

Advocacy 101 in Medicine

Advocacy is an activity by an individual or [group](#) which aims to influence [decisions](#) within political, economic, and social systems and institutions. In medicine, this can take on many forms. Whether it's a physician advocating on behalf of a patient or medicine as a whole or a group advocating on behalf of themselves or a cause, advocacy is being aware of an inequity or injustice and then seeking a remedy to that inequity or injustice through a well-researched and well-framed presentation to those who have direct or indirect influence resulting in amelioration of that inequity or injustice.

This breakout session will focus on the basics of advocacy. The session will start with a brief presentation on the role of advocacy in clinical medicine and medical leadership, incorporating real-world examples. Following the presentation, attendees will have the opportunity to put these concepts into practice by breaking into dyads to role-play advocating for a cause, both as the advocator and the person receiving the message. Participants will then regroup to share lessons learned and to discuss how to incorporate these lessons into their future advocacy endeavors.

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