Why are we doing this campaign?

The pandemic has contributed to an unprecedented exodus of women from the medical workforce. Since women make up the majority of healthcare workers, this shift will have a significant impact on patient care and the advancement of medical research. Even before the pandemic, women were leaving medicine due to many factors that make the healthcare workplace inhospitable to them. The Give Her A Reason To Stay In Healthcare campaign is focused on decreasing the exodus of women from medicine and ensuring that patients receive the best possible care.

What is the campaign?

Every year, the course Career Advancement and Leadership Skills for Women in Healthcare launches a new strategic initiative aimed at supporting women in healthcare. Once again, the American Medical Women’s Association (AMWA) and the Executive Leadership in Academic Medicine (ELAM) program are joining in this campaign. This year’s Give Her A Reason To Stay In Healthcare campaign is a call to action for businesses, organizations, healthcare institutions, and individuals to find and act on specific ways to support women in medicine at this critical time.

What can employers do?

- Pay her fairly
- Promote her now
- Give her a grant or other funds to support her work
- Sponsor her for a specific career opportunity
- Ensure she has appropriate time off to care for herself and her loved ones
- Offer childcare
- Provide a safe and harassment-free workplace

What can colleagues, patients, and other individuals do?

- Nominate her for an award
- Invite her to be a co-author or speaker
- Cite and disseminate her research
- Thank her for her commitment to excellent patient care
- Write a positive online review or send a note to her boss
- Find thoughtful ways to tell her the work she does is important

On social media use the hashtags #GiveHerARReasonToStay and #WomenInMedicine to join us, follow along, and spread the word!

Cite this document as:
Give Her A Reason to Stay In Healthcare v1
Available at http://sheldeashealthcare.com/
Published August 1, 2021.