

NATIONAL CENTER FOR MEDICAL EDUCATION, DEVELOPMENT AND RESEARCH

CHRISTMAS GOES PINK!

Happy Holidays from the National Center for Medical Education, Development and Research. This month our center was involved in a dynamic initiative where we were able to engage with nearly 600 stakeholders including patients, medical professionals, and the community. The event, Christmas Goes Pink was held December 9, 2017 on the campus of Meharry Medical College. Experts from Meharry Medical College, the Tennessee Department of Health, Metro Nashville Health Network, the Intercultural Cancer Council, Self-made Health Network, Vanderbilt - Ingram Cancer Center, the Tennessee Cancer Coalition, the Health Committee of the Parthenon Links and Saint Thomas Medical Partners, as well as legislators and breast cancer survivors, discussed breast cancer incidence and mortality among African-American women in East, Middle and West Tennessee.

They also explored the impact of breast cancer on women's physical, mental and spiritual health; the importance of early screening; and ways to reduce health disparities related to breast cancer while improving outcomes for those with the disease. We had the opportunity to interview Glenda Massingale Mason, 19th Central Area Director for the Links, Incorporated and the presidents of Links Chapters who provide service to Nashville, Tennessee and surrounding areas. Christmas Goes Pink in Nashville provided an opportunity to discuss breast cancer and mortality rates of African-American women diagnosed with the disease. African-American women are diagnosed later and are twice as likely to die from the disease. As a national center we successfully led efforts to ensure that people who identify as LGBTQ, Homeless Persons, and Migrant Workers were invited and were included in the event focused on this disparity in an effort to raise awareness of breast health in the African-American community and for vulnerable populations.

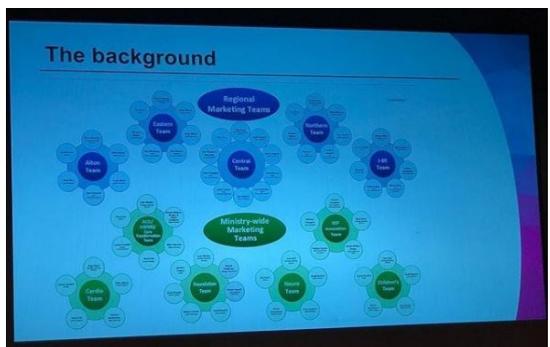


MAYO CLINIC SOCIAL MEDIA NETWORK (MCSMN) ANNUAL CONFERENCE

This month we also participated in the Mayo Clinic Social Media Conference in Scottsdale, Arizona. In this newsletter you will find highlights of the conference. During our team debriefing we identified seven take-aways from the conference that may be of interest to you. Social media is part of daily communication and medical professionals must be aware of what tools are available. At the center we use Twitter, Instagram, Facebook, YouTube and our website to interact with our stakeholders. Our primary method is Twitter. We use Instagram to capture photographs and slide shows from events. Additionally, we use Facebook and YouTube for live streaming and capturing video content from our events. It is important to note, that communities of practice must identify how they will use social media to fulfill their mission and goals.

- Know your mission and stay focused on what your strengths are.
- Be consistent with social media. Find what works well for your organization and keep your content fresh and interesting.
- Have a budget for social media. While there are many free options, having a budget for staff and social media promotions can increase your ability to reach your target audience.
- Research and select the platform that works best for your organizational goals.
- Identify who will manage the day to day social media accounts.
- Be honest with what's working well and what's not working well
- Don't be afraid to change your strategy to achieve your goals.

We would like for you to review our social media pages and tell us what you like about our pages. Please feel free to let us know if you think anything is missing. We want to hear from you. Click [here](#) to visit our website and social media pages.



MEET THE TEAM

Faculty



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This year was an exciting time for us. We have included some highlights of our 2017 journey. Our goal continues to include the enhancement of communication among our established communities of practice that will promote the widespread enhancement of a high quality, primary care workforce and produce better health outcomes for LGBT, homeless and migrant worker populations. With your support, this is possible. Thank you for staying connected with us. We look forward to working with you in 2018.

Sincerely,

Dr. Katherine Y. Brown, Director, Communities of Practice

Share your story

We want to hear from you. Have you received an award? Will you be presenting at a conference? Are you hosting a conference? Please e-mail: Katherine Brown Kbrown@mmc.edu. The deadline for each newsletter is the 1st of each month.

Can you name our year one research topics?

- Identify how medical schools are teaching students to address implicit physician bias towards vulnerable populations; and
- Find out how they are preparing students to introduce preventive measures such as Pre-Exposure Prophylaxis (PrEP) to vulnerable patients in order to prevent HIV.
- Click [here](#) to visit our website and learn more about our work.

Let's Stay Connected!

Click the icons below to visit us on social media.

Please join our pages and don't forget to use our hashtags [#communitiesofpractice](#) [#NCMEDR_Meharry](#)

About the National Center for Medical Education, Development and Research (NCMEDR)

Meharry Medical College was recently funded by the Health Resources and Services Administration (HRSA) to establish a new academic administrative unit under grant number UH1HP30348. The new center is an academic unit (AU) housed in the Department of Family and Community Medicine at Meharry Medical College through a cooperative agreement with HRSA to evaluate the evidence-base for primary care interventions targeting vulnerable populations to transform primary care training in medical education and clinical practice in Tennessee and within the United States. The goal of the center is to transform primary care training and clinical practice in the United States through curriculum transformation in primary care.

Mission

To use a systems-level research framework to identify and evaluate primary care interventions targeting vulnerable populations in order to be effective in transforming primary care training and clinical practice to enhance models of care for vulnerable populations.

Vision

To enhance primary care training for health care professionals in improving the quality of health for vulnerable populations.

Disclaimer: This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UH1HP30348, entitled academic Units for Primary Care Training and Enhancement. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

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