

San Diego Society, National Medical Association 2007 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.

Strategies:

- 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 mentoring undergrad and medical students at UCSD to increase awareness the workforce 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 November 2006, advertise regional and national 2007 meetings.
 - Encourage attendance at 2007 NMA Regional meeting in Northern California
 - Encourage attendance at 2007 NMA Annual conference in Hawaii
- B. By December 2007, convene two weekend symposia
 - Schedule one symposium sponsored by Pharma (i.e., Pfizer sponsored)
 - Schedule one symposium with the Association of Black Cardiologists (ABC).

- C. By June 2007, 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.
 - Participate in any promotional campaign to encourage the immunizations for all age appropriate individuals.
 - By September 2007, 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. (Collaborate with the State Department of Health and Human Services and local Health Department)
 - By August 2007, develop strategies for evaluating adult immunization activities.
 - By July 2007, identify pharmaceutical funding source for this objective (Ex: Merck)
- D. Collaborate with private and public entities to develop a venue or forum to voice concerns about issue that impact the practice of medicine.
- By December 2006, develop plan to collaborate with local Network of Ethnic Physicians Organizations to discuss issues related to access of healthcare.
 - By December 2006, develop plan to collaborate with the San Diego Kemet Coalition to educate local physicians regarding HIV/AIDS in communities of color.
 - By December 2006, develop plan to collaborate with the California Black Health Network to address cardiovascular issues and its risk factors in the African American community.
- E. Establish mentoring activities to undergrad and medical students at UCSD to increase the workforce diversity in healthcare.
- Continue to work with UCSD in planning the UCSD Diversity in Medicine Symposium, Oct 2007,
 - Continue to work with Dr, Sandra Dailey to make members available to provide mentorship to local students.
 - Work with national medical student mentoring program.
- F. Resume efforts of the previous Mickey Leland Scholarship Awards Program.
- By February 2006, increase local membership by 25 percent.
 - By February 2007, develop a written plan to conduct the next Mickey Leland Scholarship Awards Program in Fall 2007. (Stephanie Edwards).
 - By September 2007, host a resurrected Mickey Leland Scholarship Program.
 - By September 2007, 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 October 2007, convene a Medical Student Mixers (Welcome to new and old students).
 - By January 2008, 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.
- G. Develop and maintain collaborative approaches to enhance strategic partnerships in achieving the goals of NMA
- By February 2007, develop a plan to form a better alliance with other existing healthcare organizations comprises of African American professional and other professionals of color. These include, but are not limited to, the San Diego Black Health Associates, Black Nurses Association, etc.

Priorities:

1. Increase local NMA membership
2. Increase capacity of the local organization
3. Maintain strong ties with medical students and pre-med students.
4. Increase fundraising efforts for scholarship fund.

Health Priorities/Initiatives:

1. Immunization
2. Diabetes
3. HIV
4. Cancer