

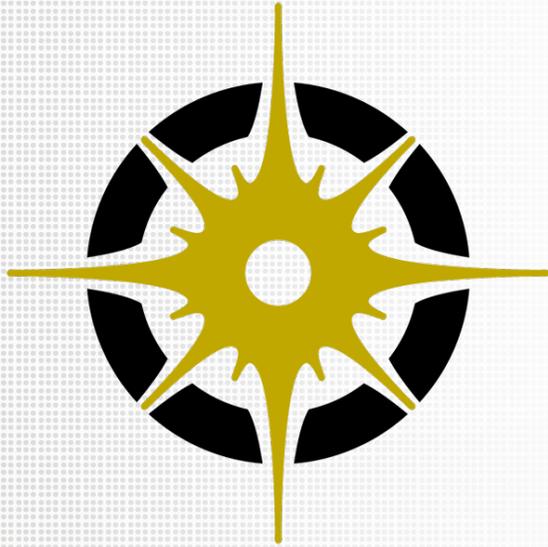
Advocacy in Neurology: The AAN Palatucci Advocacy Leadership Forum



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Disclosure

- NFL Unaffiliated Neurotrauma Consultant
- Vice chair, NFL Head Neck & Spine Committee
- Member, NCAA Concussion Safety Advisory Group
- Chair, Arizona Interscholastic Association Sports Medical Advisory Committee
- Member, NFHS Sports Medical Advisory Committee
- Creator, Barrow Brainbook



PALATUCCI ADVOCACY LEADERSHIP

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Mission

To promote the highest quality patient-centered neurologic care and enhance member career satisfaction

Vision

To be indispensable to our members

Slide 3

Advocacy is a Top Priority for the AAN

- What you're doing is critical to our mission!
- The AAN is the only neurology specialty society in DC working for you everyday
- BrainPAC provides amazing ACCESS
- We need to ADVOCATE 365 days per year



Donald M. Palatucci, MD



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Donald M. Palatucci, MD

1940-2002

Neurologist

AAN board member

Visionary

Understood that true change required a life-long commitment to advocacy.

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Background

The Palatucci Advocacy Leadership Forum was launched by the Academy in 2003 to create a culture of advocacy in neurology.

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Background

The Palatucci Advocacy Leadership Forum teaches neurologists the following skills:

- Action Planning: Create an effective plan that identifies your issue and resolves the problem
- Media Relations: Sharpen your on-camera interview skills, work with reporters, and improve your confidence
- Grassroots Advocacy: Get an inside look at how governments work and how to get results

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Curriculum

The Palatucci Advocacy Leadership Forum teaches neurologists how to:

- Promote state and federal legislation
- Be more confident in front of the camera
- Develop coalitions
- Organize and reinvigorate state neurological societies
- Lobby for fair reimbursement
- Help draft position statements that affect future legislation

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Skills Training

- Action Planning: Create an effective plan that identifies your issue and resolves the problem
- Media Relations: Sharpen your on-camera interview skills, work with reporters, and improve your confidence
- Grassroots Advocacy: Get an inside look at how governments work and how to get results

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Application Requirements

The Academy is seeking members who have a clear passion, strong leadership potential, and are willing to serve as a key advocacy contact. Applications are evaluated by members of the Academy's Government Relations Committee and staff, who look for:

- Strong leadership potential
- Good character
- Passion for the profession and patients
- Desire to make organizational change
- Strategic thinking and planning skills
- Effective communication
- Ability to motivate others and collaborate/network

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Application Questions

1. What issue affecting neurology or neurology patients motivated you to apply?
2. What would you like to accomplish as an advocate?
3. How do you envision applying the skills you'll learn to have a significant impact on yourself, your patients, or the neurology profession?
4. What are the important messages that need to be heard by the public and policymakers regarding your issue?
5. As a busy professional, how will you make time to pursue your issue?
6. Give an example of your leadership experience, including any obstacles you've had to overcome.

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Keys to a Successful Application

Describe how you possess the desire, skills, and knowledge to make a change.

- Tell a story that exhibits your passion
- Outline examples of your strategic thinking and planning skills
- Give an example of your perseverance and dedication
- Demonstrate your ability to collaborate with outside groups
- Give an example of motivating your peers to join you

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Selection

The Academy will select up to 30 members each year, 28 US members as well as two international.

Students, interns, and senior members are not eligible to apply.

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Weekend at a glance

- Thursday
 - Reception and Dinner
- Friday
 - Focus on Action Planning, Media and Strategic Communications
- Saturday
 - Focus on Action Planning, Legislative Training
- Sunday
 - Complete Action Plans, Graduation

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ADVOCATE AGENDA

Time	Event	Location
Saturday, May 19		
7:00 a.m.	Breakfast in Action Planning Groups	Bernardo West
7:00 a.m.–8:30 a.m.	Action Plan Brainstorming	Bernardo West
8:30 a.m.–10:00 a.m.	Grassroots Lobbying Plenary	Bernardo West
10:00 a.m.–10:15 a.m.	Break	Bernardo Patio
10:20 a.m.–11:30 a.m.	Critical Rules to Long Term Legislative Success	Bernardo West
11:30 a.m.–12:15 p.m.	Lunch	Courtyard Deck
12:20 p.m.–1:20 p.m.	Effective Contact with Legislators/Effective Testimony	Bernardo East
1:25 p.m.–1:55 p.m.	Legislative Testimony Training	Bernardo East
2:00 p.m.–3:00 p.m.	Mock Legislative Visits	Bernardo West
2:00 p.m.–3:00 p.m.	Legislative Testimony Training (Assigned advocates only)	Bernardo East
3:00 p.m.–3:20 p.m.	Break	North Lawn
3:25 p.m.–5:00 p.m.	Legislative Testimony Training (Assigned advocates only)	Bernardo East
3:25 p.m.–5:00 p.m.	Live Interview	Andalucia II
3:25 p.m.–5:00 p.m.	Launching Your Message	Bernardo West
6:00 p.m.–7:00 p.m.	Progressive Dinner (Appetizers)	Buena Vista Terrace
7:00 p.m.–8:00 p.m.	Progressive Dinner (Main Course)	Promenade
8:00 p.m.–9:00 p.m.	Progressive Dinner (Dessert Reception)	Promenade
Sunday, May 20		
7:30 a.m.	Breakfast	Bernardo West
8:00 a.m.–10:30 a.m.	Action Plan Finalization	Bernardo West
10:30 a.m.–11:00 a.m.	Graduation	Bernardo West

Roles

- Advocates
- Advisors
- Faculty

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2018 Advisors

Name	PALF Class
Wayne E. Anderson, MD, FAAN	2016
Teryn B. Clarke, MD	2015
Anindita Deb, MD	2016
Ashley P. Ghiaseddin, MD	2015
Umer Najib, MD	2017
Gaurang M. Palikh, MD	2014
Matthew S. Robbins, MD, FAAN	2017
Jonathan Santoro, MD	2016
Tanzid Shams, MD	2014
Parthasarathy Thirumala, MD, FAAN	2013

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What is an Advisor?

- Mentors who share expert knowledge and insight gained through their personal experiences
- An integral part of the program who are always available for support and openly communicate with all involved in the program
- An individual who provides information, presents alternatives, encourages responsibility, supports creativity and challenges Advocates to develop as leaders

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Advisor Role

- Help your advocates complete manageable action plans using SMART goals
- Attend all events
- Provide feedback during media training
 - Not too much
- Use AAN staff as a resource on-site
- Stay connected with your Advocates

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S.M.A.R.T. Goals

- **Specific:** Be as specific as possible.
- **Measurable:** Establish concrete criteria for measuring progress towards each goal.
- **Attainable:** Assess the possibility of making your most important goals come true.
- **Realistic:** Must be an objective towards which you are *willing* and *able* to work towards.
- **Timely:** Ground your goals within a realistic time frame.

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2018 Faculty

Name	PALF Class
Wolfgang Grisold, MD	2004 Advocate 2006, 2007 Advisor 2011 Faculty
Sarah Song, MD, FAAN	2009 Advocate 2001 Advisor
Glynnis Zieman, MD	2016 Advocate 2017 Advisor

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Faculty Role

- Advocacy Showcase
- Assisting Advisors/Advocates
- Advisor Roundtable

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Action Planning

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Action

What is a realistic timeframe to complete this Action? What variables need to be factored in to this calculation? (Answer for each Action listed above).

1.

2.

3.

4.

5.

1,008 words

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Statistics

PALF Class 2003-2017

- 443 total graduates o 393 living in the US [?] 14 are currently nonmembers o 43 living outside the US [?] 2 are currently nonmembers o 7 are deceased

Demographics

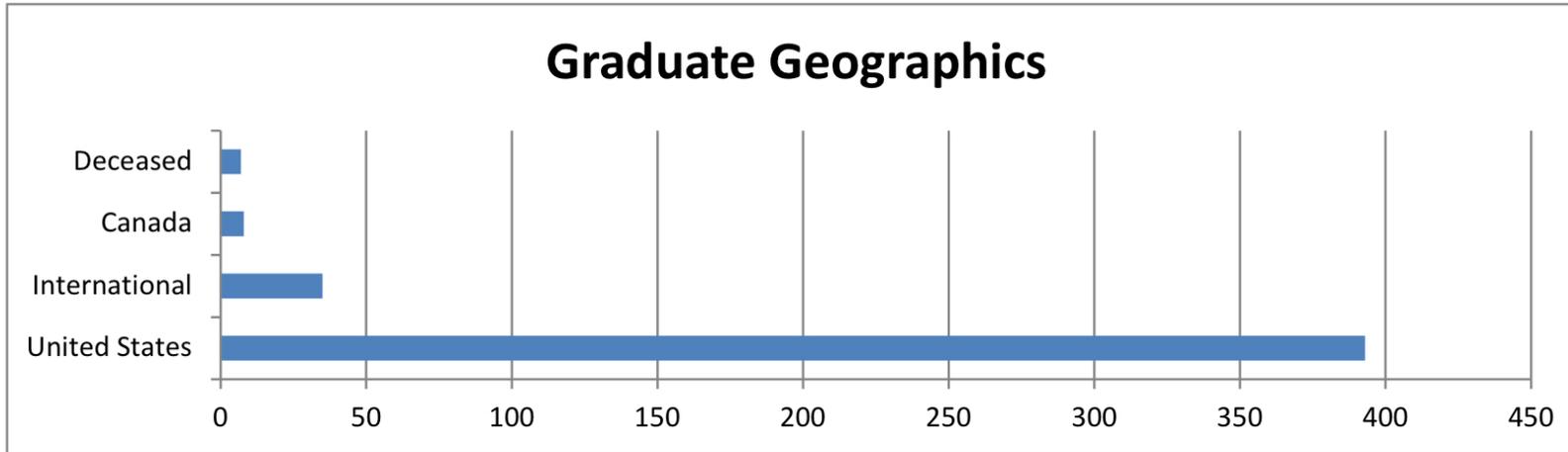
[?] 35.4% of graduates are female (38% of AAN US neurologist members are female)

[?] 42.5 years old is the average age at graduation (mean age of AAN US neurologist members is 46.5 years old)

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Geographical Representation

Current Geographic Location of all Graduates



- 393 US graduates presently reside in 45 unique states, the District of Columbia, and Puerto Rico
- 8 graduates reside in Canada
- 35 international graduates reside in 16 different countries

International countries represented

Australia	2	India	9
Austria	3	Ireland	1
Belgium	1	Jamaica	1
China	1	Japan	1
Czech Republic	1	Nigeria	6
Ethiopia	1	Pakistan	3
Georgia	1	Philippines	2
Guatemala	1	Sri Lanka	1

Worldwide Network of Neurologists

- 473 Trained Palatucci Advocates
 - 44 states and 18 countries



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Why Does the AAN Invest in PALF?

- Completely unique program - no other specialty does anything similar
- Develop a trained advocate population
- Award winning:
 - ASAE - Associations Advance America Honor Roll
 - Public Affairs Council - Association Grassroots Innovation
 - Showalter - Political Involvement Program Innovation Award
 - Association's North - Award for Association Excellence

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Continued Advocacy

Neurology on the Hill

Neurology on the Hill (NOH) is the AAN's annual fly-in day for members to meet with their members of Congress about the Academy's top federal legislative priorities. Member participation is limited to program availability—some years more people wish to attend than there is space for.

- 57.7% of US graduates have attended NOH at least once
- PALF graduates tend to represent more than a third of total participants at each NOH event
- In all, PALF graduates have attended NOH 804 times (3.5 times per PALF graduate)
- The lowest percentage of NOH attendance is the class of 2006 (34.6%)
- The highest percentage of NOH attendance are the classes of 2004 and 2007 (70.4%)

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BrainPAC

Started in 2007, BrainPAC is the AAN's federal political action committee. Only US members and permanent residents are eligible to contribute to BrainPAC from personal accounts.

- Donations by PALF graduates represent 28% of total BrainPAC receipts since 2007
- 79.6% of US graduates have given to BrainPAC at least once
- On average, approximately 36% of US graduates give to BrainPAC each year
- The average annual donation is \$541
- The lowest percentage of BrainPAC donors is the class of 2007 (63.0%)
- The highest percentage of BrainPAC donors is the class of 2017 (100%)
- Cumulatively, the least given to BrainPAC is from the class of 2016 (\$20,217)
- Cumulatively, the most given to BrainPAC is from the class of 2004 (\$126,510)

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AAN Participation

Total Graduate Engagement in the AAN Membership

- Average years of AAN membership: 18.87
 - 19.11 years (US members)/ 16.28 (international members)
- 16 graduates are no longer current AAN members

AAN Annual Meeting

- 88.1% of PALF graduates have attended at least one AAN Annual Meeting
- In all, 2008 through 2018, PALF graduates have attended the AAN Annual Meeting 2,060 times (or an average of 5.3 times)

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AAN Participation

Section participation

- PALF graduates are members of an average of 2.73 AAN Sections

Subsequent PALF participation

- 131 graduates (29.6%) have returned as a Mentor/Advisor, Faculty, or MC to a future PALF event

AAN Appointments & Leadership

- 37 PALF graduates have participated in another AAN leadership program—Emerging, Transforming, Diversity, Enhanced Resident, Practice, or Women Leadership.
- 158 PALF graduates (35.7%) have been appointed to serve on an AAN Committee, Subcommittee, or Task Force
- 28 PALF graduates have served as a Chair or Vice-Chair of an AAN Committee, Subcommittee, or Task Force
- 16 are current or past members of the AAN Board of Directors
 - 10 PALF graduates are current Board members: Drs. Goldenberg, Hosey, Jackson, Johnson, Jones, Kissela, Miyasaki, Stevens, Tilton, and Vidic
- 3 AAN Presidents have been PALF graduates (Drs. Griggs, Pedley, and Sigsbee); Dr. Stevens is President-elect

AAN Fellows

- 37.9% of graduates have achieved fellow status of the AAN

PALF Analysis

	PALF Graduates
Average age	42.5 (age at graduation)
Average years of AAN membership	11.1 (membership years at graduation)
Average Sections joined	2.70
FAAN	11 (class average)
Cision users (US only)	70.3%
BrainPAC donors (US only)	80.1%
Average BrainPAC donation (US only)	\$496
NOH participants (US only)	57.8%
AAN Annual Meeting attenders	88.1%

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2017 PALATUCCI ADVOCACY LEADERSHIP FORUM—ADVOCATES



**PALATUCCI
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