

## EACH

### Newsletter December 2014

#### Welcome from Jonathan Silverman, the President

I'm delighted to welcome you to the first of our new style of EACH newsletters. In these regular newsletters, we hope to inform you of all the exciting new developments that are occurring within the association. **But more importantly, the newsletter is for you to tell us about your news** - we will be reserving space in the newsletter for news from members about their teaching and research activities and innovations. Our steering group members will have an opportunity to report what is happening in their individual countries and our committees, rEACH (our research committee) and tEACH (our teaching committee), will tell you about their individual projects and developments. So please start sending me information about anything you would like to share with your colleagues and I'll make sure to incorporate it in future editions.



Please feel free to contact me or others through the website at [www.each.eu](http://www.each.eu). If you go to the contact page, and use the drop-down menu called "nature of enquiry", you can make sure your question or enquiry gets to the right person. You can address things to me, to the research committee, to the teaching committee and to membership and general enquiries. I really look forward to talking to you all.

My head is somewhat spinning with all the developments that have been occurring within EACH since the Amsterdam conference at the end of September and in fact there's so much to tell you that I decided just to give you some of the headlines in this newsletter and to go into more detail in future issues.

#### Our international conferences



All those who attended the international conference in Amsterdam will know just how successful it was. Can I warmly congratulate the Amsterdam team for all their efforts in putting on such a splendid conference. The standard of the plenaries, symposia, research presentations and workshops was fantastic



and as usual, the EACH conference is such a friendly and welcoming event, to my mind quite unique in atmosphere.

Just some notes for your diary. The 2015 conference will be hosted by the AACH in New Orleans between the 25th and 28th October 2015 and we do hope you can join us there.

The next conference to be hosted by EACH will be in 2016 and we are delighted to be going to Heidelberg in Germany between the 7<sup>th</sup> and 10<sup>th</sup> September 2016. Wolfgang Eich and his team are busy beginning the organisation of this conference and we are so grateful for their efforts. Heidelberg is a great city to visit.

We are currently exploring bids for the 2018 conference and we are very pleased to have four expressions of interest from throughout Europe



## Our courses and the new website

We are very proud of our new website! It still needs some further work and we will be actively doing this over the next month but please go and look through it and see what you can find.

In particular, go to <http://www.each.eu/teaching/teach-resources/teach-trainers/> and have a look at the courses that are being run in 2015 by the tEACH train the trainers group. We'd be really pleased if you could attend the what to teach, how to teach or assessment courses in the spring.

Payment for courses and for membership has become much easier in the last few weeks with online card payment and instructions for payment through bank transfer. The whole process is fully automated and should be much less frustrating for you.

## Our new executive members



I'm delighted to introduce you to 2 new members of our executive committee. Firstly our new President-elect, Evelyn van Weel-Baumgarten, from Nijmegen in the Netherlands. Please have a look at Evelyn's brief bio on our website. As you will see, she has been involved in both teaching and research of communication for many years and has been a highly active member of the tEACH committee, especially in the train the trainers group. We couldn't have a more committed, intelligent and thoughtful President-elect and I'm sure you will all welcome her into her new role.

Secondly, we have a new treasurer in Karolien Aelbrecht from Ghent in Belgium. Karolien has unique experience in straddling both communication research and teaching and as a manager of an academic department and we welcome her enthusiasm and talent to the executive committee. I'm particularly delighted to welcome Karolien to the executive as she is an example of the new young blood which we need to encourage to take up positions within our association, as it is the younger generation who will be our future leaders and innovators.



## Our members

We are excited that we now have 331 members of EACH which represents a slow steady increase. Those of you who heard my presidential address at the Amsterdam conference will know that we wish to encourage as many people as possible to join EACH. Clearly we need your financial support from the membership fee to try to achieve all the developments that we have in mind to promote teaching and research on communication in healthcare. EACH is not a rich organisation and relies solely on its membership fees and income from courses and conferences.

But it is more than just money. We would like EACH to be the place where researchers and teachers throughout the world turn to for help and support as their natural academic home and to feel that they have a pressure group working for them to support their causes. And In order to provide help for the wider community, EACH needs to be seen to represent the whole constituency of communication research and teaching and to be your advocates in the wider world.

So please can I encourage everybody to do two things. Firstly please renew your membership for 2015 when our association management company contact you in the New Year. But also could you please spread the word. If every current member convinces one of their colleagues back home to also become a member, we will double our membership and our ability to be your pressure group will be so much enhanced.

## Steering committee

The steering committee is vitally important to EACH. It is the highest decision-making body of the Association and makes all decisions concerning finances, general strategy, future development etc. It consists of the national representatives of all countries with at least five members of EACH, all members of the executive committee, the PEC advisor, and the representative of AACH. Each national representative (NR) has a deputy (DNR) who takes the role of the national representative in his/her absence.



I'm really pleased that this year we have six new countries represented in the steering committee: Australia, China, Ireland, Japan, Poland, and Portugal with 18 countries represented overall from around the world. Please have a look at the website to find out your country's NR and DNR and how to get in touch with them. Your national representatives are in a key position to collect and feedback your views to the steering committee.

## Our administration

As many as you will know, we have had a fairly torrid time getting our administration straight over the last year but I'm really really delighted to say that we are now in a very strong position. From November 1, our new association management company is SAS, based in Salisbury in the UK. We are so impressed by their organisational strength and their communication abilities and we are sure we are going to have an extremely strong relationship for many years to come. Our association manager in SAS is Steph Graham. Please have a look at the website for contact details or you can always email Steph at [each@SASevents.co.uk](mailto:each@SASevents.co.uk)

I am also pleased to report that EACH is now a registered charity. Our legal status is now of a Charitable Incorporated Organisation and the aim of our charity is defined as “the relief of sickness and the preservation of health of patients for the public benefit by the promotion of effective evidence-based patient-centred healthcare communication between patients, relatives and healthcare practitioners throughout Europe and beyond.” Again please look at the website for more information about this.

## New developments

### The implementation committee

Those of you who were at the Amsterdam conference will know that in my presidential address, I started the exploration of whether EACH, whose strengths are research and teaching, should move into the world of implementation, advocacy and politics. Traditionally, we have not as an organisation been strong in trying to have an influence on the adoption of effective healthcare communication politically and there has been a danger that all our efforts on research and teaching have not fed forward into the real world as effectively as we would have liked and that their influence on health care has been limited.

The steering committee has now endorsed this vision and our first step has been to arrange an initial meeting of a new subcommittee, the implementation committee which will meet in December to start to plan how we might approach this whole arena. I will report the progress that we make in the next newsletter.

### An interim conference

We are actively exploring the possibility of having a smaller conference in the intervening years between our European international conference which occurs every two years. Our vision would be to have a smaller EACH conference as a summer event in a European venue which would be of an entirely different flavour from our major conference and which would be of real value to our membership. We envisage a series of half day workshops on research and teaching topics with linked themes. SAS are currently scoping the feasibility of this and if we go ahead, it will be in late August or early September 2015. More news soon!

### Developments in starter countries

I am particularly pleased to report on two developments which I think will have a big impact on how each works in the future.

**The first is an ongoing project in Poland** where there is considerable enthusiasm for communication skills teaching and research but little activity on the ground as yet. Over the last year, EACH has been working with our Polish members and the wider Polish communication teaching and research community to produce what is now “the EACH Poland Network for Communication Teaching and Research” open to all teachers and researchers of clinical communication in Poland. Together we have established the Clinical Communication Centre (CCC) based in Bydgoszcz which will now act as the administrative base for this and all new EACH activities in Poland. The CCC is a collaboration between several universities in Bydgoszcz and, to ensure that activity across Poland is fully supported, a steering committee of the CCC is being developed consisting of representatives of universities throughout Poland.



tEACH has used money from the Vasella donation to spearhead this initiative and has visited Poland twice this year to facilitate meetings to develop the network and has also run a three-day course on communication skills teaching in Bialystok in the autumn. Next year, we are returning to train a small group of train the trainers to take our work

forward and also run a further course on curriculum development. We are very grateful for our national representative in Poland Anna Ratajska and her team for all the enthusiasm, support and hospitality in trying to establish this new approach in Poland

**The second is a new development in Sri Lanka.** Marcy Rosenbaum as chair of tEACH and myself as president of EACH have just undertaken a rather gruelling nine day series of meetings and courses in Sri Lanka to try to develop a patient-centred communication research and teaching collaboration. There is considerable enthusiasm throughout the universities in Sri Lanka to develop patient-centred medicine within the context of a Southeast Asian culture and we ran a series of workshops, seminars, lectures, political meetings etc. attended by all the universities in Sri Lanka. By the end of these meetings, I think we had laid the ground work for considerable developments to come and we are very lucky to have in Sri Lanka a highly effective and committed leader in Dr Rasnayaka M Mudiyanse, the head of the Department of Paediatrics at the Faculty of Medicine at the University of Peradeniya. We are looking forward to future developments here. Oh and here is a lovely picture of a leopard that we saw! So it wasn't all work!



## rEACH and tEACH

I am very proud of the work of rEACH and tEACH, our two substantial committees which are the backbone of our organisation. Gerry Humphris who is the chair of rEACH and I are meeting in December to see how we can support all the activities of rEACH and the research community over the next few years and how we can help develop the yEACH group of early career researchers.



Marcy Rosenbaum who is the chair of tEACH is as everybody knows a tower of strength in pushing forward the interests of the teaching community and we are very indebted to her. I know that many developments are currently occurring within tEACH which will be of great interest to all our members. I'm going to ask Gerry and Marcy to tell us more about their activities in the next newsletter in more depth.



They're so much more to tell you, but I think I have overstayed my welcome and will finish here. Can I wish you all well over the next month and look forward to communicating with you again in the near future

With very best wishes

Jonathan