

# Report of the Task Force on Outreach and Recruitment Family and Community Medicine

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## **Introduction**

The Department of Family and Community Medicine (FCM) Task Force on Outreach and Recruitment was appointed by Kevin Grumbach, Chair of the Department, to develop a strategic plan for FCM to play a more active and effective role in addressing the under representation of many ethnic groups in the health professions in general, in the student body of the UCSF School of Medicine, and in the UCSF-SFGH Family Practice Residency Program. The Task Force first met in September 2003.

We had extensive informational discussions sparked by the questions posed to the Task Force and identified areas for potential improvement. The following is a summary of our discussions and key recommendations.

## **Health career outreach and recruitment to underrepresented communities**

To promote the allied health sciences to underrepresented minority communities, we should target younger students and their families, beginning with Middle Schools, High Schools, and potentially Elementary schools. Mentoring relationships in particular were thought to be among the most powerful outreach tool. Many members on the committee identified early mentoring relationships as critical in making educational decisions and in choosing a career in health care. Mentoring relationships can be of different ranges, from a one-time visit to a longer-term association, depending on the organizational structure. Even single health presentations – by students, residents or faculty members, can help promote both the excitement of having a career in health care, and the specific needs that underrepresented community members can help fill. Angie Miller, with support from our department, has been able to organize a series of these presentations, and has recently begun to include medical students and residents.

Our Department has several points of contact with community organizations, and should use these to facilitate and promote this important outreach. The UCSF Medical School offers several programs for students interested in health care – yet it is difficult to find information about them, making it very difficult for us to help promote them.

### *Recommendations:*

1. The new Department Community Resource Center should incorporate a special project to coordinate activities, organized by the Department, of outreach to students in the continuum from elementary school through college.
2. Residents should be encouraged, during their COPC curriculum, to include outreach to students in the neighborhood that becomes a focus of their project.
3. Presentations like those that Angie Miller has organized should be supported, through Departmental resources to help defray costs, and by supporting resident time spent in planning and participation.
4. The Department should work with the Dean's Office to coordinate information and resources for the many programs that currently exist through the medical school – so that students, their families, and mentors can more easily access both the information and programs. These programs include:
  - The Outreach & Post Baccalaureate Program  
<http://www.medschool.ucsf.edu/postbac/>
  - UCSF-Mentorship Program (Rachel Goldstone)
  - UCSF-Fresno Latino Center for Medical Education & Research/Doctor's Academy  
<http://www.ucsfresno.edu/latinocenter/programs.htm>  
<http://www.aamc.org/newsroom/reporter/june03/pipeline.htm>
  - UCSF-Video Teleconference (Eugene Salazar)
  - UCSF-Registered Campus Organization (RCO) Outreach (various students)
  - Chancellor's Steering Committee on Diversity  
<http://itsa.ucsf.edu/~diverse/finalrpt.html>  
<http://itsa.ucsf.edu/~diverse/excellence.html>

### **UCSF Medical School**

Medical school admissions committees greatly influence the make-up of the medical profession, and are a key area for FCM influence. In the year 2002, 25% of the U.S. population were members of underrepresented minorities, whereas only 11.2 % of medical grads were. The Department should have representation on the UCSF committee and use its influence to ensure that it adequately represents California's ethnic and regional communities. Participation in the committee represents a large time and energy commitment.

Community Health Fairs are an important point of providing community service for minority medical students. Breakdown in administrative support and increasing workloads in the first two years of school have threatened the tradition of this important outreach that has served communities in the Mission, Excelsior, Bayview, and Potrero Hill Neighborhoods. The Department's involvement could serve an important role of mentorship for students who envision their careers including family medicine, primary care, public health, and community activism. Alliances can include:

- Family Medicine Interest Group
- Student National Medical Association
- Latino Medical Student Association
- Centers of Excellence

***Recommendations:***

1. The Department should provide time and resources to plan, in collaboration with some of the student groups at the medical school, at least one health fair this academic year.
2. At least one UCSF Family Medicine faculty member should be assigned to the medical school admissions committee. Time and corresponding salary for this faculty member should be allotted specifically for this activity.
3. The Department should work with UCSF-sponsored programs, such as the Minority Mentorship-Mentee lecture series for faculty and residents, to distribute information and encourage residents and faculty members to participate to the fullest extent possible.

**UCSF-SFGH Family Practice Residency Program**

Strengths of the Program's residency training should attract minority students who are interested in community health. The Program needs to find better ways of stating its commitment to diversity, and to inform applicants about: its curricular strengths, the diversity of residents and faculty members, and the strengths of training in the diverse community served by SFGH.

***Recommendations:***

1. The Residency Program's mission statement should include a declaration of our commitment to recruitment of underrepresented minority students.
2. The Program's website should highlight resident's work in COPC and include links to key community organizations.
3. The Department should sponsor residents to travel to and promote the Program at important regional, state and national health conferences that might include: Student National Medical Association (SNMA), SUMA (Stanford University),

CHE regional conference, Future Leaders of America (FLAMA), Centers of Excellence, CMSA, Advancement of Chicanos and Native Americans in Science (SACNAS), AMA conference, AAFP conference.

4. Special outreach should be planned for minority medical students who apply to the Program, including hosting by and pairing of applicants with minority faculty members and residents, targeted informal meetings, post-interview phone follow-up calls, notes, and letters (from individuals and from Task Force, e.g.).
5. The Program should sponsor informal gatherings of minority residents and faculty members (and might include students), to help promote and facilitate mentoring relationships.

### Department of Family and Community Medicine

The following recommendations came out of the general discussion and do not fit squarely within any of the above categories.

#### Recommendations:

1. An ongoing working group should be established to continue to address these issues and to help maintain ongoing activities that are critical to achieve our goals in each area.
2. The Department should formulate and disseminate a policy statement concerning minority health that speaks to our commitment to improving the health of minority communities and to eliminating the under representation of minority ethnic groups in the health professions.
3. The Department should work towards increasing the number of underrepresented minority faculty members, and to improve their retention.