

The American Board of Pediatrics

Bring Your Pediatrician Back to School

Presented by: the TartHeals



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Let's Recaps!

Vision

Inspiring a lifetime pursuit of learning to improve child health.

Mission Statement

Advancing child health by certifying pediatricians who meet standards of excellence and are committed to continuous learning and improvement

Let's Recap

Some more...

Stated Need: “Synergy between college students and pediatricians.”

Continuity
Care

College
Students'
Pediatric
Awareness

Pediatric
Mental
Health
Capabilities

Background Research Insights

- Students heading to college often keep their home pediatrician for chronic issues (ADHD, pre-diagnosed issues, etc)
- Quality of on-campus treatment varies between men & women; research & liberal art schools; employed & unemployed students
- Students in a public health survey want more access to sexual health resources through their school
- Families are sending their kids to pediatric specialists more now than in 1980



Primary Research Insights

Through individual interviews and online surveys (Qualtrics), we were able to distinguish a few key findings about our target population:



- Understanding gap between college students and pediatricians, especially in terms of how these doctors can meet their needs.
- College students aren't against seeking medical care from pediatricians.
- College students want to receive convenient care from school, but aren't opposed to travelling home to their primary care physician if they cant have it at school

The Problem!

To best serve its certified pediatricians, the American Board of Pediatrics needs to help them better educate college-age students on pediatricians' capabilities and services.



Proposed Approach

To empower with knowledge by
distributing easily accessible,
multi-media resources

Objective A

“Engaging Pediatricians to Help Them Reach College-age Patients”

The ABP needs to reach and engage its pediatricians, to both summarize student healthcare findings and to receive their experience in treating college-age patients.

Increased awareness of college-aged patients’ needs, better equip pediatricians to care for them and help with their transition to school

Objective A

Strategy 1: Provide an updated explanation of college-age students' medical needs to ABP's member pediatricians.

Tactics/Implementation:

- **Develop an article comprised of research findings regarding college students' attitudes for the ABP's blog**
- **Create an infographic that summarizes the major points of the blog**

Objective A

Strategy 2: Involve willing pediatricians' experiences to enable all pediatricians to practice college-age healthcare and outreach.

Tactics/Implementation:

- **Solicit pediatricians' feedback about their experiences with college age patients through the organization's quarterly newsletter**
- **Feature one of the pediatrician's stories in the organization's annual report**

Objective B

"Increasing awareness of Pediatric Services in college-age patients and their parents"

Two communication strategies will be implemented at UNC to test and better understand university communication channels.

Effectiveness of university communication channels gives the American Board of Pediatrics the opportunity and ability to expand these communication strategies to other universities.

Objective B

Strategy 1: Medical Insurance and pediatric resources distributed to college age patients with UNC's help.

Tactics/Implementation:

- **Pediatric awareness content: “Here’s What You Should Ask Your Pediatrician” FAQ page. “How You Can Receive Pediatric Help at Carolina” infographic.**
- **Pediatric awareness messages: Write and distribute for UNC Social media teams to post.**

Objective B

Strategy 2: Resources distributed to parents of college age patients with UNC's help.

Tactics/Implementation:

- **“Decision Tree” parent facing infographic placed in students’ take home orientation forms.**
- **“How to Involve Your Kids in Their Own Medical Care” blog post**
- **Companion Infographic in students’ take-home orientation forms**
- **“Getting Your Student Ready for College Healthcare” in a blog post and a hard copy in orientation packet**

Campaign Timeline

March 28 2021 - June 18, 2021



Objective A

- Newsletter Insert: **March 28**
- Annual Report Feature Story: **May 3**
- Create blog post and infographic:
June 1
- Publish both: **June 7**

Objective B

- Create FAQ pages and infographics:
May 3 - 21
- Create parents' infographics: **May 10**
- Create parent blog and infographic:
May 10
- Distribute resources to UNC: **May 24**

Campaign Evaluation



Process Evaluation

Distribution Reports

- How many copies printed?
- How many copies distribute

Response Tracking

- How many pediatricians replied to e-newsletter?

Summative Evaluation

Online Impression Reports

- How many impressions?
- How many online engagements?
 - Esp. shares, retweets, and comments

Strengths of Plan



- **Reach:** Designed with flexibility in order to be implemented at other universities later
- **Cost-Effective:** Money will go into the creation of resources
- **Timely:** Quick, 3-month plan for long-term impact

Thank you!!!

Questions?



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