



Donald M. Palatucci Advocacy Leadership Forum

APPLICATION PROCESS AND GUIDELINES

The Donald M. Palatucci Advocacy Leadership Forum is a leadership-skills development program created by the American Academy of Neurology to train selected members to be effective advocates for their profession and their patients at the local, state, and national levels.

This four-day program is highly interactive and offers challenging workshops in advocacy action planning, effective legislative advocacy, and media relations. Upon completion, Advocacy Leaders will be expected to serve as “key contacts” for the Academy on vital local, state, and national issues. Graduates are also eligible for consideration for the Advisor program—an advanced leadership development track—that provides training on how to coach individuals and institutions through the change process as well as a master’s class in advocacy skills.

ELIGIBILITY

Eligible candidates are Academy member neurologists or neurology residents in good standing with the American Academy of Neurology who have a strong interest in advocacy and leading change at national, state, or institutional levels. Candidates must be able to identify neurology issues with impact potential and be prepared to develop and implement an advocacy action plan.

APPLICATION QUESTIONS

The application asks five narrative questions:

1. **Why do you want to be chosen for the Palatucci Advocacy Leadership Forum to be trained as an advocacy leader?**
2. **Where does your strongest advocacy interest lie?**
3. **How do you envision applying the skills you learn at the program?**
4. **What past leadership or advocacy experience do you have that relates to healthcare or issues of importance to you?**
5. **Provide one example of a time you have demonstrated leadership skills?**

ACTION PLAN AND ONLINE ADVOCACY BLOG

Advocacy Leaders must complete an action plan during the Forum in January. The action plan will serve as a strategic road map for the advocate’s activities during the coming year. It will help the advocate to organize and achieve his or her goals.

Advocacy Leaders are also required to keep Academy staff informed of their progress on a regular basis. An online Advocacy Blog is available for participants to summarize their efforts, including barriers to success, key contacts, necessary follow-up action, and requests for Academy assistance.

Advocacy Leaders can also review action plans and blog entries of other participants to see how they are progressing or overcoming obstacles. This facilitates the exchange of ideas between graduates, and helps staff pinpoint common challenges in the advocacy process. Completion of the action plan and blog updates are requirements for consideration for the “Advocate of the Year” award and Advisor program—a second year advanced leadership development track.

EVALUATION AND SELECTION

Applications are evaluated by members of the Academy’s Government Relations Committee and Academy staff based on the following criteria:

1. **Applicant’s ability to think and plan strategically, communicate effectively, motivate others and collaborate/network - based on previous experience and responses to questions**
2. **Strong leadership potential and good character, clear passion for the profession and patients, and a desire to make organizational change**

Each year the Academy selects approximately 30 neurologists to participate in the program, typically twenty-seven U.S. members and three international members. In addition, the Academy will carefully select up to ten Advocacy Leaders from previous Forums to serve as Advisors.

PARTICIPANT DETAILS

Participant expenses such as travel, lodging, meals, ground transportation, and other meeting related costs are covered by the Academy. Travel arrangements must be made through the Academy’s vendor. Ground transportation may be arranged through an airport shuttle service.

APPLICATION DEADLINE SEPTEMBER 20, 2009

Please contact Melissa Larson at mlarson@aan.com or (651) 695-2748 for more information about the Palatucci Forum or application process.