITIES

The following opportunities were designed to give you a chance to incorporate skills from today's module into your professional practice. Many of these opportunities can be done in as little as 5 minutes. You are encouraged to choose opportunities that relate to your personal interests and that fit within your schedule.

### OPPORTUNITIES IN AS LITTLE AS 5 MINUTES:

- Contact and join your AAP chapter.
- Add your AAP chapter's Web site as a favorite on your computer.
- Watch for AAP Federal Advocacy Action Network (FAAN) alerts by e-mail to learn about when your voice – along with pediatrician and pediatric residents from across the country – is needed to weigh-in on federal bills affecting children's health and the profession of pediatrics.
- Check with your AAP chapter to see if they have a state advocacy e-mail alert and sign-up to receive updates.
- Keep your eyes open for other people and groups in your area who would likely care about issues affecting your patients. Add these names and contacts to your PDA.
- Place the book "Swimmy" in the waiting area or treatment room of your place of residency. Use it as an opportunity to talk to parents about the importance of getting involved in groups or organizations that advocate on behalf of children's health and well being.

### OPPORTUNITIES IN LESS THAN 30 MINUTES:

- Complete the attached "bull's eye" worksheet to help identify who might care about your issue, who might be potential unlikely partners, and who may oppose your issue and why.
- Do a "google search" to find advocacy organizations or community groups working on the issue you care about. Sign-up to receive updates and alerts from them or call them to see how you could get involved. Add their Web site as a favorite on your computer.
- Visit the AAP Member Center and read the latest State Government Affairs Issue Brief.

### OPPORTUNITIES IN ABOUT AN HOUR:

- Set up a table outside of grand rounds with information about an issue that you care about. Ask your colleagues to support your issue by signing on to a letter of support on behalf of your issue.
- Attend a meeting of your AAP chapter legislative committee.

# BULL'S EYE WORKSHEET

This simple worksheet can help you prioritize who you can easily approach to get involved in advocating on behalf of your issue specifically or children's health and well-being generally:

- **Step One:** Think of the 3-5 individuals and groups with whom you have a direct connection and already know would be supportive of your issue. Write those down in the first ring of the Bull's-eye. These people are your "base." These are the first people to ask to get involved.
- **Step Two:** Think of "the next layer out" of individuals and groups in your universe – people with whom you have a direct connection, who might be interested in your issue, but are more distant than your base either because their connection is weaker or because the issue is less relevant to them. Write 3-5 groups that fall into this category in the second ring of the Bull's-eye. These people are those you can ask to get involved once you have secured your "base."
- **Step Three:** Think of individuals and groups you would like to see involved, but don't necessarily have a direct connection with. These groups could include unlikely partners. Write these groups in the third and final ring of the Bull's-eye.

