



# 2025 CO Outreach and Advocacy Awards Program

## Program Rules and Information

The annual Outreach and Advocacy Award program recognizes Constituent Organizations (CO) for their creative and innovative programs and projects that align with AAPA's strategic plan and commitments to the PA profession. One overall winner will be determined through the program, which will be acknowledged at Annual Conference.

Submissions may focus on a wide array of Constituent Organization programs and achievements. There are no longer specific categories of awards.

Submissions may encompass any or all of the following:

### 1. Partnering with Purpose

This includes successful programs or projects that:

- a. Build relationships that empower tomorrow's success
- b. Move the profession toward an enhanced model of relational, integrated, and proactive partnerships that will dismantle barriers to practice, articulate PA contributions, and build financial capacity to continue investing in member benefits and capabilities that move the profession forward

### 2. Advancing the Core

This includes programs or projects that:

- a. Advance the mission of the Constituent Organization and/or the PA profession, making investments to evolve, strengthen, and expand core capabilities to meet the dynamic needs of AAPA members and the PA profession
- b. Use data and insights, along with experimentation and action, to guide work, to strengthen technology and culture, and to support people who do the work to drive AAPA's and PA success

### 3. Building a Movement

This includes programs or projects that:

- a. Develop increasingly sophisticated ways to unify, organize, and empower PAs
- b. Identify opportunities to further invigorate, mobilize, diversify, and empower PAs while delivering resources so that they can blaze new paths in an evolving healthcare marketplace in areas such as telemedicine and administration

- c. Create greater value for the profession and for patients through increasing levels of leadership and responsibility

#### 4. Diversity, Equity, and Inclusion

This includes programs or projects that:

- a. Create a space that promotes fairness for all regardless of their individual identities. Create a space where individuals feel they can bring their individual identities without judgment and can feel a sense of belonging and respect. Inclusion in the workplace provides opportunities for people of all identities to participate and have an impact in a meaningful way
- b. For more information about AAPA's Diversity, Equity, and Inclusion initiative, please consult <https://www.aapa.org/about/dei-resource-center/>

Constituent Organizations are free to include any other relevant information that may not be captured by the information noted above.

#### Application Rules & Notifications

- All COs are eligible to participate, including state and federal service chapters, specialty organizations, caucuses, and special interest groups.
- To apply for an award, the CO must submit a complete entry form, beginning **November 25, 2025**, and upload all supporting items. All entries and supporting materials must be submitted by Saturday, **January 31, 2026**.
- To be eligible, award entries must have been produced or fully implemented during the 2025 calendar year.
- One winning entry will be selected from qualified submissions. If submissions do not meet the standards, the Constituent Relations Commission is under no obligation to recommend entries to the Awards Committee.
- All entries and materials become the property of AAPA and cannot be returned to applicant.
- A CRC or Awards Committee representative may contact applicant for additional details or information.

#### Judging

Members of the CRC will provide a preliminary screening of all applications. The CRC will make recommendations for award to the Awards Committee who will make the final decision. All submissions will be evaluated on collaboration and cooperative planning; creativity and innovation; diversity, equity, and inclusivity; positive achievements and outcomes.



## **Notification**

All applicants will be contacted regarding the status of their submission in **April 2026**.

## **Award Winners and Presentations**

- The award winner will be recognized during AAPA's Annual Conference.
- A representative from the winning CO will be invited to accept the award at the awards ceremony.
- Winning COs will be provided with an exclusive winner graphic to post on the CO's website.

## **Additional Information**

For more information, please contact [Sabrina King](#), Administrator HOD & Governance.