

2024 Annual Report

SOCIAL
MISSION
ALLIANCE



Funders and Partners

The Social Mission Alliance thanks our funders and partners for making this work possible through their ongoing collaboration and support.



Note: the organizations listed on this page provided funding or worked with the Social Mission Alliance on an official project in 2024, not including sponsors for the conference in Durham, NC. We are grateful to the many other organizations and alliance members who remain committed to social mission.

Director's Message



Welcome to the 2024 Annual Report for the Social Mission Alliance.

The 2023 edition of this Report celebrated encouraging

milestones for social mission and broader resistance efforts to the systems that exacerbate health inequities.

The 2024 edition offers three pointed but necessary directives that guided our year: *reflect, digest, organize*.

Among the more encouraging reflections are the laudable actions of nearly three dozen medical schools that participated in the Social Mission Metrics national self-assessment, signaling their commitment to measuring what matters. Our growing community of change-makers came together for the 7th national Social Mission Alliance conference in North Carolina. Health Justice Fellows from several professions and backgrounds championed social causes at their own schools and in support of all healthcare students. Our core team helped lead a national reimagining of medical education -- and then began taking steps to make that transformation a reality.

Weathering the storm of national threats to equity required our organization to be

clear in what social mission is and means right now: the contribution of health professions schools in their commitments to health equity through their practices, policies, and partnerships. This Report briefly highlights the organizing efforts that have fueled positive changes to the health professions education and workforce ecosystem.

The spirit of social mission is unchanged in 2025: the urgent need for a diverse, courageous, well-trained, well-distributed health workforce that is committed to optimal health opportunity for us all.

The mission of the Social Mission Alliance is unchanged in 2025: to elevate social mission in health professions education by mobilizing and amplifying learners, educators, community leaders, and policymakers to advance equity in education, research, practice, and policy.

We are appreciative of our allies, partners, and funders who have continued to support the vision of this work. I extend my gratitude to each of you and your ongoing support of social mission.

In Service,
Toyese Oyeyemi

A handwritten signature in black ink, appearing to read 'Toyese Oyeyemi', with a long, sweeping underline.

Executive Summary

In 2024, the Social Mission Alliance (SMA) made substantial progress in advancing our mission of promoting health equity, driving health professions education reform, and fostering inclusive advocacy.

Key Achievements:

- ★ **2024 Social Mission Alliance Conference:** Hosted a national conference with over 350 professionals attending in Durham, NC.
- ★ **For Us All Advocacy Campaign:** Developed a media strategy and policy narrative, successfully initiated a fundraising campaign for an Action and Accountability Summit to be held in March 2025.
- ★ **Social Mission Metrics Initiative:** Initiated new digital badge recognition program, revisited and updated the Social Mission Metrics Self-Assessment, and invited all medical schools in the United States to take the self-assessment.
- ★ **Resource Library Debut:** Officially released a new [Social Mission Resource Library](#) to help our community identify useful resources to promote social mission in their health professions institution.
- ★ **Health Workforce Diversity Initiative:** Secured funding for a new monitoring system to track the impacts of US Supreme Court decisions on health profession enrolments, funded by the Josiah Macy Jr. Foundation.
- ★ **Health Justice Fellowship & Student Assembly:** Launched several initiatives to enhance student leadership, enhanced engagement through 3 public webinars, and engaged through participation in health policy advocacy.
- ★ **Residency Fellowship in Health Policy:** Expanded scholar engagement with 20+ fellows working on crucial health policy issues, contributing to meaningful discussions and presentations.
- ★ **Strategic Partnerships:** Strengthened alliances with influential organizations such as the National Medical Association, Equitable Professional Societies Network (EPSN), and California-based health policy groups.

"Leaders serve people. I think we, as a profession, need to speak up in what we believe in and drive those changes...I think it comes from the top as well as the groundswell"

-Victor Dzau, SMA 2024 Conference



2024 Timeline

Jan

Launch of new Health Advocate Insights newsletter



January 30, 2024
Health Advocate Insights #1

Welcome to the inaugural edition of Social Mission Alliance's monthly advocacy bulletin! We are thrilled to embark on this journey with you as we delve into the vital realm of stakeholder advocacy to pursue a world of enhancing healthcare workforce diversity as well as social accountability in the practices of healthcare professional training programs. It's a truly reflective and responsive to the needs our diverse society is paramount. Social Mission Alliance is committed to championing these critical values by promoting legislation and policy initiatives that promote inclusivity, equity, and accountability within the healthcare sector.

Our bulletin will serve as a beacon of insight and information, keeping you informed about the latest developments, advocacy efforts, and achievements in this transformative space. Each month, we will bring you stories of change-makers, policy updates, and inspiring successes that underscore the importance of a social mission-oriented health workforce. Join us on this journey as we reshape the future of healthcare. Together, we can make a profound impact on the health and wellbeing of our communities. Thank you for being part of the Social Mission Alliance community and we look forward to working hand in hand to build a more equitable and inclusive health workforce. On to the next!



April



- SMA Conference in Durham, NC
- Release of Social Mission Resource Library

July

Publication, [Analysis of social mission at associate degree nursing programs in the United States](#)

Oct



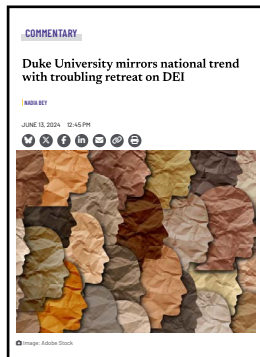
- Student Assembly webinar, [Realizing Birth Justice in Health Care & Health Professional Training](#)
- Social Mission Metrics Initiative invites all US medical schools to national survey

March

Start of Residency Fellowship in Health Policy (RFHP) spring session

June

Publication, [Duke University mirrors national trend with troubling retreat on DEI](#)



Sept

- Heath Justice Fellow year start
- Publication, [Project 2025: Assessing the Impact on the Healthcare Workforce](#)

Nov



- Publication, [The Race and Ethnicity of the Florida Health Workforce](#)
- Student Assembly webinar, [Health Care in Crisis and Health Professional Unionization](#)

Student Assembly webinar, [Saving Primary Care in the United States](#)

Operating Highlights

Health Workforce Diversity Initiative

The Health Workforce Diversity Initiative is helping to promote greater racial and ethnic parity in the health workforce through measurement and accountability.

- Received a grant from the Macy Foundation to develop a new tracking system monitoring the impact of US Supreme Court decisions on health profession enrollments.
- Publication of [The Race and Ethnicity of the Florida Health Workforce](#).
- Engaged with policymakers and institutions to develop strategies for maintaining diversity in medical education.



Social Mission Metrics Initiative

The Social Mission Metrics Initiative aims to advance measurement and awareness of social mission in health professions education.

- Distributed an updated Social Mission Metrics Self-Assessment tool to all US medical schools, yielding over 30 responses from MD and DO schools across the country.
- Launched new [Social Mission Metrics Badge](#), with an inaugural 8 schools awarded with this recognition of their commitment to social mission.

Health Justice Fellowship & Student Assembly

The Student Assembly and Health Justice Fellowship bring students together to promote social mission, network, and organize around health equity in health professions education.

- Strengthened student engagement through webinars and leadership development opportunities.
- Expanded student-led initiatives that amplify under-represented voices in health policy discussions.
- Provided a platform for 11 [social media takeovers](#) to share student stories.

2024-2025 Health Justice Fellows



Natasha Dark
University of
New Mexico
School of
Medicine



Reagan
Dunham
University of
Chicago Pritzker
School of
Medicine



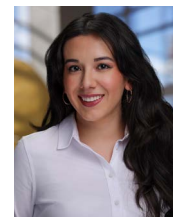
Shiraz
Ibrahim
UCLA School of
Public Health



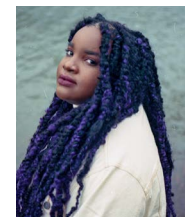
Jenny P.
Rivillas-
O'Neill
Yale School of
Nursing, Doctor
of Nursing
Practice



Bryant
Rucker
University of
Utah Physician
Assistant
Program



Alejandra
Salemi
Duke University
College of
Medicine



Ujuoñu "Uju"
Nwizu
UCLA School of
Public Health

Residency Fellowship in Health Policy

The Residency Fellowship in Health Policy is an intensive, short-term health policy fellowship that started in 2005, reaching over 700 total student participants.

- Increased participation with 20+ fellows engaging in high-impact policy discussions.
- Hosted expert-led lectures on critical health policy issues, culminating in compelling testimonies that artfully combined data and personal narratives. Topics included Strengthening Primary Care, Teen Mental Health & Social Media, Telehealth, Gun Violence in DC, and Drug Shortages. Facilitated site visits to federal agencies, think tanks, and policymakers, providing fellows with first-hand exposure to real-world policy-making processes.



Advocacy Advisory Council

The Advocacy Advisory Council is responsible for establishing a plan to leverage Social Mission Alliance's health workforce research expertise and network for advocacy efforts.

- Successfully launched a media strategy and policy advocacy framework for For Us All, a campaign promoting health justice and equity-focused workforce reforms.

Social Mission Resource Library

The Social Mission Resource Library is a searchable database with a curated list of peer reviewed articles, implementation tools, and real world examples of social mission in practice at institutions and programs across the United States.

- Officially launched the Social Mission Resource Library for public use.

Excellence in Social Mission - 2024 Macy Awardees

The Josiah Macy Jr. Awards for Excellence in Social Mission recognize leaders of social mission in health professions education and are presented to social mission leaders at our conferences.



2024 Macy Awardees. From left to right, Dr. Guenevere Burke accepting for the Atlantic Fellows for Health Equity, Dr. Caswell Evans, Dr. Lisa Meeks, Dr. Arthur Kaufman accepting for the University of New Mexico, and Alec J Calac.

- **Atlantic Fellows for Health Equity**, awarded for Program Excellence
- **Caswell A. Evans, Jr., D.D.S., M.P.H.**, awarded for Lifetime Achievement
- **Lisa Meeks, PhD, MA**, awarded for Individual Excellence
- **The University of New Mexico**, awarded for Institutional Excellence
- **Alec J. Calac**, awarded as Fitzhugh Mullan Rising Star

2024 Conference

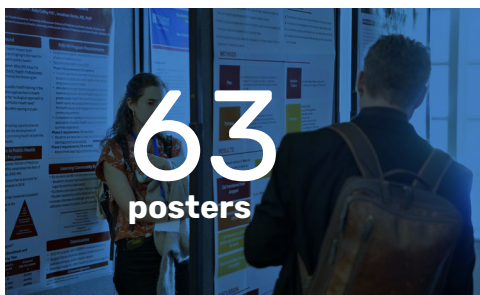
In Durham, our 7th national conference brought together over 350 attendees to exchange ideas, develop actionable strategies, and build lasting connections with others in the social mission community. Our attendees came from across the world, including 34 US states, and 8 additional countries.

Equity Amplified: Uniting Toward Social Mission Transformation featured 63 posters, 52 breakout presentations/workshops, 3 keynote addresses, 3 plenary panels, 3 community site visit opportunities, and 2 community panels.

We are pleased to have provided scholarship funding to 26 Social Mission Scholars and a reduced rate for all students and trainees. Students had the opportunity to attend the pre-conference and student event night. All attendees could claim up to 17.25 Continuing Education (CE) credits for their participation in sessions.

Our team prioritized making a positive impact in Durham while we were there. To this end, we hosted a silent auction that raised \$2.5k for the Center for Child and Family Health (CCFH). As their mission states, CCFH strives to “define, practice, and teach the highest standards of care in treating and preventing childhood trauma” in Durham.

We are grateful for the support from our sponsors to make this conference possible.



Attendee Quotes

“As someone transitioning into healthcare, specifically nursing, I was deeply moved by the stories and solutions shared by the attendees.”

“At the Social Mission Alliance conference, I had the privilege of listening to many different voices, all united in advocacy around health equity. I met new colleagues and reconnected with persons I have met at this conference previously.”

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Conference
2024

Process Improvement

This year, the Social Mission Alliance introduced new process-oriented frameworks to align projects with measurable outcomes and enhance safety net engagement strategies to ensure effective communication with our collaborations.

New Process Approach for 2024:

- **Investor-Centered Reporting:** Clear transparency metrics were introduced to assess return on investment for funding partners.
- **Community & Policy Alignment:** Expanded collaboration with state-level policymakers focused on workforce diversity and health equity.
- **Long-Term Project Sustainability:** Established frameworks for multi-year partnerships with built-in evaluation checkpoints.

Looking Ahead – 2025 priorities

Looking ahead to 2025, the Social Mission Alliance is focused on the following priorities to continue its efforts to advance health equity:

- **March 2025 Action and Accountability Summit:** Finalizing logistical arrangements and securing the remaining funding.
- **Scaling the Social Mission Metrics Initiative:** Expanding the tool to additional health professions to distribute the survey for another national assessment.
- **Strengthening State-Level Partnerships:** Engaging with state-level policymakers and academic institutions to better align workforce diversity policies.
- **Advancing the Health Justice Fellowship:** Providing expanded mentorship, training, and professional development opportunities for fellows.
- **Preparation for 2026 SMA Conference in Los Angeles:** Continuing to refine the conference model for scalability and sustainability.

“My heart is full this morning because I have the pleasure of being in fellowship with a beloved community of dynamic student leaders from across the country; nurturing that “fire in the belly” that Dr. Fitzhugh Mullan identified as being so crucial to the necessary work of realizing social justice in our society.”

-Dr. Robert Rock, SMA 2024 Conference



Board Members

Donald L. Weaver, MD *(Chair)*

Beth Roemer, MPH *(Vice Chair)*

Toyese Oyeyemi Jr., MPH,
MCHES *(Executive Director)*

Raven Burrell, PA-C

Leigh Anne Butler, EMT-B

Brigit Carter, PhD, RN, CCRN,
FAAN

Candice Chen, MD, MPH

Isabel Chen, MD, MPH

Wayne Cottam, DMD, MS

Ronan Hallowell, EdD, MA

Theresa Horvath, MPH, MPhil,
PA-C

Gerrard Jolly, MA, CDP

Onelia Lage, MD

Wanda Montalvo, PhD, RN,
FAAN

Candace Hsu Owen, RDH, MS,
MPH

Kim Perry, DDS, MSCS, FACD

Susan Stone, DNSc, CNM,
FACNM, FAAN

Staff

Toyese Oyeyemi Jr., MPH,
MCHES
Executive Director

Nadia Bey
Student Research Specialist

Leigh Anne Butler, EMT-B
Head of Special Projects

Candice Chen, MD, MPH
Member

Isabel Chen, MD, MPH
*Director, Social Mission
Metrics Initiative*

Finn Dobkin, MPP
Research Associate

Andrea Jenkins, MPH
*Institute Specialist I, Strategic
Partnership Lead*

Natalie Kirilichin, MD, MPH
*Co-Project Lead, Residency
Fellowship in Health Policy*

Simone Perez-Garcia
Institute Associate

Maria Portela-Martinez, MD, MPH
*Project Lead, Health Equity
Leadership Diversity Initiative*

Robert Rock, MD
*Project Director, Health Justice
Fellowship, Advocacy Advisory
Council, Student Assembly*

Edward Salsberg, MPA
Lead Research Scientist

Moira Secret
Manager, Sponsored Projects

Daniel Tounsel, NP, MPA, JD
*Learner Engagement Project
Lead*

Jamar Slocum, MD, MBA, MPH
Co-Project Lead, RFHP

Katie Webster
*Institute Associate,
Communications Lead*

Margaret Ziemann, MPH
Research Specialist




Social Mission Alliance Board gathers for meeting during 2024 conference in North Carolina. Back row (left to right): Isabel Chen, Leigh Anne Butler, Candace Hsu Owen, Raven Burrell, Gerrard Jolly, Ronan Hallowell, Candice Chen, Bridget Carter, and Wayne Donald Weaver. Bottom row: Wayne Cottam, Theresa Horvath, Susan Stone, and Toyese Oyeyemi.

Stay updated on current research, upcoming events, fellowships, opportunities for engagement, and more by subscribing to our email list.

www.socialmission.org/join-the-movement



Connect

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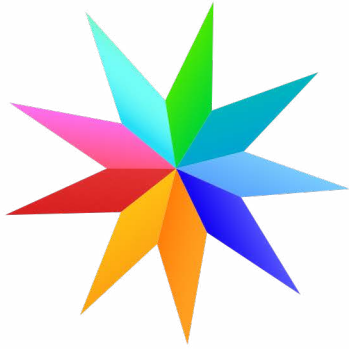
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