

# 2011 Application

## *Mayday Pain & Society Fellowship: A Media & Policy Initiative*

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### **Introduction**

This is the application for the *Mayday Pain & Society Fellowship: a Media and Policy Initiative*, a program established by The Mayday Fund in 2004. The Fellowship initiative will train physicians, nurses, pharmacists, social workers, basic, translational and clinical scientists, policy experts and legal scholars in the pain management community to go beyond their own professional pursuits to become leaders and advocates for change in the pain field in the United States and Canada. The Fellowship seeks those applicants who have the capacity, time and passion to become players in the field, and foresee significant impact from their advocacy efforts to improve the lives of people in pain.

The Mayday Pain & Society Fellowship begins accepting applications on Tuesday, March 1, 2011. The deadline for applying to the 2010 program is Wednesday, June 15, 2011. You must submit 1) an application and 2) a letter approving your participation in the program from your immediate supervisor or chairperson. The letter should include confirmation that you can devote 10 percent of your time to the Fellowship, and provide supporting background about your candidacy for the Mayday Pain & Society Fellowship.

Finalists will be involved in a phone interview with the Mayday Fellowship Advisory Committee members. Six fellows will be selected by the Committee in August 2011.

The Mayday Fund, a New York City-based foundation dedicated to alleviating the incidence, degree, and consequence of human physical pain, is interested in providing new leaders with tools that will enable them to reach the broader public and key stakeholders with messages about pain management and the need for improved pain treatment and care. Mayday established the Fellowship to train dozens of leaders, and provide them with intensive training and five months of coaching in media, policy and leadership. Fellows must be available for a three-day training session to be held in Washington, D.C. on October 24-26, 2011. Following completion of the session, each Fellow will be required to spend 10 percent of their time working closely with Burness Communications for five months (November 2011 – March 2012) to develop their own outreach strategy and implement elements from the strategy.

### **Possible strategic goals include:**

- Advancing the pain management field in your institution or within your profession
- Educating patients and the public about treatments for acute and chronic pain
- Translating new science to the public

- Educating the public about alternative treatments to pain medications
- Developing improved pain management curriculum or trainings
- Educating policymakers about the need for improved pain management
- Improving the legal environment for effective pain management

**Examples of tools for reaching goals could include:**

- Writing opinion editorials and guest blog posts; providing commentary
- Connecting with local and national media
- Meeting with or testifying before Members of Congress or state legislators
- Inviting media, policymakers or regulators to your institution
- Establishing a public relations committee within a professional society
- Establishing a fellowship, training program, or lectureship on pain in your institution

**Fellows should meet the following criteria to be eligible:**

- Be a health care professional, legal, policy or ethics expert, and/or a behavioral, biological or social scientist. Priority will be given to researchers and practitioners from academic institutions who are able to give time and passion to advocacy work. The application is open to persons at different stages of their careers. Employees of pharmaceutical and medical device companies are not eligible.
- Be affiliated with or a member of a United States or Canadian organization, agency or institution—such as academic institutions, government agencies, or private clinical practices, such as hospitals and nursing homes.
- Demonstrate expertise in pain in any of the following areas: clinical practice, research, education, law, policy, and ethics.
- Commit 10 percent of your professional time to the Fellowship, which includes:
  - Attending three days of training in Washington DC on October 24-26, 2011.
  - Utilizing five months of one-on-one coaching with Burness Communications to pursue media and policy outreach possibilities.
  - Continuing to pursue advocate activities beyond the training and coaching period to the best of your ability.
  - Staying connected to all Mayday Fellows through the Mayday Fellowship listserv to seek opportunities to advocate and collaborate for improved pain treatment and care.

- Must be passionate about self-development as a leader and educator about pain with the public, the media and policymakers. Must be committed to making an impact on the pain field.
- Must speak on behalf on your work organization, and will not represent The Mayday Fund or Burness Communications.

*There are no tuition costs.*

*All travel, seminars, and communications coaching will be covered by The Mayday Fund.*

# Mayday Pain & Society Fellowship Application

Please complete all elements of the three sections below.

## I. Biographical Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Current Employer/Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Web site: \_\_\_\_\_

Telephone: Work \_\_\_\_\_

Home \_\_\_\_\_

Cell \_\_\_\_\_

Fax \_\_\_\_\_

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**II. Attach a one-page biography AND Curriculum Vitae (biography should be 200-words or less).**



4. Applicants should have a specific media or policy goal to pursue during this Fellowship. Please describe in a brief paragraph what you would like to accomplish as an advocate to improve pain care, and describe whether your goal will focus more on media outreach (public education and awareness-building) or policy (work with boards, state or federal policymakers toward policy change). Your strategic goal may include elements of both.
  
5. Do you see the concept of improving the lives of people in pain as a core mission in your life and work? If so, describe why.
  
6. List your primary discipline, and describe the type of work you do.
  
7. What is your expertise in pain? And what is your leadership role within your organization or organizations with which you are affiliated?

8. If you are a researcher, please list one sentence about the topic of any pain studies you have been involved in which may be published in the coming year.
  
9. What do you believe are the important messages that need to be heard by the public and policymakers on the topic of pain?
  
10. Describe an experience with a journalist or policymaker if you have had one.

**Please forward a completed application and your supervisor approval letter by e-mail to [nseaver@burnesscommunications.com](mailto:nseaver@burnesscommunications.com).**

**Or fax: 301-654-1589. Attention: Mayday Fellows**

**Questions? E-mail Nick Seaver at [nseaver@burnesscommunications.com](mailto:nseaver@burnesscommunications.com)**