

THE HOEKELMAN CENTER

(PLC/CARE Program) www.plccare.org



SCHOOL OF
**MEDICINE &
DENTISTRY**
UNIVERSITY of ROCHESTER
MEDICAL CENTER

Advocacy for the Practicing Physician

In the office/clinic (practical resources for one-on-one patient encounters):

- Create a database of local resources/contacts (i.e. Google Chrome or similar cloud-based browser)
- Utilize Kids' Thrive 585 or 2-1-1/LifeLine as a quick 'hand-on-the-doorknob' referral source
- Explore your city/community to discover first-hand what is out there for those in need. Think about going on a police ride-along, doing a 'windshield tour', taking the bus, or biking through parts previously unknown.
- Get to know and team up with your office's care manager and/or social worker

Outside the office/on your own time:

- *Passively*
 - Live where you work, shop where you live
 - Use the Amazon.com link through SanJose Partners (www.sanjosepartners.org) or smile.amazon.com
 - www.nonprofitshoppingmall.com
 - Join a list serve
- *In less than 5 minutes a month*
 - Register to vote
 - Subscribe to your local paper (even if just the weekend edition)
 - Watch local news
 - Pick up your local free paper (eg Rochester's City Newspaper)
 - Sign a petition (www.change.org)
- *In less than 30 minutes a month*
 - Identify your legislators (county board of elections website)
 - Find out about city and county legislative meetings
 - Start a petition (www.change.org)
 - Write a letter to the editor
- *In less than 3 hours a month*
 - Speak at a city or county legislative meeting
 - Schedule a one-on-one meeting with a city or county legislator
 - Partner with a local advocacy organization to impact positive community change
 - Sit on the board of a community-based organization
 - Seek out opportunities to speak to the media on a topic of passion