

FROM THE SOCIETY

ProudtobeGIM at 1 Year: The Future Looks Bright

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The ProudtobeGIM campaign was launched in 2015 to expose medical students to career opportunities in general internal medicine (GIM). The aim of the program is to inform students of the variety of amazing career options in GIM and the multitude of opportunities to be a leader in patient care, research, health policy, and medical education. The campaign's website (proudtobegim.org) was launched at the 2015 SGIM Annual Meeting. This site features GIM career resources for students and medical educators, including multiple videos, podcasts, and information on mentoring programs. The campaign was strategically featured on social media as well as promoted by many professional societies and groups, including the American Association of Medical Colleges, the American Medical Student Association, and the *New England Journal of Medicine Knowledge+*. With support from the Hess Foundation, the campaign was able to fund pilot ProudtobeGIM events at six US medical schools:

Boston University, Emory University, Johns Hopkins University, Tulane University, the University of Colorado, and the University of Miami. Each event set out to bring together medical students and GIM role models to allow for sharing of information and to create connections. These proceedings were well attended and highly valued; feedback from these events was used to develop campaign materials for other medical centers interested in hosting their own ProudtobeGIM affairs.

At the recent 39th SGIM Annual Meeting in Florida, the presence of ProudtobeGIM was palpable. Scores of attendees participated in the ProudtobeGIM photo booth to show their GIM pride. Social media caught fire with GIM love; on Twitter alone, there were 371 #ProudtobeGIM posts during the week of the conference with an estimated reach of 105,261 Twitter users. On the first full day of the conference, the campaign hosted, "Say it Loud and Say it ProudtobeGIM," a town

hall meeting to share ideas and suggestions of how to promote GIM by hosting promotional events for medical students.

As the campaign moves beyond its first birthday, it is hoped that its reach and impact will swell. This year, funding for up to 25 additional medical institutions is available to support ProudtobeGIM events and programs. We will be continually adding new resources on the webpage to help interested internists and institutions plan incredible events for their learners. The campaign is also exploring new ways to expand our target audience to internal medicine residents as well as medical students. We hope that the entirety of the SGIM community will get involved and participate—it could be as simple as wearing a ProudtobeGIM pin on your white coat to stimulate conversation with your learners. We have many reasons to be proud of what we do, and it is important to spread our GIM love with aspiring medical leaders.

SGIM

