

# Enhancing the Educational Impact of an Opioid and Cultural Literacy Seminar



WAYNE STATE  
School of Medicine

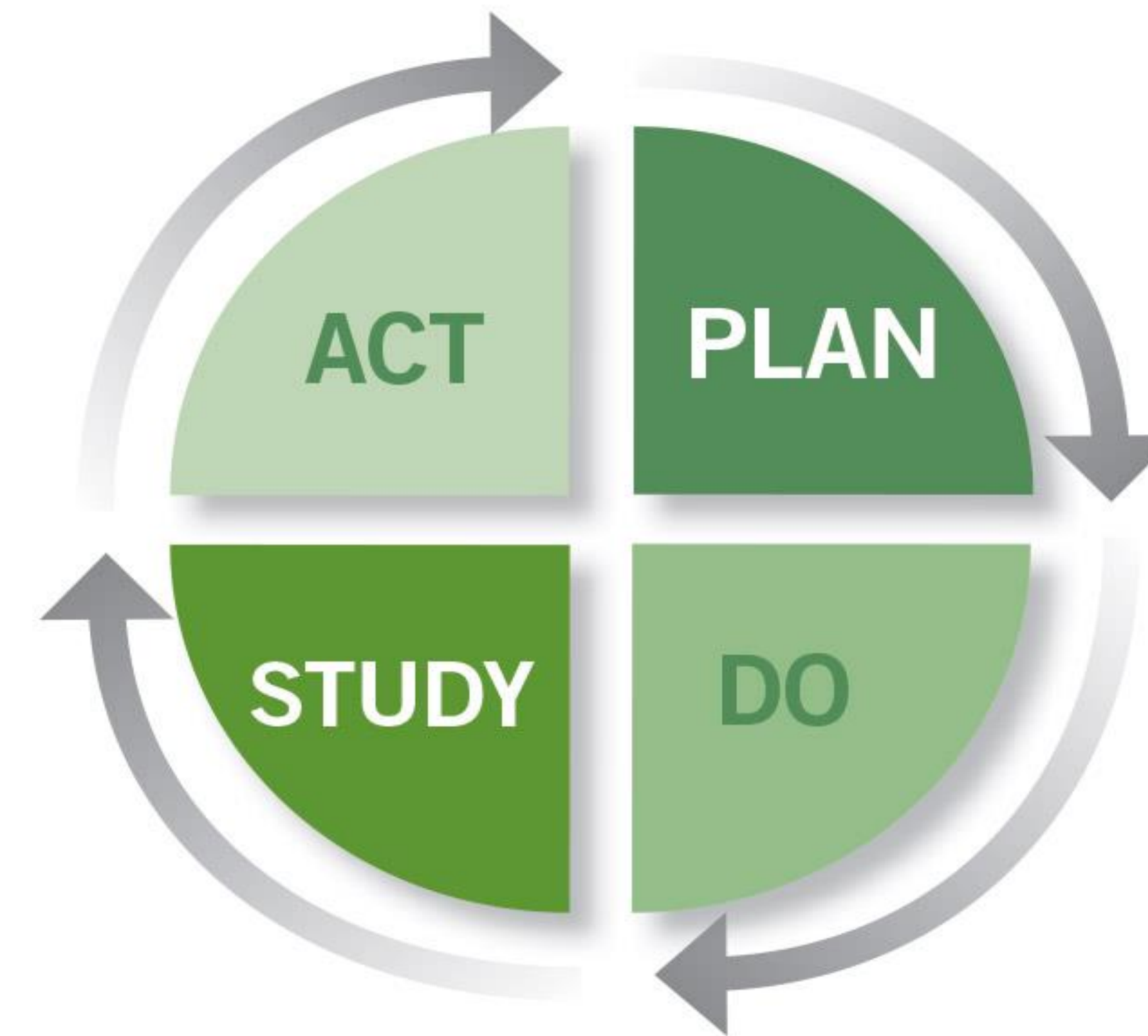
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## INTRODUCTION

The Islamic Medical Student Association (IMSA) at WSUSOM held a seminar aimed to raise awareness regarding the opioid epidemic, opioid-use in the Arab population, and treatment of opioid use disorder. Last year, IMSA held the first seminar for WSUSOM students to learn about opioid usage and treatment along with cultural literacy. The aim of this quality improvement initiative is to amplify the impact of this year's seminar with a concrete goal of utilizing additional advertising methods to increase medical student attendance from 60 students to over 80 students at WSUSOM.

## METHODS

- Last year's seminar was advertised via emails, social media, and awarding service learning hours as an incentive for attendance, which satisfy core requirements in the medical school's curriculum.
- This year, we plan on increasing attendance through synchronizing the event date with Wayne State University School of Medicine's Diversity Week. The increase in the discourse surrounding diversity and the additional incentive of service learning hours should increase student attendance.
- Event details will be posted on social media platforms alongside emails to increase student exposure to the event.
- In order to measure the effectiveness of the changes to be implemented during the next event, a question will be included in the pre-survey that identifies how the participant heard about the event. This would provide us with objective metrics that will allow us to conduct analyses regarding this year's attendance.



### Quality Improvement Measures:

**Number of pre-survey submissions =**

How many people were reached

**Number of post-survey submissions =**

How many people attended

**Difference between pre- and post-survey submissions =**

How effective marketing was at promoting engagement

### Quality Improvement Objectives:

*Improve marketing*

*Increase attendance*

## RESULTS

- Last year, the pre- and post-surveys were used as measures to track participation. Moving forward, IMSA has set a couple of new quality improvement goals: (1) to improve the efficacy of marketing, and (2) to increase attendance.
- This year, the pre-survey will be required for participation (only those who fill out the survey will receive the meeting link to attend) and will measure how many individuals were reached via the various marketing efforts. The post-survey will be sent to students during the session and will be used to collect data about attendance.
- The difference between the number of pre- and post-surveys will provide us with information about how effective the marketing strategies were in not only persuading individuals to take the pre-survey, but to encourage them to attend and be fully engaged in the session.

## CONCLUSION

Our effort last year to bring attention to the opioid epidemic facing the large Arab American population in Dearborn was successful. Through implementing the changes listed earlier, we expect to meet our goal of achieving at least 80 participants during the upcoming event. Additionally, we expect to receive valuable feedback regarding which outreach strategies had the most significant contribution to the attendance. This data will prove useful when planning upcoming events and increase planning efficiency of novel events held by IMSA.

The goal of IMSA is not only to increase attendance to a single event, but rather to educate upcoming classes about a vastly understudied community. The next steps include items such as increasing the attendance of WSUSOM faculty to the opioid-use in the Arab community seminar as well as collaborating with student organizations from different medical schools across Michigan.