PLUS Legacy Report:

A. Name: Tricia Michels Tayama
B. Future Contact Email: michelst@peds.ucsf.edu
C. Info for Alumni bios on Website:

Interests: youth violence, media advocacy, adolescent sexual decision-making, adolescent prenatal care
Project Partner: SFGH Teen Trauma Recovery, SFGH Wraparound Project,
Project: Documentary film on youth violence
Personal Interests: Cooking, baking, hiking, documentary films
Post-Graduate Activities: SFGH Chief Resident

D. Legacy report: Please also provide me with PPTs/papers/articles etc...
This will be attached to your bio on the PLUS website.

   a) Title
      Bullet Proof: Media Advocacy for Youth affected by Community Violence
   b) Key words
      Violence, Adolescents, Media Advocacy, Trauma
   c) Learning objectives
      • Learn how to create media that can be used effectively for social change
      • Develop expertise on the needs of youth and families affected by community violence
      • Work effectively with community partners towards a mutually desirable goal
   d) Project objectives
      • Bring the voices of youth to the foreground
      • Explore expert opinions on community violence
      • Create a documentary film on youth violence
      • Distribute a final film with accompanying educational materials to diverse audiences.
   e) Activities (Partly using objectives listed..) what did you do to reach your objectives?
      • Conducted formal and informal focus groups in the community to better understand the issues faced by children and their families
      • Incorporated clinical experiences into our understanding of community issues
      • Developed a hospital-based community partnership
      • Conducted 17 filmed interviews
      • Obtained 2 grants
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- Directed, edited, and produced a 20-minute documentary film

f) Outcome:
- should include as addendums any presentations, lit review searches, handouts/tools....
  - Resident noon conference on media advocacy and some community issues in Bayview/Hunter’s Point
  - Department poster session on media advocacy
  - Resident noon conference with guest speaker on violence
  - SFGH Grand Rounds on our media advocacy project
  - PAS oral presentation to Advocacy Training Special Interest Group
  - Juvenile Justice Summit screening of film
  - Featured in Milestones, UCSF General Pediatrics Newsletter
  - Featured in Angles on Advocacy article for AAP Residency Report

g) Lessons in Implementation (what did you learn in the process of your work?)
- Improved my clinical approach to adolescents and pre-adolescents
- Complex problems, such as youth violence, need novel solutions and partnerships
- Film and other media can be powerful tools physicians can use to improve child health
- Leadership training has been invaluable during clinical training.

h) Potential future projects:
- Create educational materials for distribution
- Host community screenings
- Submit film to a film festival
- Create evaluation materials to measure the film’s effects
- Apply for further grant funding to pursue a media advocacy campaign
- Share film with youth, parents, providers, community leaders, and other community members

i) Resources (include local individuals/contacts; key organizations - local and national; potential funding sources/grants)
- SFGH Teen Trauma Recovery Project—Clem Donahue
- SFGH Wraparound Project—Rochelle Dicker, Mike Texada, Javier Antezana, Ricardo Garcia-Acosta
- CATCH resident planning grants
- Advocacy Training Special Interest Group
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- Film Arts Foundation
- UCSF Center for Instructional Technology
- Berkeley Digital Film Institute