

Fighting the Good Fight (and being effective)

Renee Crichlow and Katherine Gergen Barnett

DFM Residents

April 2nd 2025



Learning Objectives

Demonstrate effective communication strategies for advocacy in different contexts (legislative, administrative, academic)

Apply relationship-building techniques to create sustainable partnerships across organizational hierarchies

Practice adaptive leadership skills that align mission-driven goals with institutional change processes

Agenda for Session

- Introductions and our journeys into this work
- Overview of importance of advocacy for role of family medicine
- Do's and Don'ts for FM Advocacy
- Small Group discussions about what works and what doesn't work for effective advocacy
- Small Groups report back to large groups their "Do's and Don'ts"
- Overview of what is happening at the State House
- Wrap up

Roles to Understand

Mentor —

Coach —

Sponsor —

Patron —

Ally —

Foot Soldier —

Connector —

Mole —

They DON'T know
You!

Call room at UCDavis

Lead, Follow, or Get out of the way

U of MN

If you are not at the
table, you are on the
menu

BU FMOB

Know Fear, NO fear !

Mass PC reform

Roles to Understand

Mentor —

Coach —

Sponsor —

Patron —

Ally —

Foot Soldier —

Connector —

Mole —



Highlight Family
Medicine as a
solution
wherever you can



Show your value
before there is a
problem.



Build your
network before a
crisis (both
internally and
externally)



Build your rapid
response before
you need it.



Publish your work

- Quality Improvement
- Program Evaluation
- Workforce Impact

Things To Do Before There is a Crisis (or Threat)

Things to Do When a Threat Emerges

- Organize and respond quickly (prioritize quick short-term response)
- Partner with people close to the ground
- Partner with internal leadership to develop a unified effective message
- Partner with allies outside of your group
- Do work to understand where people are coming from
- Leave a path for the other side to retreat (given them a graceful way to change their mind)
- Connect your “ask” to larger societal/community needs and issues
- Control your own narrative
- Have clear short and long term goals

1

Don't avoid sharing with people you are a family physician

2

Don't alienate or demonize those you are trying to convince

3

Don't assume you have the solution

4

Don't be defensive

Things to Avoid When a Threat Emerges

What Other Topics Do We Advocate About?

Scope of Practice

- POCUS
- Care of Children
- Procedures
- Inpatient Care
- Scope

Resources for Primary Care

What is your experience?

Small Group Discussions:



**CHANGE
STARTS HERE**



**Scan the QR Code to
register for the 2025
Family Medicine Advocacy
Summit!**







“The Ladder” Pledge, the Twelve Rungs

- 1. We believe our true self is Wise and Compassionate, and seek to know this Self.**
- 2. We take full Responsibility for our choices**
- 3. We take full Responsibility for our actions**
- 4. We strive each day to Appreciate the good in ourselves, our community and our lives**
- 5. We are determined to correct any mistake that we may have made and we are determined to take right action now and in the future.**
- 6. We embrace the truth, that each day we can be the Right person and Do The Right Thing, starting now.**
- 7. We seek to see the best parts of others and speak directly to that being.**
- 8. We seek to see the good in our communities**
- 9. We seek to serve the positive works in our communities**
- 10. We seek Knowledge, and desire to act from Wisdom**
- 11. We will spread by our actions and our lives the principles of a successful community,
“Lift as you climb, build as you grow.”**
- 1. We know we will succeed because we will never give up,**

This I Pledge.

<https://youtu.be/rkLElssCvTk?si=DNvyVBRkBLCuYK1->

Do not be daunted
by the enormity
of the world's grief.
Do justly, now.
Love mercy, now.
Walk humbly, now.
You are not obligated
to complete the work,
but neither are you free
to abandon it.

Adapted from Pirkei Avot



THANK YOU.

Crichlow@BU.edu

@ReneeCrichlowMD



Questions?

Thank you!