



Best Practices for Hosting a 2019-2020 #ProudtoBeGIM Event

A #ProudtoBeGIM event doesn't have to be just a one-time thing. Plan more than one event. Use the event as a springboard to creating a stronger GIM community at your institution or with your local ACP chapter. Create mentoring pairs between faculty and students.

There are dozens of ways to help make #ProudtoBeGIM work at your institution. Here are some ideas to get you started:

Organizing the Event: Collaboration

- Collaborate with other groups (SGIM regions or your local ACP chapter!) for your ProudtoBeGIM event and work with your division for additional help. Examples could be partnerships with other groups within your institution (IM interest groups, med student senate, family medicine groups, resident leadership councils) or outside of your institution (inviting medical students from several regional medical schools to one event).
- Involve all levels of people in your planning – from medical students to senior faculty. Each person has a unique point of view to bring to the group.
- Encourage faculty to attend your event – especially faculty from other local institutions or groups.
- Include stories and testimonies from grateful patients (either recorded, written and read, or even better, delivered live in person) about the value to them of their relationship with their GIM primary care physician.

Planning the Event:

- Visit <http://www.sgim.org/career-center/proudtobegin/host-a-local-event> for an e-toolkit and other resources to get you started.
- Start planning EARLY. Find ways to make the event part of a student enrichment series or other program where students receive credit for attending.
- Pay attention to scheduling. Make sure to plan your event(s) around exam times, and other competing programming. Use noon breaks, dinner sessions, or other times where

students/residents are most likely to attend. Coordinate planning with events like Grand Rounds or mandatory educational sessions.

- Try innovative classroom techniques like Jigsaw Classroom or Canvas to promote cooperative learning (<https://www.jigsaw.org/>, <https://www.canvaslms.com/k-12/>).
- Try innovative ways of presenting stories about GIM in the manner of Story Corps or Story Slam (<https://en.wikipedia.org/wiki/StorySLAM>). Video tape this event and post it on your institution's website/social media.
- Host events for medical students at interesting local venues. Past ProudtoBeGIM event venues have included ping-pong bars, story-slam venues, ice cream parlors, skating rinks, local bars, open mike nights, food trucks, paint nights, etc. Check to see if there is a medical student band willing to play at your event.
- Use unusual formats for your event – speed dating, world café, TED talks, classroom in the round, MythBusters, mock poster session presentations, clinical workshops, and week-long lecture series have worked well in past events.
- Incorporate some advocacy training into your event – invite a local congressional representative or staffer to come talk about how internists can have impact on legislation or host an advocacy workshop.
- Consider hosting a community outreach event (at a food bank or the like) to encourage GIM outreach to the larger community. Plan an event with a local private GIM practice.
- Consider holding more than one event - each event could be targeted to a different audience (students vs. residents) or each event can build on the one before (panel discussion at lunch followed by a networking mixer at night the next month). This can help build community.
- Make use of ProudtoBeGIM videos, brochures, buttons, coffee mugs, and pens – available through SGIM.
- Use ProudtoBeGIM logos and signs to incorporate the theme into your event. Logos can be placed on slides, handouts, or even used to create 6 foot signs for people to pose next to.
- Play a game at your event – could be a modified version of a scavenger hunt, Apples to Apples, BINGO, notecards to be filled out for a raffle ticket, etc.
- Encourage local businesses to contribute items for raffle prizes.
- Consider reaching out to undergrads and pre-med societies near you. Pair incoming medical students with mentors – could be older med students, residents, junior faculty.
- Have a sign in sheet at your event and have faculty follow up with those who attended. This action might result in informal mentoring pairs.
- Use ProudtoBeGIM swag in unexpected ways! Hand out buttons during Match Day, create stickers to give out as rewards – be creative!

Electronic Resource Planning

- Create a webpage for #ProudtoBeGIM events/activities at your institution. Link it to posts from your social media feeds (posts from Twitter, Facebook, Instagram, etc.).
- Create a “Resource Guide” that includes opportunities for medical students and residents to get involved with ongoing and future projects led by GIM faculty members and to help plan their educational journey to experience GIM.

- Make sure all of your handouts are available electronically. Post them to your website and/or social media feeds.
- Create videos about why your institution is #ProudtobeGIM and post them on social media/institutional bulletin boards in advance of your event to promote education and attendance <https://www.youtube.com/watch?v=uTvCHoPQOe8&feature=youtu.be>

Social Media Planning

- Use social media to highlight speakers who will present at your events or faculty who are ProudtobeGIM. Search [#ProudtobeGIM](#) on Twitter for past examples.
- Ask bloggers from your institution to post during your PTB GIM event about why they are proud to be in GIM and why they find joy in practice. Post links to these blogs on your social media feeds and on your website. <https://medium.com/@bradcrotty/why-i-m-proudtobegim-7b3f9cc549a8>
- Create a podcast at your event or in advance of your event https://www.clinicalcorrelations.org/?powerpress_pinw=17983-podcast and <https://thecurbsiders.com/podcast/recap-sgim19-day-1> and share it with your institution
- Use word clouds at your event and post results on social media <http://worditout.com/word-cloud/make-a-new-one>.
- Piggyback on your institution's social media feeds and ask for help from your press office (and your students!) with posting if you are new to social media.
- Give attendees the opportunity to earn free #ProudtobeGIM swag if they Tweet, Snapchat, Instagram, or Facebook a photo with the #ProudtobeGIM hashtag while holding a #ProudtobeGIM sign.
- Host a Tweet Chat during the event. Make sure to publicize well in advance and have some faculty on hand to ask questions and get the ball rolling once the chat is underway.
- Hold a raffle for the medical students. In order to qualify for the raffle, students would need to set up a Twitter account, tweet one thing they learned during the session using the two hashtags and follow one faculty/fellow/resident member they met during the event who also uses Twitter.
- Prior to the main event, ask faculty, fellows and residents who use Twitter to provide one tweet about why they love general medicine using the hashtag #ProudtobeGIM.

Post-Event: Follow-up

- Provide a follow-up survey. This can get you valuable information on what worked well during your event and can also help you find ways to maintain contact after the event is over.
- Consider distributing token coffee gift cards to "continue the conversation after the event"
- Identify an institutional champion to continue the #ProudtobeGIM conversation well after the event through additional outreach both in print and on social media.
- Provide other ways in which students can connect with faculty. It's great to explain professional accomplishments – but embrace wellness within #ProudtobeGIM and explore common interests like cooking, photography, running, etc.