

TAG Overview

Initiated in September 2015, the goal of the Trainee Ambassador Group (TAG) is to: 1) foster connections between trainees across the MCH Training Program; 2) provide trainees with leadership development opportunities; and, 3) strengthen the link between trainees and the Health Resources and Services Administration's Maternal and Child Health Bureau (MCHB).

TAG Objectives

Through collaboration, the TAG aims to accomplish the following:

- Strengthen the link between trainees and MCHB
- Increase current trainee awareness/knowledge about the full range of MCH training programs
- Improve communication and collaboration among trainees within and across training programs
- Facilitate connections between current and former trainees
- Provide trainees with additional leadership development opportunities

General Ambassador Roles & Leadership Activities

- Co-facilitate virtual TAG meetings
- Conceptualize ideas and implement activities and strategies centered on trainee engagement

- Devise, review, and provide input on documents, presentations, communications, and/or other resources and tools
- Create and post ideas and topics around relevant areas of interest to trainees through the Trainee Listserv
- Provide feedback on the TAG experience as a professional development opportunity
- Contribute content to virtual and/or social media platforms, such as the MCH trainee LinkedIn page and MCH Article Club
- Write "[Time with TAG](#)" spotlight highlighting trainee experiences
- Attend, present, and/or serve as panelists on a TAG-related or trainee engagement activity at virtual or in-person meetings, as they arise (e.g., the Making Lifelong Connections [MLC] meeting, Autism CARES meeting)

TAG Cohort 5 (2020) Highlights

- Developed and facilitated a virtual plenary session at Making Lifelong Connections (MLC) 2020 on the Trainee Starter Kit
- Revitalized the volunteer role of Social Media Ambassadors (SMAs), updated the SMA Orientation materials, and created sample social media posts to guide SMA activities
- Engaged in active discussion about a variety of maternal and child health issues and professional topics through the virtual MCH Article Club

Ambassador Leadership Roles

In addition to the responsibilities listed above, each Ambassador has the opportunity to take on at least one leadership role. Each Ambassador will be asked to indicate their preferred leadership role at the start of the cohort.

- **Making Lifelong Connections TAG (MLC-TAG) Liaison** – One Ambassador participates on the MLC Planning Committee for monthly meetings to contribute the trainee perspective and share MLC updates during monthly TAG meetings. The Liaison collaborates with the MLC Plenary Session Facilitators to develop and present the TAG plenary session at MLC.
- **MLC Plenary Session Facilitators** – Two Ambassadors collaborate with the MLC-TAG Liaison/TAG to develop and present the TAG plenary session at MLC.
- **MCH Article Club Ambassadors** – Two or three Ambassadors collaborate to run the MCH article club by identifying timely articles on topics related to MCH, developing thought-provoking discussion questions, and posting/moderating article club posts on social media to inspire conversation amongst trainees.
- **TAG Application Review Panelists** – Three Ambassadors participate in a review panel comprised of MCHB staff, Altarum staff, and Ambassadors to review, evaluate, and discuss applications and provide recommendations on the subsequent TAG cohort.
- **TAG Social Media Directors** – One or more Ambassadors maintain regular communications with the Social Media Ambassadors to connect them with information and resources that can be disseminated to their local training programs and others via social media.
- **Subcommittee Chair/Member** – Participate in subcommittee(s) to conceptualize ideas and implement activities and strategies to further engage trainees.

TAG Cohorts 1-4 (2015-2019) Highlights

- Developed and facilitated interactive plenary sessions each year at the annual MLC meeting on topics related to mentoring and networking
- Conceptualized and piloted a new trainee leadership volunteer role and continued to refine the role, evolving it into what's known as the SMA role today
- Conceptualized new social media initiatives to engage trainees virtually, including creation of an MCH article club
- Provided input on trainee experiences related to training on cultural competency and health equity for MCHB's Diversity & Health Equity Collaborative
- Launched the MCH Connects online mentoring resource in September 2017 and organized and facilitated a nation-wide webinar to correspond with the launch
- Developed An Introduction to the MCH Training Program for Trainees by Trainees and the MCH Trainee Starter Kit, resources to orient new trainees to the breadth of MCHB-funded MCH training programs