

# Joint Approach to Effective and Appropriate Advocacy Roles and Responsibilities

## Preamble

The participating organizations recognize that there is overlap in many of the roles and responsibilities and that there is an ongoing need to collaborate in order to promote effective advocacy.

## The Alberta Medical Association

Role:

*The AMA stands as an advocate for its physician members, providing leadership and support for their role in the provision of quality health care.*

- Advocates and supports physicians who are experiencing intimidation/bullying
- Advocates for system improvement provincially (quality, access, funding)
- Presents the view of the medical profession with the aim of achieving a balanced and collaborative approach to system and health policy issues
- Provides access to resources that address issues of advocacy (Codes of Conduct, bylaws, privacy information) .
- Educates physicians about how to advocate effectively and responsibly
- Defines appropriate and responsible advocacy

Potential Role:

- Develops and maintains advocacy coaches/mentors
- Supports 'communities of interest around specific issues (e.g. tanning beds; ATV use; FASD)
- Educates physicians about how to advocate effectively and responsibly

Responsibilities:

- Advocate on behalf of its members
- Train and maintain advocacy coaches/mentors
- Support for communities of interest

## The College of Physicians & Surgeons of Alberta

Role:

The College of Physicians & Surgeons of Alberta regulates the practice of medicine in the public interest (*servoing the public by guiding the medical profession*)

- Defining appropriate and responsible advocacy
- Acknowledging and supporting responsible advocacy by physicians
- Investigating allegations of intimidation or irresponsible advocacy by physicians
- Defining and addressing disruptive behavior by its members
- Provides access to resources that address issues of advocacy (Codes of Conduct, bylaws, privacy information)
- Educates physicians about how to advocate effectively and responsibly

Responsibilities:

- Define responsible advocacy (whether as advice or as a Standard of Practice)
- Investigate allegations of intimidation or irresponsible advocacy by physicians

## Alberta Health Services

Role:

AHS promotes a collaborative and engaging work environment consistent with its mission: *To provide a patient-focused, quality health system that is accessible and sustainable for all Albertans*

- Works with physicians to address issues – shares information and the rationale around various decisions (e.g. resource allocation)
- Balancing interests and demands of various advocates
- Advocates system needs to Government
- Creates and supports internal structures and processes to enable appropriate advocacy
- Provides training around avenues for advocacy with respect to quality issues and concerns
- Provides access to resources that address issues of advocacy (Codes of Conduct, bylaws, privacy information)
- Educates physicians about how to advocate effectively and responsibly
- Defines appropriate and responsible advocacy
- Investigate allegations of intimidation or irresponsible advocacy by physicians

Potential Role:

- Provides training to medical staff on advocacy

Responsibilities:

- Explain and share information about resource allocation and other key decisions with physicians (and others)
- Physician leadership within AHS is responsible for the quality of clinical care provided by physicians
- Ensures medical input into key clinical (and other) decisions

- Ensures clinical services have adequate resources to provide quality care; when necessary, advocates with funding agencies and others to address resource needs

## **Zone Medical Staff Associations**

Role:

To represent the interests of physicians within and among each of the AHS Zones

Potential Role:

- Assists physician members with responsible advocacy
- Identifies potential 'communities of interest'
- Provides access to resources that address issues of advocacy (Codes of Conduct, bylaws, privacy information)
- Educates physicians about how to advocate effectively and responsibly
- Defines appropriate and responsible advocacy
- Supports and represents members when authorized.

Responsibilities:

- Advocate on behalf of the physicians within the individual zone to AHS

## **Faculties of Medicine (U of C and U of A)**

Role:

To provide education and promote research across the continuum of physician learning regarding the CanMEDS and CanMEDS frameworks defined roles.

Potential Role:

- Ensures educators/faculty are knowledgeable and able to teach trainees about advocacy
- Educates trainees about responsible advocacy
- Provides access to resources that address issues of advocacy (Codes of Conduct, bylaws, privacy information)
- Educates physicians about how to advocate effectively and responsibly
- Defines appropriate and responsible advocacy
- Investigates allegations of intimidation or irresponsible advocacy by physicians

Responsibilities:

- Educate trainees about the role of physicians as patient advocates as part of the CanMEDS framework
- Contribute to lifelong learning for students and supervisors
- Contribute to research around advocacy