**2020 Application**

***Mayday Pain & Society Fellowship:***

***Communicating Science & Improving Care***

**Introduction**

The MAYDAY Fund has long encouraged pain experts to assume public leadership roles to help end human suffering from pain through public discourse about research, best practices in care and policy. From 2004 to 2015, this public engagement and leadership training was provided through the “Mayday Pain & Society Fellowship: A Media and Policy Initiative,” which provided 60 Fellows with communication and public outreach skills. This initiative was based on the belief that experts would increase their effectiveness in advancing the field of pain management and ensuring better care for patients by enhancing their communication skills.

Building on this experience, The MAYDAY Fund launched a new Fellowship in 2018 to aid the next generation of pain experts to provide evidence-based and solutions-focused information about pain care and treatment, as well as disseminate the promising research emerging in the field.

The new Fellowship will provide a three-day communication workshop in Washington, D.C., for clinicians and researchers who are passionate about improving pain care and who are dedicated to building communications skills and strategies aimed at reducing human suffering from acute and chronic pain. The Fund will seek applicants who are already working on research and evidence-based approaches to advance what is known about pain and how best to care for it. Such work by successful applicants might include: sharing critical research on the science of pain and on emerging evidence-based treatments, fixes to how pain is addressed in the health care system, training for frontline clinicians treating pain, and addressing disparities in pain care.

**Who Should Apply?**

**The *Mayday Pain & Society Fellowship* begins accepting applicationson Tuesday, December 10, 2019. The deadline to apply is Friday, January 10, 2020.**

Applicants with a clear passion for communicating evidence-based pain management strategies or research on basic and translational pain science will be evaluated and selected by a multi-disciplinary Advisory Committee, comprising leaders working in the United States and Canada. Applicants will be specifically judged on their desire and plan to bring their expertise to bear on public discourse, policy discussions, or in support of more research to improve knowledge about and access to pain treatment.

We are seeking those who are committed to building communications activities into their work after the workshop and are established in their careers - with a robust experience base to draw on in meeting their communication goals.

This program requires Fellows to provide a significant amount of their time beyond the required three-day workshop (launching with a dinner on Sunday and finishing mid-day on Wednesday), including pre-workshop planning and actively engaging in the coaching program following the workshop. For one year, Fellows will have access to professional communications advisors (the “coaching faculty”) to achieve a communications objective that is identified during or after the workshop.

The MAYDAY Fund believes that the success of this program will come from the commitment to individual and team successes of the Fellow. For example, all fellows will write at least one perspective/thought leadership piece that will be published online in a Mayday Fellowship “[Medium” publication](https://about.medium.com/), the MAYDAY Fund’s website, or another online publication. These pieces could be about new research, reflections on the state of pain management, solutions, etc. In addition to this piece, each Fellow will be expected to complete **at least** one additional task from the list below (or a public outreach activity that is similar):

* + Write an op-ed or commentary for a media outlet
  + Meet with a policymaker (state, federal, agency, etc.)
  + Speak at a public-focused forum (i.e., a TEDx, or local forum intended to reach lay audiences)
  + Speak to a health care provider audience (without expertise in pain) about pain management (this could include speaking at a Grand Rounds or staff meeting)
  + Write a letter to the editor
  + Meet with journalists timed to the release of research or event of media interest
  + Produce video or online materials to engage a broader audience in your work

Fellows will speak only on their own behalf and/or on behalf of their institution and not on behalf of The MAYDAY Fund or its Trustees.

**To be eligible, applicants must meet the following criteria:**

* Ability to attend the entire **three days** of training in Washington D.C. on **June 14 -17, 2020.** **Applicants who are unable to attend the training and/or participate in the coaching will not be considered.** These are critical components to the award of the Fellowship.
* Be willing and able to engage in communications activities after the workshop and with the limited support from the coaching faculty throughout the year.
* Be a health care professional and/or a behavioral, biological or social researcher based in the United States or Canada. Employees of pharmaceutical and medical device companies are not eligible.
* Be affiliated with or a member of an organization, agency or institution—such as academic institutions, government agencies, nonprofit professional associations, or private clinical practices, such as hospitals and nursing homes.
* Be able to speak publicly about your work as an individual or on behalf of your institution or organization.

**Applicants will be judged on the following criteria:**

* Demonstrated expertise and track record of rigorous, evidence-based work on pain in any of the following areas: clinical practice, research or education.
* Demonstrated record of self-development as a leader, communicator and educator on pain with the public, the media and policymakers. Must be committed to making a measurable and lasting impact on the pain field.
* A passion for and track record in public engagement work.
* A clear vision for what would be done in the coaching period of the Fellowship.

**Application Requirements:**

1. The Mayday Pain & Society Fellowship application (see below).
2. A letter approving your participation in the program from your immediate supervisor or chairperson. In the letter, your supervisor should explicitly indicate that you will be able to attend the training and engage in public communications following the training. This letter may also serve as a letter of recommendation.
3. A copy of your Curriculum Vitae.

Finalists may be asked to participate in a phone or Skype interview with members of the selection committee and coaching faculty.

**Fellowship Training and Coaching**

Once selected, Fellows will participate in a **three-day training workshop to be held in Washington, D.C., on June 14-17, 2020.** Following the workshop, each Fellow will be provided with five hours of coaching support from a member of the coaching faculty at [Burness](http://www.burness.com/) to identify communications activities that they will complete within one year of the training.

*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 five sections below.

**Section 1: Basic Information**

|  |  |
| --- | --- |
| Name: |  |
| Title: |  |
| Organization: |  |
| E-Mail Address: |  |
| Current Employer or  Organization: |  |
| Primary Discipline: |  |
| Address: |  |
| Website: |  |
| Telephone: Work: |  |
| Home: |  |
| Cell: |  |
| **Optional Demographic Information** | |
| Gender: |  |
| Race: |  |

**Section 2: Professional Background**

Please attach a brief (200 words or less) biography and Curriculum Vitae

**Section 3: Disclosures**

Please disclose in writing all relevant financial relationships with pharmaceutical and/or medical device companies, and the nature of the relationship in this application.

**Section 4: Essay Questions**

Please provide brief answers to the following (no more than 350 words each).

1. Briefly tell one story that explains why you choose to work in the pain field.
2. Describe the type of work you do (as you would for a lay audience).
3. 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.
4. What do you believe are the important messages that need to be heard by the public and policymakers on the topic of pain, and why do these messages need to be heard now?
5. Please describe an experience that you have advocating for a position, policy or program in your institution and what the outcome of that was.
6. Tell us about how you hope to integrate communications and/or advocacy into your work after the fellowship.

**Section 5: Communications Plan and Goals**

In this section, we hope to hear about how you would thoughtfully approach this Fellowship opportunity to have the greatest possible impact in the year coaching period and beyond.

We want to ensure that each Fellow is committed to becoming a more prominent and effective voice in the pain field. The section below does not commit you to a specific course of action, but is a chance to share with the selection committee some specific ideas about how you would approach your work during the Fellowship. Please keep each answer to 300 words or fewer.

|  |  |
| --- | --- |
| **What is your goal?**  *What do you hope to accomplish to improve pain care and treatment?* |  |
| **Who is the primary audience you are seeking to reach in your communications?**  *Please be as specific as possible.* |  |
| **What specific communications activities might you pursue during the Fellowship?** |  |
| **What does success look like in your outreach and communications work?** |  |

**How did you hear about the Mayday Fellowship (check all that apply)?**

**\_\_\_** Colleague

\_\_\_ Social Media (LinkedIn, Facebook, Twitter, etc.)

\_\_\_ Pain Meeting

\_\_\_ Professional Association

\_\_\_ Journal or Other Publication

\_\_\_ Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please forward a completed application and your supervisor’s letter of support by e-mail to Gideon Hertz at** [**ghertz@burness.com**](mailto:ghertz@burness.com) **by Monday, January 10, 2020.**

**Questions? E-mail Gideon Hertz at** [**ghertz@burness.com**](mailto:ghertz@burness.com)**.**