

## 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

## PLUS Legacy Report:

- 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

PLUS Legacy Report:

- Film Arts Foundation
- UCSF Center for Instructional Technology
- Berkeley Digital Film Institute