

The Lifeline Campaign

Lifeline Campaign Top Ten Ways to Help

The ASA is embarking on the Lifeline Campaign, a comprehensive effort to enhance the public understanding of and appreciation for the role anesthesiologists play in making modern medicine possible. The success of the campaign largely depends on the dedication and participation of ASA members. By embodying and promoting the central themes of the program, members validate and reinforce the campaign goals and messages more than any other initiative.

While you learn about the campaign and become interested in getting involved, many will ask, "What can I do to help?" To help you identify ways you can support this important effort in your everyday lives, here is a Top Ten List of things you can do:

1. **Read and understand the Lifeline Campaign materials.** Available at www.lifelinecampaign.com, this information will give you the background on the campaign origins, goals and initiatives.
2. **Consciously support the Lifeline Campaign everyday.** Each day, we interact with patients, referring physicians and surgeons. All of those interactions are opportunities to demonstrate the importance of anesthesiologists. Make sure your patients know your role in their care. Talk to your colleagues about the latest advancements in anesthesia. Make yourself visible in the operating room. All of these minor interpersonal actions add up to have a big impact.
3. **Provide feedback to the ASA.** Let us know what is happening in your community. We will be able to tailor the external campaign initiatives based upon what you tell us is happening on the ground. Additionally, please send us suggestions of influential individuals and/or organizations outside the profession that should be aware of this campaign, and can impact our profession. Your feedback can be submitted at www.lifelinecampaign.com.
4. **Become a spokesperson.** The ASA always needs more anesthesiologists who are comfortable and skilled at speaking to the media. In order to do that, read through the background information and study the Web site to become well-versed on the current issues and familiar with the campaign messages. Spokespeople also should participate in a media tutorial with guidelines on how to bridge to key messages, flag important points and handle tough questions. If you are interested in going through a media tutorial please contact Dawn Glossa, Director of Communications at d.glossa@asahq.org.
5. **Become more involved in the medical community.** By getting involved with influential organizations such as state medical boards and national medical organizations,

anesthesiologists will give the profession a seat at the table when serious decisions are being made. These groups impact each of us, and we need to have a strong presence within them.

6. **Get to know future anesthesiologists.** By visiting your alma mater or a local university to speak with students thinking about becoming anesthesiologists, you will have a lasting impact our profession for years to come. Let the students – both pre-med and medical students – know how rewarding it is to specialize in anesthesiology, a field that makes modern medicine possible. Schools are always in need of veteran doctors willing to share their experiences and wisdom.
7. **Join the online conversation.** Each and every day, people are online talking about anesthesiologists and anesthesiology. Students are asking if the education is worth the effort; expectant mothers are blogging about their concerns regarding epidurals, and worried sons and daughters are visiting message boards to learn about their parents' upcoming procedure. Join these conversations. Take the opportunity to share your experiences, correct false information, provide your opinion or be a resource.
8. **Write letters and articles.** Anesthesiologists have an important viewpoint to share with the world. Make yours heard. If you see an article about anesthesiology with biased or false information, write a letter to the publication's editor clarifying the issue. If you feel strongly about patient care, you can write an article addressing some key points and submit it to a patient publication, such as *AARP The Magazine*.
9. **Engage in local politics.** In states across the country, legislation is being debated that impacts our profession. Know what is going on in your state government. Write letters to your state representatives if harmful laws are up for consideration. Support those candidates that understand and appreciate the full scope of the education, skill and knowledge required to administer anesthesia.
10. **Get out into the community.** Build relationships within your community by volunteering, attending city council meetings or coaching a little league team. By building goodwill among your friends and neighbors, you are building goodwill for our profession.

Please contact Dawn Glossa at the ASA to join this important campaign. To learn more about the Lifeline Campaign, please visit www.lifelinecampaign.com to view a short video on why this initiative is essential to the future of the profession.

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American Society of Anesthesiologists
520 N. Northwest Highway
Park Ridge, IL 60068
telephone: (847) 825-5586
fax: (847) 825-1692