

## Maine Chapter Strategic Plan

The mission of the Maine Chapter of the American Academy of Pediatrics is to improve the lives of children and adolescents in Maine. Our vision is to be the leading authority, advocate, and voice for the health of Maine’s children and for the profession of pediatrics.

|                     | Topic                  | Objective  | Activity or Deliverable  | Target/Due Date | Owner |
|---------------------|------------------------|--|--|-----------------|-------|
| <b>Child Health</b> | <b>Marijuana</b>       | Prevent marijuana poisoning or overdose in toddlers and children | <ul style="list-style-type: none"> <li>-Gather resources and post on website</li> <li>-Identify and work with other organizations to advocate for children's safety</li> <li>-Communicate with policy leaders and the public (ex: write Op eds)</li> <li>-Advise state government on dangers of edible products to children</li> </ul>   |                 |       |
|                     | <b>Substance Abuse</b> | Engage in substance abuse prevention efforts across the state    | <ul style="list-style-type: none"> <li>-Promote SBIRT and CPAP screening</li> <li>-Advocate for children to be covered in large state programs (ex: Maine Cares)</li> <li>-Partner with New Hampshire chapter to address neonatal abstinence syndrome</li> </ul>   |                 |       |
|                     | <b>Advocacy</b>        | Advocate for children in Maine                                   | <ul style="list-style-type: none"> <li>-Develop criteria to identify bills that are in alignment with chapter legislative priorities</li> <li>-Leverage relationship with MMA to identify upcoming legislation related to child health</li> <li>-Establish legislative contact network</li> <li>-Establish annual meeting with the governor</li> <li>-Establish annual meeting with state legislators</li> </ul> |                 |       |
|                     |                        | Developmental screening, QI, early hearing/CMV, Lyme             |  |                 |       |
|                     | <b>Engagement</b>      | Increase number of chapter members engaged in chapter activities | <ul style="list-style-type: none"> <li>-Welcome new chapter members (ex: letter or call from the president)</li> <li>-Establish practice champion network</li> <li>-Partner with MMA on annual resident dinner</li> <li>-Identify opportunities for chapter members to engage in low, medium, and high time commitment projects</li> </ul>   |                 |       |

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| Members            | Subspecialists     | Increase subspecialist involvement in the chapter      | <ul style="list-style-type: none"> <li>-Conduct recruitment campaign</li> <li>-Invite to local conferences</li> <li>-Establish subspecialty section of the newsletter</li> <li>-Develop and post a list of subspecialist chapter members on website</li> </ul>  |                 |       |
|                    | Networking         | Facilitate networking opportunities                    | <ul style="list-style-type: none"> <li>-Sponsor regional events</li> <li>-Host a "family friendly" event</li> <li>-Collaborate with nurses, osteopaths, family practice to sponsor learning events</li> </ul>   |                 |       |
|                    | Career Development | Support ME pediatricians in career advancement         | <ul style="list-style-type: none"> <li>-Add "career development" section of the website, provide links to resources on disability insurance, loan forgiveness, etc.</li> <li>-Offer skills training (leadership, media, twitter, etc.)</li> </ul>   |                 |       |
| Chapter Operations | Communication      | Update and implement a chapter communication plan      | <ul style="list-style-type: none"> <li>-Add Twitter feed to website</li> <li>-Establish schedule and develop "a look" for chapter messages (action alert, promote events, subspecialty corner, request to donate, etc.)</li> <li>-Promote stories of chapter projects and acknowledge members' participation</li> </ul> |                 |       |
|                    | Governance         | Ensure health of chapter governance and infrastructure | <ul style="list-style-type: none"> <li>-Review scorecard on a regular basis</li> <li>-Revise bylaws within the next 3 years</li> <li>-Establish chapter subcommittees</li> </ul>  |                 |       |
|                    | Finances           | Maintain stewardship of chapter financial resources    | <ul style="list-style-type: none"> <li>-Review chapter revenue streams</li> <li>-Hire fundraising/branding consultant</li> <li>-Conduct fundraising campaign</li> </ul>   |                 |       |