

*Advocacy is giving the right person
the right information
at the right time.*

A. Kirwan

Marc Lavender, MD

THE HOEKELMAN CENTER

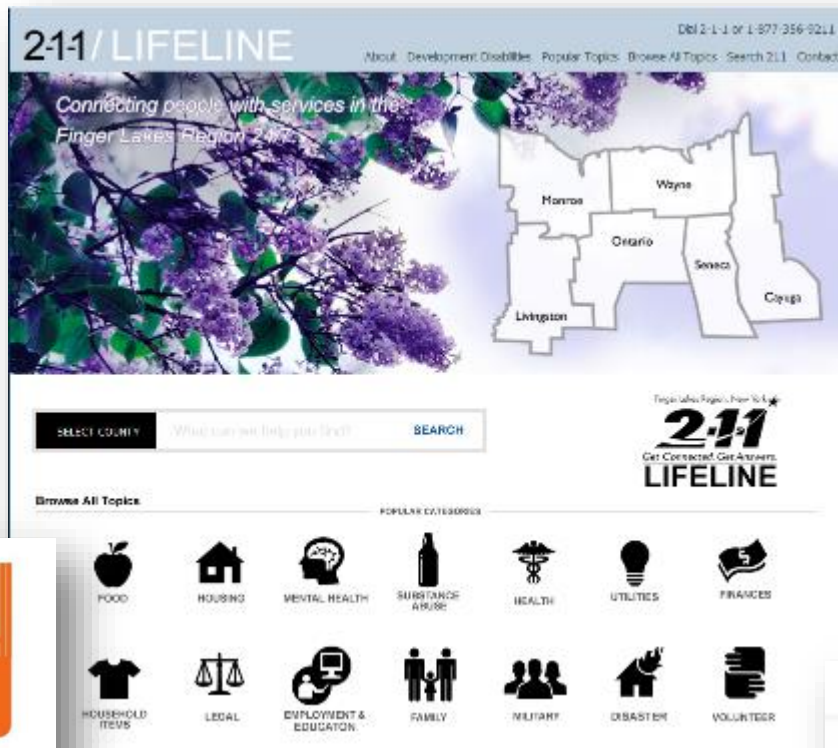
(PLC/CARE Program) www.plccare.org



SCHOOL OF
MEDICINE &
DENTISTRY
UNIVERSITY OF ROCHESTER
MEDICAL CENTER

*Don't ask yourself what the world needs.
Ask yourself what makes you come alive
and then go do that.
Because what the world needs is people
who have come alive.*

Howard Thurman



3 of the most important real-time tools for patient advocacy in the office/hospital

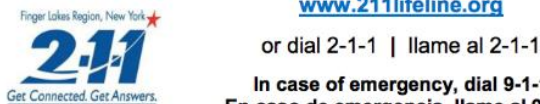


Educating, connecting and advocating in our communities to do what works for health.

ADVOCACY FLASH CARD

“Advocacy is a matter of giving the right person the right information at the right time.” - A. Kirwan

For additional copies of this card, please contact The Hoekelman Center www.hoekelmancenter.org

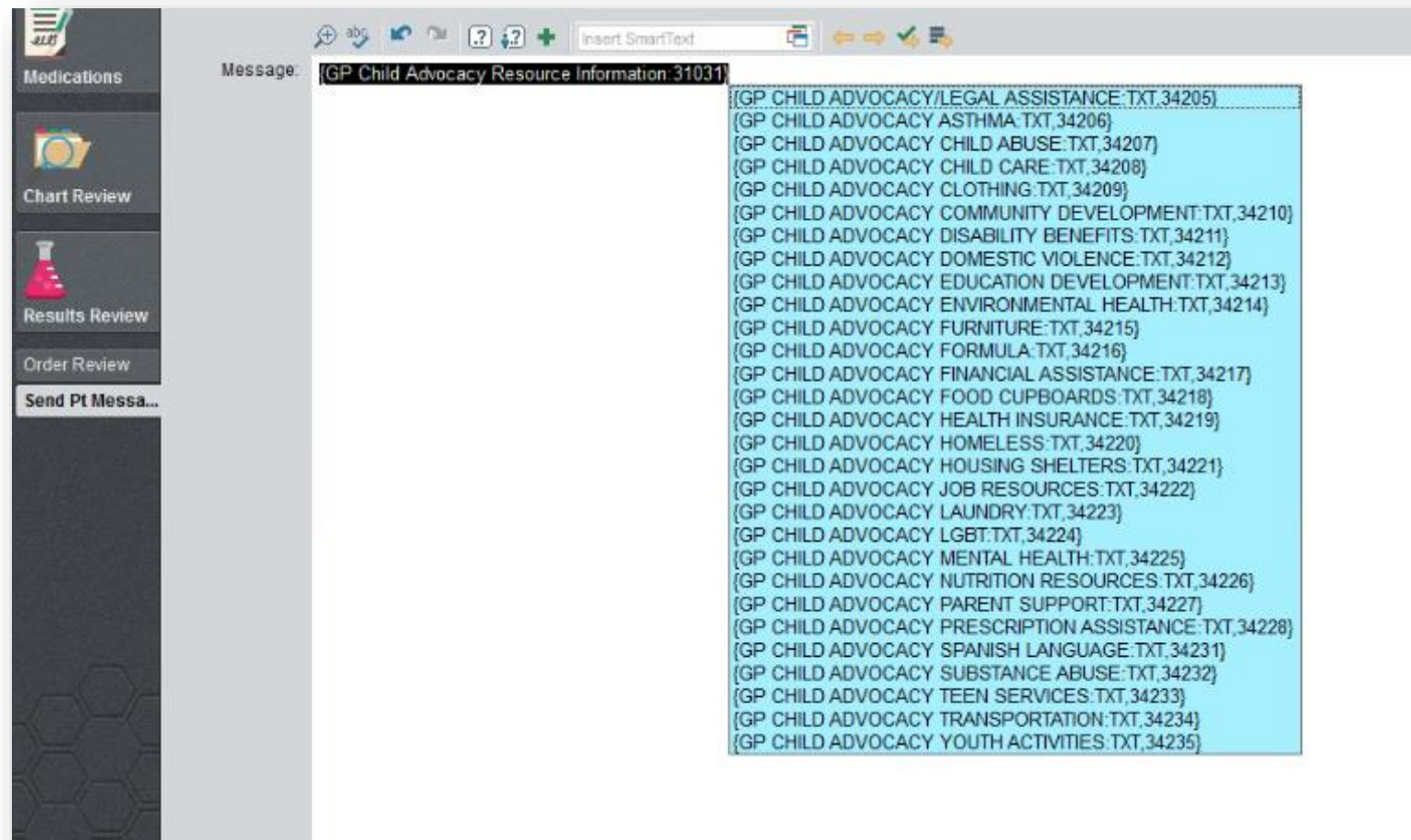


In case of emergency, dial 9-1-1
En caso de emergencia, llame al 9-1-1



*And now, the Advocacy Code Card is on eRecord!!
Search for the SmartPhrase “.RESOURCES” under it’s owner John Mariano, MD*

{GP Child Advocacy Resource Information:31031}



The screenshot shows a software interface with a sidebar on the left containing navigation options: Medications, Chart Review, Results Review, Order Review, and Send Pt Messa... The main area displays a search for a SmartPhrase. The search results are listed as follows:

- {GP CHILD ADVOCACY/LEGAL ASSISTANCE:TXT,34205}
- {GP CHILD ADVOCACY ASTHMA:TXT,34206}
- {GP CHILD ADVOCACY CHILD ABUSE:TXT,34207}
- {GP CHILD ADVOCACY CHILD CARE:TXT,34208}
- {GP CHILD ADVOCACY CLOTHING:TXT,34209}
- {GP CHILD ADVOCACY COMMUNITY DEVELOPMENT:TXT,34210}
- {GP CHILD ADVOCACY DISABILITY BENEFITS:TXT,34211}
- {GP CHILD ADVOCACY DOMESTIC VIOLENCE:TXT,34212}
- {GP CHILD ADVOCACY EDUCATION DEVELOPMENT:TXT,34213}
- {GP CHILD ADVOCACY ENVIRONMENTAL HEALTH:TXT,34214}
- {GP CHILD ADVOCACY FURNITURE:TXT,34215}
- {GP CHILD ADVOCACY FORMULA:TXT,34216}
- {GP CHILD ADVOCACY FINANCIAL ASSISTANCE:TXT,34217}
- {GP CHILD ADVOCACY FOOD CUPBOARDS:TXT,34218}
- {GP CHILD ADVOCACY HEALTH INSURANCE:TXT,34219}
- {GP CHILD ADVOCACY HOMELESS:TXT,34220}
- {GP CHILD ADVOCACY HOUSING SHELTERS:TXT,34221}
- {GP CHILD ADVOCACY JOB RESOURCES:TXT,34222}
- {GP CHILD ADVOCACY LAUNDRY:TXT,34223}
- {GP CHILD ADVOCACY LGBT:TXT,34224}
- {GP CHILD ADVOCACY MENTAL HEALTH:TXT,34225}
- {GP CHILD ADVOCACY NUTRITION RESOURCES:TXT,34226}
- {GP CHILD ADVOCACY PARENT SUPPORT:TXT,34227}
- {GP CHILD ADVOCACY PRESCRIPTION ASSISTANCE:TXT,34228}
- {GP CHILD ADVOCACY SPANISH LANGUAGE:TXT,34231}
- {GP CHILD ADVOCACY SUBSTANCE ABUSE:TXT,34232}
- {GP CHILD ADVOCACY TEEN SERVICES:TXT,34233}
- {GP CHILD ADVOCACY TRANSPORTATION:TXT,34234}
- {GP CHILD ADVOCACY YOUTH ACTIVITIES:TXT,34235}

Advocacy deconstructed



- passive advocacy
- support [San Jose Partners](#) – Family Med program
- [smile.amazon.com](#)
- [Tab for a Cause](#)
- individual office/hospital visits
- sign a petition - [Change.org](#)
- advocacy list serves

- establish group visits
- work with local gov't
- engage with community projects & groups
- write a letter to the editor
- [email a legislator](#)
- start a petition - [Change.org](#)

- attend local or national meetings/work groups
- speak at a legislative meeting
- meet your legislator in person

Make it EASY on yourself and partner up

Sign up for an
advocacy alert!!

Finding an advocacy organization that
champions your causes of interest is
KEY.

A quality organization will **HELP YOU**
navigate the world of legislative
advocacy.



Vote!
Especially in the primaries!!

- Am I registered??
 - [Monroe County Board of Elections](#)
- Who/what am I voting for?!?
 - [Vote411.org](#) – League of Women Voters
 - [Project Vote Smart](#) – election info + issues + politician voting records
 - [Factcheck.org](#) - “nonprofit ‘consumer advocate’ for voters”
 - [Govtrack](#) - track legislation, contact legislators

Please vote.




Local Government

The screenshot shows the Monroe County Legislature website. The header includes the Monroe County logo and navigation tabs for My/Local, Resident, Visitor, Business, Government, Employment, and Departments. The main content area is titled "Legislature" and features a section "Legislature in the Classroom" with a photo of Jeffrey B. Adair, President. Below this is "About the Legislation" and "Contact Information" for the President, Clerk, and Majority/Minority. A sidebar on the left contains "QUICK LINKS" and "PROACT" information.

- Monroe County Legislature
 - [Legislative process](#) (incl. speaking at meetings)
 - [2018 Meeting Calendar](#)
 - [2018 List of Legislators](#)
- City of Rochester
 - [About Rochester City Council](#)
 - [How Legislation is Adopted](#) (and how to speak at meetings)
 - [2018 City Council Meetings Info](#)

Letters to the editor – So Easy!

Taking the mystery out of Letters to the Editor

 **Julie Philipp**, Senior Engagement Editor 8:23 a.m. EDT April 6, 2015



(Photo: buchachon / Getty Images/iStockphoto)

An art is lost when it no longer knows how to teach a sorrow to speak.

That is a line from "The Lost Art of Letter Writing," a poem by Eavan Boland. She's an extraordinary writer, but she is premature in sounding the death knell for letters. As senior engagement editor, I get lots of them.

Sure, most are submitted electronically now, but people still use letters to voice their grievances, share thoughtful ideas, and celebrate humanity. We can't publish them all, but we do look at every one. When you submit a Letter to the Editor," you are sending a "Letter to Julie and Her Team."

We consider the letters section to be a kitchen table of sorts — a place where ordinary people gather around to talk about current issues, adding their own personal views and anecdotes. We appreciate stories that tell us a little about how you live and the emotions you feel. While a bit of feistiness and character is always appreciated, we draw the line when the conversation turns nasty.

Healthy food options available

Rochester 4:48 p.m. EST January 29, 2015



(Photo: efired / Getty Images/iStockphoto)

I moved to Rochester in June, into a house in the 19th Ward with a college student from the University of Rochester. Within the first 24 hours he ordered a meatball sandwich, two smoothies and a late night order of cookies. As a vegetarian that grew up on the edge of a large garden (and cooking family meals from age 9), this was an entirely new way of consuming food, let alone consuming money.

As I spent \$25 a week on my Good Food Collective membership, he was spending \$25 a day on his meals. I explored the local options for food, keeping in mind restrictions on transportation, and was invigorated by the emphasis the Rochester community places on filling the gaps of "food deserts" with healthy food options. Kudos to organizations like Foodlink. I'm still working on my housemate.

IRENE KOPLINKA-LOEHR

ROCHESTER



*All you have to do to be an effective physician advocate
is share your stories.*

On May 1, 1969, Fred Rogers
appeared before the U.S. Senate
Commerce Committee requesting
funds to help support the growth of
a new concept --- national public television.