Launching into the Op-Ed Space An Advocacy Curriculum for Housestaff

Hannah Rosenblum, MD

PGY-4 Internal Medicine/Pediatrics

Yale-New Haven Health

March 28, 2019

Collaborators

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Expert Exercise

Op-Ed Course Overview

- Course Origin
- Structure and Curriculum
- Writing Tools to Take Home!
- Outcomes & Data

Course Origin



Course Structure









Christine Ngaruiya, MD. MSc. DTM&H Joan Cook, PhD

Marjorie Rosenthal, MD, MPH

LAUNCHING INTO THE OP-ED SPACE Spring 2019

WHAT: A 4- week curriculum focused on developing resident skills in op-ed writing and patient advocacy. Learn from some of the most impressive educators, thinkers, and scholars at Yale, pictured above! Each session consists of an interactive didactic followed by small-group workshop time. Dinner provided.

WHEN: January-March 2019 on four non-consecutive Mondays: 1/28, 2/4, 2/11, 3/11

WHERE: LMP Building, Room 3108, Trask Room- at the York Street Campus

WHO: Sign up by <u>Monday</u>, January 14 if you:

- have LOTS of experience or NO experience writing Op-Eds, but would like to learn!
- are passionate about a community health or medical topic (or many!)
- want to practice researching, writing about the information, and choosing your audience.
- are excited to actively pursue publication of an editorial that you write!
- can participate in all four sessions

Questions? Hannah.rosenblum@yale.edu or Emily.pintotaylor@yale.edu

Outcomes

- More than 50 Op-Eds authored by Housestaff
- Many Op-Eds submitted
- >10 Op-Ed published (so far!)

"Speakers were excellent, small group format was a safe space, and appropriately challenging..."

- "...we've created a long term writing group..."
- "Loved the community it built...we learned and grew with each other..."
- "I think this is a wonderful initiative that's really empowering..."

Likert scale data showing increase in writing confidence

What is an Op-Ed?



Origin of OP-ED

short for opposite editorial

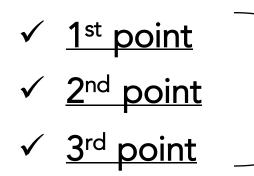
First Known Use: 1970

- Typically, it is short
- It has a clearly defined **point**.
- It has a clearly defined point of view.
- It contains the **strong, distinctive** voice of the writer.
- 600-750 words



Anatomy of an Op-Ed

- Lede- around a news hook
- > <u>Thesis-</u> Statement of argument– either explicit or implicit
- > <u>Argument-</u> Based on evidence



*stats, news, reports from credible organizations, expert quotes, scholarship, history, first-hand experience

- "To be Sure"- acknowledge & dismiss, validate & trump; address caveats
- Conclusion- circle back to lede/call to action around a news hook

Op-Ed Dissection



Op-Ed Dissection

All decent people feel sorrow and righteous fury about the latest slaughter of innocents, in California. Law enforcement and intelligence agencies are searching for motivations, including the vital question of how the murderers might have been connected to international terrorism. That is right and proper.

But motives do not matter to the dead in California, nor did they in Colorado, Oregon, South Carolina, Virginia, Connecticut and far too many other places. The attention and anger of Americans should also be directed at the elected leaders whose job is to keep us safe but who place a higher premium on the money and political power of an industry dedicated to profiting from the unfettered spread of ever more powerful firearms.

It is a moral outrage and a national disgrace that civilians can legally purchase weapons designed specifically to kill people with brutal speed and efficiency. These are weapons of war, barely modified and deliberately marketed as tools of macho vigilantism and even insurrection. America's elected leaders offer prayers for gun victims and then, callously and without fear of consequence, reject the most basic restrictions on weapons of mass killing, as they did on Thursday. They distract us with arguments about the word terrorism. Let's be clear: These spree killings are all, in their own ways, acts of terrorism.

p for the Opinion Today stter

kday, get thought-provoking ary from Op-Ed columnists, The Times loard and contributing writers from e world. Opponents of gun control are saying, as they do after every killing, that no law can unfailingly forestall a specific criminal. That is true. They are talking, many with sincerity, about the constitutional challenges to effective gun regulation. Those challenges exist. They point out

Lede/newshook

Thesis: "bigger picture – focusing on motives for crime/perpetrators alone insufficient"

> Thesis/ Argument: "political leaders need to be held accountable"

Evidence: "political leader lack of concern shown by voting patterns"

To be sure: presenting opponents' views/ likely counterarguments

Op-Ed Dissection

Those challenges exist. They point out that determined killers obtained weapons illegally in places like France, England and Norway that have strict gun laws. Yes,

they did.

But at least those countries are trying. The United States is not. Worse, politicians abet would-be killers by creating gun markets for them, and voters allow those politicians to keep their jobs. It is past time to stop talking about halting the spread of firearms, and instead to reduce their number drastically — eliminating some large categories of weapons and ammunition.

It is not necessary to debate the peculiar wording of the Second Amendment. No right is unlimited and immune from reasonable regulation.

Certain kinds of weapons, like the slightly modified combat rifles used in California, and certain kinds of ammunition, must be outlawed for civilian ownership. It is possible to define those guns in a clear and effective way and, yes, it would require Americans who own those kinds of weapons to give them up for the good of their fellow citizens.

What better time than during a presidential election to show, at long last, that our nation has retained its sense of decency?

Argument: "political leaders facilitate WOULD-BE killers"

To be sure: presenting

opponents' views/ likely

counterarguments

To be sure: presenting opponents' views, confronting likely counterarguments

Conclusion

Writing Exercise

About Pitching

Dear _____,

My name is Joan Cook and I'm a psychologist/Associate Professor at Yale University. For the past 20 years, I've been researching traumatic stress and clinically treating a range of trauma survivors -- combat veterans, men and women who have been physically and sexually assaulted, and people who escaped the former World Trade Center towers on 9/11.

Over the past three years, I've written nearly 70 op-eds for CNN, The Hill, and USA Today among others, and was a regular contributor to TIME Ideas.

Pasted below please find a submission on how there is better awareness of the effects of traumatic events but some bad information online. I suspect the world is experiencing an uptick in online searches since the increase in terrorist attacks and school shootings.

Thank you for your consideration, Joan

Signature line

Diverse Writing Styles



Truth is trickier than fiction

More from Vimeo Staff Picks

Autoplay next video

Troubleshooting/Trolls

Social Media /Twitter



Basic Supplies for New Parents- Hartford Courant



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Opinion

Op-Ed: When A Mom Can't Afford A Baby Thermometer

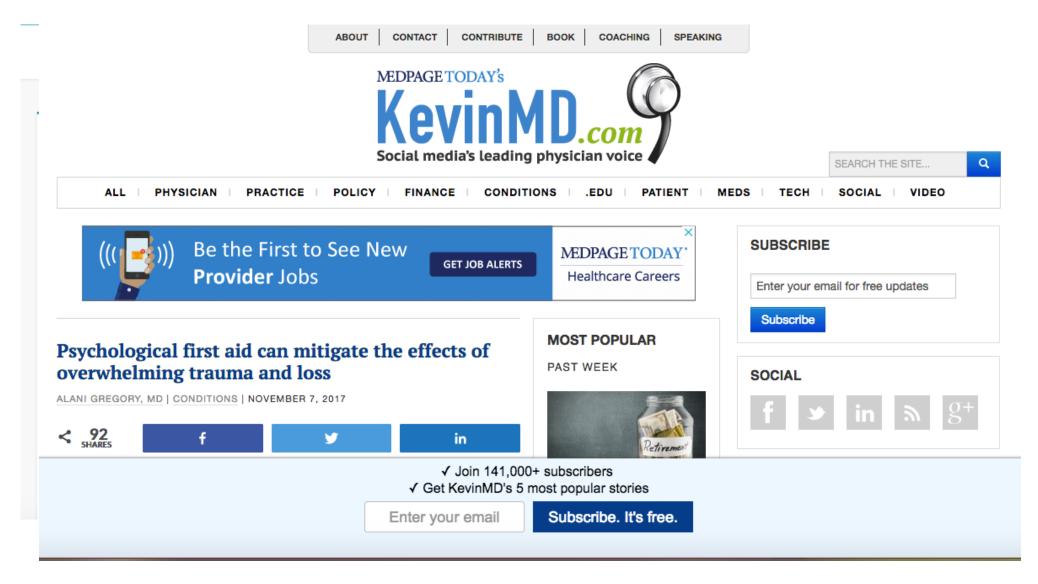


"And where am I going to get \$10?" the baby's mom asked when I told her to buy a thermometer. (Getty Images/iStockphoto)

By Dr. Rebecca Vitale

MARCH 7, 2018, 6:00 AM

Trauma after Natural Disaster- STAT & Kevin MD



Safe Injection Sites- Hartford Courant



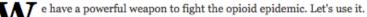
Legal Injection Sites Key In Connecticut Opioid Fight



Roughly 21 percent to 29 percent of patients prescribed opioids for pain misuse them. (Aug. 23, 2017) (Sign up for our free video newsletter here http://bit.ly/2n6VKPR)

By JASLEEN SALWAN

OCTOBER 31, 2017, 6:00 AM



Prescription Drug Costs- CT Mirror



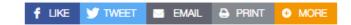
PERSPECTIVES ON CONNECTICUT

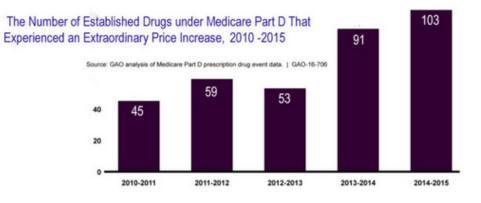
ABOUT CONTACT

HEALTH CARE

The General Assembly can – and should – contain the cost of prescription drugs

MAY 4, 2018





s a physician, far too often, I see the consequences of unfair prescription drug pricing on patients in our community. One of the first patients I ever cared for at the primary care center where I currently practice was a middle-aged man with poorly controlled diabetes. His diabetes is in part uncontrolled because he cannot afford to pay for the medications and supplies needed to manage his condition.



Public Charge Policy- New Haven Register

FORUM

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:d

New public charge policy is detrimental to health of families

By Dr. Julia Rosenberg

Visits to a child's doctor's office cover much more than a physical exam; as pediatricians, we focus not just on aches and pains but also emphasize nutrition, safety, housing, and social support foundations for adequate growth and development of young minds and bodies.

A new public charge proposal from the Department of Homeland Security, however, threatens the health and wellbeing of children and their families. This proposal will dramatically expand the classification of "public charge," a term used to define governmental dependence. Immigrants who receive the "public charge" designation are limited in their ability to apply for visas and lawful residency status. The intended effect, according to Homeland Security Secretary Kirstjen Nielsen, is to, "promote immigrant self-sufficiency." The negative consequences, however, will be felt strongly by children and families.

The expanded policy will negatively impact immigrant patients who receive support for housing, food services, and health care. These factors, among many other troubling criteria — including certain medical conditions, household size, income, and age — will all be considered by the Department of Homeland Security when determining if an immigrant qualifies as a "public charge."

In the past, when hard-working parents brought their children to the office

Where STAND Where crucial to their

health and well-being. Parents and providers could breathe easier, knowing that when children and their families are enrolled in these services, they would be healthier.

Unfortunately, families now have reasons to be fearful. Parents may soon be forced to make an impossible choice between receiving vital services for their children and remaining in the country with their family, unseparated. Many more families will likely forgo governmental assistance because of the confusion that the policy has created. Already, (even though, importantly, this policy will not be retroactive in its implementation), many families have expressed fear and hesitancy to seek the support they need.

Again and again, we have seen the true victims of the current administration's supposed "zero tolerance" and related immigration policies: families and children. To be sure, security at our borders is crucial, but this policy does little to address security. Rather, it affects children and families—many of whom are legal citizens and residents—in every corner of the country, including here in Connecticut.

I am heartbroken that some of the most inspiring and hardworking patients in my care face increasing fears and stressors daily that impact the health of their families, and so I plan to share these concerns to the Department of Homeland Security, echoing the concerns of my patients and their families. We cannot support policies that result in families and children suffering in fear.

Dr. Julia Rosenberg is a pediatrician at Yale New Haven Hospital.

Letters: 300-word limit, signed and phone number included. We reserve right to edit for space and clarity. Send to New Haven Register, HAVE YOUR SAY, 100 Gando Dr., New Haven, 06513; or email to letters@nhregister.com.

K2 Overdoses- Hartford Courant

OP-EDS OPINION

On-Site Solution To New Haven K2 Overdoses



By PHIL COSTELLO AND EMILY PINTO TAYLOR AUG 28, 2018 | 6:00 AM



Paramedics and EMTs respond to one of three simultaneous drug overdose victims on the New Haven Green Aug. 16, the second day of such occurrences. (Brian A. Pounds / AP)

HPV Vaccine- Hartford Courant & CT Mirror

	THE HARTFORD COURANT	FRIDAY, OCTOBER 5, 2018 A
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COURANT.COM/OPINION		
	The Valate	T T I GARAN
	LETTERS	

in Connecticut.

Haven, this rings true. But parents and doctors can't do

cancer

this alone. We need our state

nation by requiring the HPV

legislators in Hartford to enact

requirements to vaccinate more

I urge our legislators to lead the

vaccination for entrance to middle

would greatly boost the number of

adolescents vaccinated against HPV.

and put Connecticut rates on par with

other life-saving vaccinations against

diseases like meningitis, tetanus or

Teacher Retirement

In his Sept. 21 op-ed "Stemerman,

GOP Don't Grasp Fiscal Problems,"

System At Work

UConn Payments **Fully** Transparent

The article published in The Hartford Courant on Sept. 11, "UConn Department Head Resigns After Audit Reveals Improper Travel Expenses" [courant.com], overstated the amount I approved, and this can be easily verified by the UConn audit report.

The compensatory overtime to my administrative assistant allowed us to save significant amount of money, as this was due to an unfilled staff position. The compensatory overtime was in lieu of hiring a full-time staff member. Approvals that I sought went through the same process as every other compensatory overtime and travel request. I was fully transparent and went through all the processes that were in place.

During the course of my leadership in the last decade, I worked tirelessly to help improve the research reputation and the rankings of UConn, brought in over \$6 million in annual revenue, expanded our programs and services to multiple campuses, and provided educational opportunities to thousands of students who can attest to the quality and commitment that I had for UConn and my profession.

polio. Ram Gopal, South Windson

State Must Require HPV Vaccination On Sept. 20, an article in The

Courant, "HPV-Related Cancer Rates Outpace Vaccine Rates," [courant.com]

of human papilloma virus, or HPV, facts concerning the state employees' related cancers, despite the widespread availability of a safe and pensions and the efforts made to address pension underfunding, both for the benefit of the state budget and effective anti-cancer vaccine against HPV. It also described the troubling the benefit of the employees. gender and racial disparities that However, the governor emphasized: persist in HPV vaccination "What is true, but goes unmentioned administration rates nationwide and by Mr. Stemerman, is that our

Teachers' Retirement System is in Highlighted in the article was the worse shape than the state employees' importance of clinicians offering this retirement system." Pew says that vaccine to young patients, as well as "TRS's risk of insolvency is not parents' acceptance of the insignificant." immunization for their kids. As a Beginning with my first paycheck in 1968, the state deducted 6 percent for physician caring for children and adolescents in Waterbury and New

plan.

the retirement fund. The plan was designed so that two thirds of the fund would come from teacher contributions and one third would come from the state. I kept my part of the deal, but the state did not. Instead, children and stop these rising rates of the legislators chose to underfund the pension obligations in order to balance budgets year after year.

To make matters worse, Connecticut teachers are not eligible school. Making the vaccine mandatory to receive Social Security benefits that most people take for granted - Social Security spousal benefits for a widow or widower and, in some cases, Medicare. For those teachers who earned enough quarters to get Social Security benefits, those benefits are reduced more than 50 percent. Hannah Rosenblum, M.D., New Haven The well-being of all teacher retirees depends solving the pension-funding crisis. Let's hear the

Margaret Rick, West Hartford



PERSPECTIVES ON CONNECTICUT

HEALTH CARE

Parents: Vaccinate your sons and daughters against cancer!

OCTOBER 5, 2018

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ith the start of autumn comes all of the usual preparations for back-to-school: gathering supplies, buying new clothes and ...visits to the doctor. As a physician practicing in Waterbury and New Haven, I've spent the last several weeks seeing children for their yearly 'well-child visits.' After the routine topics have been covered, savvy kids know to ask: "Am I getting any shots today?"



ABOUT CONTACT

Most of the vaccinations recommended by the Centers for Disease Control and required to enter public school in Connecticut are administered in early childhood and completed by age 4, and then begin again at age 11 (excepting the yearly influenza vaccine). But there is an additional and essential vaccine that was explicitly developed to prevent cancer: the vaccine against human papilloma virus (HPV). Our practice proudly offers it to boys and girls beginning at age 9.

Parents: I urge you to protect your child against cancer with this immunization against HPV.

Government Shutdown-KevinMD



ALL | PHYSICIAN | PRACTICE | POLICY | FINANCE | CONDITIONS | .EDU | PATIENT | ME

Learn how we're reducing Alzheimer's risk through behavioral interventions				
Weill Cornell Medicine	⊣NewYork-Presbyterian	🖆 Columbia		

The crippling health effects of another government shutdown

ALANI GREGORY, MD | POLICY | FEBRUARY 12, 2019



At midnight on February 15th, if Republicans and Democrats don't come to an agreement about border security funding, the <u>American people will be facing the</u> <u>possibility of a third government shutdown</u> since President Trump took office. The most recent government shutdown — the longest in history at 35 days — left nearly 800,000 Americans furloughed or working without pay. Federal benefits that millions of

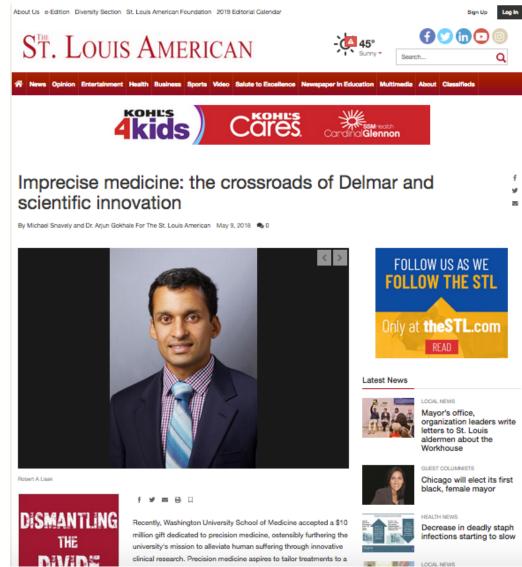
MOST POPULAR

PAST WEEK



Why do patients call me by my first name? KAREN FAHEY, MD I PHYSICIAN

Precision Medicine- St. Louis American



Peer Review- Medscape

Edition: ENGLISH DEUTSCH ESPAÑOL FRANÇAIS PORTUGUÊS



Perspective > Medscape

COMMENTARY

To Maintain Trust in Science, Lose the Peer Review

Benjamin Mazer, MD, MBA; John M. Mandrola, MD DISCLOSURES | February 19, 2019





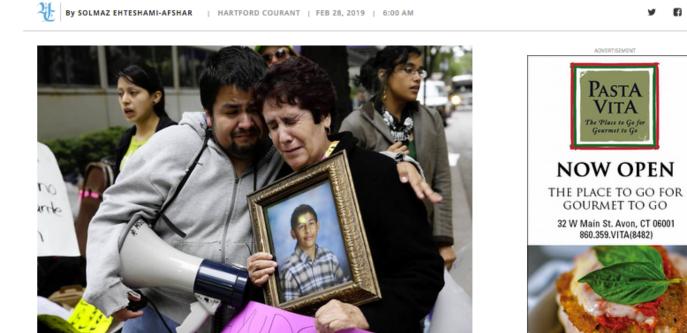
"Trust me, I'm a doctor." In the Internet age, that phrase has never been more fraught. Uncertainty is the rule in medicine and science. In an ideal world, doctors, scientists, and laypeople would independently evaluate the evidence behind any scientific or medical statement. Instead, scientific and medical

Recommendations

Undocumented Patients- Hartford Courant



The problem of health care for undocumented immigrants



Activist Jesus Campuzano comforts hunger striker Maria del Carmen Garcia, 65, as she joins picketers outside Northwestern Memorial Hospital on Monday, demanding that uninsured, undocumented immigrants are given equal access to organ transplants. Garcia's 21-year-old son Marcos Alvarez, in the photo, is on dialysis and needs a kidney transplant. (Michael Tercha/Chicago Tribune) (Michael Tercha, Chicago Tribune)

NOW OPEN THE PLACE TO GO FOR 32 W Main St. Avon, CT 06001



TO VIEW OUR HOURS AND COMPLETE MENU PLEASE VISIT: DACTAV/ITA

Care Coordination-Journal of Graduate Medical Education

ON TEACHING

I Care (Coordinate) About You

Sharon Ostfeld-Johns, MD

ou don't have insurance, so I call the making the next step after hospitalization safe. It's a pharmacy to find out how much your prescriptions will cost, because I know what you can afford. I imagine you arriving at the pharmacy and being told your medicines are too expensive, and the choices you might have to make.

You are homeless and have been living out of your car. You are next in line to get low-income housing, but you become hospitalized with an infection in your foot that has spread to the bone. You need surgery and weeks of intravenous antibiotics. You are going to miss the deadline to sign your lease if you have the surgery when it's currently scheduled. I call the surgeons and make sure it's safe to perform the procedure sooner, then pressure them to reschedule. I know the only chance you have for recovery is housing.

You were on a downward trajectory in the intensive care unit and not eating well. The intern asked what

lot of time on the telephone, a lot of time on hold. A lot of time finding the right person to talk to, or the right form to fill out. It still involves sending faxes and dialing pagers. It's follow-through and multitasking and mental energy.

Many studies have found that physician (and specifically resident) burnout increases as time with patients decreases.¹ Residents spend half their time in front of a computer screen,² decreasing job fulfillment proportionally. Electronic health records are blamed for increased documentation requirements that take physicians away from the bedside, but for the most part, it is necessary and potentially life-saving documentation, because medical care has increased in complexity. There's more to coordinate. It's easy to say it's more fulfilling to be at the bedside. It's easy to get frustrated when there are obstacles. It's easy for residents to feel overwhelmed and build walls against

Survey Data 2017-2018

PRECOURSE ALL	AVERAGE WRITING ABILITY (1-10)	AVERAGE OP-ED WRITING ABILITY (1- 10)	AVERAGE COMFORT (1-10)
	6.16	4.40	3.03
TOTAL (39)			
%			

		AVERAGE OP-ED WRITING ABILITY (1- 10)	AVERAGE COMFORT (1-10)
	7.16	6.74	6.98
TOTAL (35)			
%			
%			

Discussion



Resources

Reach out!

Hannah Rosenblum (MP-4) hannah.rosenblum@yale.edu

Emily Pinto Taylor (MP-4) emily.pintotaylor@yale.edu

Christine Ngaruiya, MD <u>christine.ngaruiya@yale.edu</u>



"OK, let me play advocate for a minute ... "