

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



Maryland Chapter

MDAAP Strategic Plan - FY14

Goals & Objectives

Planning Meeting - Leadership Counsel 6/5/13

Membership

Goal: To increase membership throughout the fiscal year.

Strategy:

1. Promote chapter membership beyond the website and newsletter through meetings, workshops and visiting practices
2. Direct mail campaign to state opt out, lapsed members and newly boarded physicians
3. Hold leadership trainings to engage and encourage future leaders
4. Through grand rounds, encourage additional membership and work through hospital pediatric departments to promote membership
5. Further promote "Maryland only" membership
6. Consider promoting associate membership for PNP's and PA's
7. Review membership fees, especially for Emeritus membership
8. Involve regional representatives in the solicitation of non-members to join the chapter
9. Identify a chapter champion for membership to work with the Sec't/Treas on membership
10. Recruit residents by involving them early in their careers and assigning specific tasks to them

Professional Advancement

Goal: To provide opportunities for all chapter members to advance professionally.

Strategies:

1. Continue and enrich the chapter's QI efforts with the goal to provide multiple opportunities for all interested pediatricians
2. To seek funding in order to provide helpful resources for practices which seek it
3. Educate pediatricians on how to discuss gun violence and violence in general with parents and children
4. Promote emotional health in practices
5. Develop primary care intervention skills so parents get the resources they need
6. Promote BI PED in practices
7. Direct ongoing focus on hospitalist's collaboration and quality metrics

Child Health Improvement & Advocacy

Goal: To advocate for the improvement of child health

1. Seek the opportunity to have the chapter involved with additional LHIC's
2. Push for hospitals to become best practice or baby friendly environments
3. Establish developmental screening in childcare provider settings
4. Establish a poverty issues committee in line with the national interest in these issues
5. Link with national plan to help impact epigenetic, toxic stress, poverty and health disparities.

6. Work to increase reimbursement for mental health services in primary offices through Medicaid
7. Advocate for better school start times, parental consent for tanning, and safe sleep comprehensive educational model
8. Work with the state and other interested organizations to increase dental coverage for children

Communication

Goal: To increase the quality and quantity of effective chapter communications with members and others in related fields and organizations.

Strategies:

1. Continue sending surveys and asking questions of members as to how the chapter can best work to help them
2. Open leadership council meetings to all members
3. Communicate with committees to see which areas they would like to be involved with and to have chapter input
4. Segment membership lists by region and seek information to find out what members in each area want/need to know
5. Update calendar on website so it is clickable for fast resources
6. Brand MDAAP on social media outlets as “The Voice for Maryland’s Children”
7. Update and upgrade chapter website to include as much relevant and educational information for members as possible. Encourage each chapter committee to provide content in a similar manner as the Bi-Ped committee and EHDI.

Governance

Goal: To further advance the chapter as a well-run and efficient organization with value added for all.

Strategies:

1. Develop concrete job descriptions for all chapter volunteers and seek to count all volunteer hours
2. Construct a database to show who is serving in various committees and send out blasts to different doctors through workgroups (make sure email’s state “Leadership Counsel” in the subject line)
3. Solicit input from Leadership Counsel to fill local opportunities for national AAP committee openings
4. Continue to maintain a robust Pediatric Council
5. Work with chapter leaders to reinvigorate the committee system
6. Work with chapter leaders to involve more members in the legislative work in which we engage

Other Goals

1. Continue to expand Reach Out and Read to practices state-wide through Race to the Top grant
2. Work with National ROR, through grant funding to support pre-existing sites
3. Continue working with MDAAP Foundation Board and chapter members to develop mission, resources, events, and granting opportunities
4. Continue to seek out grant opportunities to expand and enrich the work of the chapter
5. Provide excellent customer service to chapter members
6. Actively pursue networking opportunities and partnerships with government and nongovernment organizations