

UCSF Pride Pin Pledge

Phase Three

2023/24 Grant Cycle

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Overview

This Community Wellbeing Grant funded the 3rd phase of the UCSF Pride Pin Pledge, an academic-led initiative that garners support for UCSF LGBTQ+ communities through education, awareness and visibility.

Pledgers are signposted to training & local resources to learn about issues facing LGBTQ+ communities & champion queer visibility by wearing a free UCSF branded pride pin.

Data Snapshot

\$2000 was awarded to the program which covered the cost of sourcing & distributing 500 pins and pledge cards between December 2023 - May 2024.

500 pledges were taken at a variety of UCSF campuses (Parnassus, Mission Bay, ZSFGH, Mount Zion) by a variety of professions. Feedback has been positive & UCSF LGBTQ+ focused training uptake has increased

Resources

Take the pledge [here!](#)

Find out more at:
lgbt.ucsf.edu/ucsf-pride-pin-pledge



Project Details

The UCSF Pride Pin Pledge garners support for UCSF LGBTQ+ communities, which is particularly important during the recent ongoing anti-LGBTQ+ legislature, discrimination and attempted erasure of LGBTQ+ folks across the US.

The pledge calls for support from the UCSF community to take action in allyship or belonging through training, volunteering and education about LGBTQ+ issues, as well as signposting folks to LGBTQ+ resources at UCSF and beyond.

A UCSF branded pride progress flag pin is provided in exchange for a commitment to education and awareness and shows action has been taken. The pin can be worn on UCSF lanyards to increase visibility and shows inclusivity, support and safety, especially to UCSF patients visiting our campuses. This feeds into a culture of community, improved mental health and wellbeing at UCSF, as well as being in line with DEIB values.

This proposal asked for funding for a third phase of the program which covered sourcing and distributing 500 pins & pledges over 6 months. The work was led by Graham Hinchcliffe (DPS Specialist at CAPS-DOM) with support from the UCSF LGBTQ+ Resource Center.

Project Challenges

This program is a passion project led voluntarily by one person, in addition to a full-time academic role, therefore there is no dedicated time to complete the coordination and distribution of the pledges, especially running the "Pledge Clinics" where tables were set up in campus building lobbies to encourage passing folks to find out more about the pledge.

Thank you to the folks at ZFGH (Jennifer Thomas & Team) and Mount Zion (Lourdes Moldre & Team) who gave their time as local site champions to make the local pledge clinics happen.

Lessons Learned

A key lesson learned in this work was to ensure that early contact is made with the communications team, who with good notice can provide promotion of programs through digital billboards and features in internal publications such as UCSF Pulse. Approaching department and divisional newsletter/list-serv distributors is also a great idea to share the work locally.

Thank you to the incredible Community Wellbeing Grant Team at UCSF HR Wellness for the funding and all the support during the roll-out of this work!