

San Diego Society, National Medical Association 2006 Strategic Plan: Goals/Objectives/Activities

Mission: To uphold the vision, mission, and goal of the NMA and, where applicable locally, support organizational programs of the national office.

Goal: PROFESSIONAL EDUCATION

Keep NMA members abreast of rapidly occurring advances across the various medical specialties and the changes affecting medical practice.

SCIENCE AND SCHOLARLY EXCHANGE

Advance scientific and clinical knowledge to identify and facilitate new directions in medicine.

PUBLIC HEALTH

Prevent health problems and promote healthy lifestyles, particularly among African American and underserved populations.

HEALTH POLICY

Advocate to improve the status of health and the quality and availability of health care to African American and underserved populations.

MEDICAL EDUCATION

Facilitate an increase in the representation of African Americans and other underrepresented groups in medicine.

RECOGNITION

Honor those who have made outstanding achievement pertaining to health, medicine and the National Medical Association.

Approach:

- A. Disseminate National, Regional, State, and local information to the San Diego physician.
- B. Hold at least two annual local CME symposiums.
- C. Promote the efforts of National and local Immunization efforts and other public health campaigns as they develop.
- D. Create a venue for local physicians, in all disciplines, to address issues that are of immediate concern to their practice of medicine.
- E. Contribute to local efforts at UCSD to increase awareness about diversity in healthcare.
- F. Resume efforts of the previous Mickey Leland Scholarship Awards Program.
- G. Maintain collaborative approach and continue to develop and enhance strategic partnerships to achieve the goals of NMA

Objectives and Activities:

- A. **By June 2006**, the San Diego Society of the NMA will approve a written plan for dissemination of information to local constituents to improve communications and enhance membership (Membership Chair).
 - Develop a local physicians director by June 2006
- B. **By April 2006**, convene at least one 4 hour symposium

- C. By June 2006, approve a written plan that integrates efforts to participate with the National Immunization plan and the local I-3 Immunization Initiative.
- Promote the current CDC guidelines for immunization of children, youth, and adults.
 - Advocate for access and availability of vaccines for seniors and adults at risk.
 - By July 2006, solicit at least one (1) NMA member in private practice to volunteer for participation in the County of San Diego, CDC-AACASA software pilot testing for assessing adult and adolescent immunization coverage pilot testing program.
 - Participate in any promotional campaign to encourage the immunizations for all age appropriate individuals.
 - By November 2006, in collaboration County of San Diego, I-3 Initiative, develop an educational news announcement and place in the local Voice and Viewpoint magazine about the importance of the adolescent health visit. Plan for initial distribution in conjunction with “back to school” activities.
- D. By November 2006, complete the performance objectives of the CMAF Mini-grant on diabetes.
- By January 2006, identify culturally and linguistically appropriate educational materials about the prevention of type 2 diabetes.
 - By January 2006, Identify successful community partners engaged in prevention efforts to facilitate dissemination of educational materials.
 - By October 2006, create a website to post culturally and linguistically appropriate education materials regarding the prevention and treatment of type 2 diabetes.
 - By November 2006, promote the availability of the selected educational materials to NMA San Diego Society members, other healthcare providers, and general public.
 - By November 2006, disseminate a Diabetes Resource Guide to local ethnic physicians to facilitate and strengthen their work with patients at risk for diabetes.
- F. Resume efforts of the previous Mickey Leland Scholarship Awards Program.
- By January 2006, Assign member to coordinate and strengthen membership efforts (Dr. Rapier)
 - By February 2006, convene a Medical Student Mixers (Welcome to new and old students).
 - By September 2006, develop a written plan to conduct the next Mickey Leland Scholarship Awards Program (Stephanie Edwards).
 - By September 2006, secure \$500 from 10 NMA members to contribute to the development of a local Endowment Fund for the Mickey Leland Scholarship Fund. (To date one physician has made this contribution).
 - By January 2006, secure 10 - \$5000 matching funds for the Mickey Leland Scholarship Fund.
 - By May 2008, develop the Mickey Leland Scholarship Endowment Fund through UCSD School of Medicine.
- E. Develop and maintain collaborative approaches to enhance strategic partnerships in achieving the goals of NMA
- By July 2006, develop a plan to form a better alliance with other existing healthcare organizations comprises of African American professional and other medical professional organization. These include, but are not limited to, the San Diego Black Health Associates, Black Nurses Association, Kemet Coalition, CMAF, etc.

Priorities:

1. Increase local NMA membership
2. Develop plan for Mickey Leland Fund
3. Maintain strong ties with medical students and pre-med students.
4. Formulate strategic partnerships with other organizations that are interested in the health of African Americans and people of color.